



TOWN CENTRE HEALTH CHECK SEPTEMBER 2022 SUMMARY SHEETS

CONTENTS

Town	Page
Principal Towns	
Banchory	1
Banff	2
Ellon	3
Fraserburgh	4
Huntly	5
Inverurie	6
Macduff	7
Peterhead	8
Stonehaven	9
Turriff	10
Academy Towns	
Aboyne	11
Alford	12
Kemnay	13
Laurencekirk	14
Mintlaw	15
Oldmeldrum	16
Portlethen	17
Westhill	18



Banchory Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Banchory Town Centre reflecting the updated information in the second year of review. Further information about Banchory Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

1182

2021 Total Count = 1504

2022 Footfall Count

21%
decrease
from
2021

2022 Vacancy Rate
(retail units)

7%

2021 Vacancy Rate = 6%

2022 Total Vehicle Count
(number of vehicles)

1352

**Number of Visits in 2021 to
Banchory town page on
VisitAberdeenshire**

2558

2020 Views = 1168

**Independent Retailers
2022**

73%

2021 = 71%

Town Centre Update

2021 View



2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. The former Subway unit was vacant in 2021 and attracted a number of comments through the 2021 community survey noting the building was 'an eyesore' and a desire to see the building brought back into use. Over the year since the survey the building has been renovated and opened as a restaurant, which adds to the vibrancy of the town centre.

Banff Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Banff Town Centre reflecting the updated information in the second year of review. Further information about Banff Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

689

2021 Total Count = 811

2022 Footfall Count

15%
decrease
from
2021

2022 Vacancy Rate
(retail units)

23%

2021 Vacancy Rate = 21%

2022 Total Vehicle Count
(number of vehicles)

1815

**Number of Visits in 2021 to
Banff town page on
VisitAberdeenshire**

3716

2020 Views = 2602

**Independent Retailers
2022**

58%

2021 = 58%

Town Centre Update

2021 View



2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. Most notably, the urban realm improvement works on Bridge Street were complete and the street was fully open to both pedestrians and traffic.

Ellon Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Ellon Town Centre reflecting the updated information in the second year of review. Further information about Ellon Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

778

2021 Total Count = 1454

2022 Footfall Count

46%
decrease
from
2021

2022 Vacancy Rate
(retail units)

8.7%

2021 Vacancy Rate = 5.5%

2022 Total Vehicle Count
(number of vehicles)

3696

**Number of Visits in 2021 to
Ellon town page on
VisitAberdeenshire**

2226

2020 Views = 1668

**Independent Retailers
2022**

55%

2021 = 55%

Town Centre Update

2021 View



2022 View



Few changes were noted through the site survey work in September 2022 compared to September 2021. However, a previously vacant unit with Neil Ross Square is now in active use which is encouraging. In addition, several planning applications were approved from Aug 2021-2022 for change of uses and alterations related to existing businesses.

Fraserburgh Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Fraserburgh Town Centre reflecting the updated information in the second year of review. Further information about Fraserburgh Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

1548

2021 Total Count = 1945

2022 Footfall Count

20%
decrease
from
2021

2022 Vacancy Rate
(retail units)

9.5%

2021 Vacancy Rate = 9.5%

2022 Total Vehicle Count
(number of vehicles)

2579

**Number of Visits in 2021 to
Fraserburgh town page on
VisitAberdeenshire**

952

2020 Views = 907

**Independent Retailers
2022**

68%

2021 = 68.5%

Town Centre Update

2021 View



2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. One of these was the completion of the Glover Birthplace Project and the opening of the Glover Gardens. This project has provided a bright and quiet seating area within the town centre where people can go and be surrounded by nature.

Huntly Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Huntly Town Centre reflecting the updated information in the second year of review. Further information about Huntly Town Centre can be found within the full report on the Council's website.

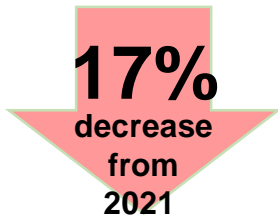


2022 Total Footfall Count
(number of people)

841

2021 Total Count = 1016

2022 Footfall Count



2022 Vacancy Rate
(retail units)

25%

2021 Vacancy Rate = 25%

2022 Total Vehicle Count
(number of vehicles)

1288

**Number of Visits in 2021 to
Huntly town page on
VisitAberdeenshire**

2612

2020 Views = 2053

**Independent Retailers
2022**

45%

2021 = 45%

Town Centre Update

2021 View



2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. The former Cruickshanks shop in The Square was previously vacant and requiring maintenance. During the site visit in 2022 there were renovation works being undertaken to convert the building into a community workshop and café which will be a positive enhancement, once complete, to the town centre.

Inverurie Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Inverurie Town Centre reflecting the updated information in the second year of review. Further information about Inverurie Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

2409

2021 Total Count = 3460

2022 Footfall Count

31%
decrease
from
2021

2022 Vacancy Rate
(retail units)

5.5%

2021 Vacancy Rate = 5.2%

2022 Total Vehicle Count
(number of vehicles)

7020

**Number of Visits in 2021 to
Inverurie town page on
VisitAberdeenshire**

7134

2020 Views = 7019

**Independent Retailers
2022**

46%

2021 = 45%

Town Centre Update

2021 View



2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. One of which was the former Watson's DIY shop which was vacant in September 2021 was occupied in 2022, bringing a prominent vacant unit back into use and providing a broader retail offering for residents and visitors.

Macduff Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Macduff Town Centre reflecting the updated information in the second year of review. Further information about Macduff Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

155

2021 Total Count = 159

2022 Footfall Count

3%
decrease
from
2021

2022 Vacancy Rate
(retail units)

32%

2021 Vacancy Rate = 24%

2022 Total Vehicle Count
(number of vehicles)

1950

**Number of Visits in 2021 to
Macduff town page on
VisitAberdeenshire**

822

2020 Views = 598

**Independent Retailers
2022**

60%

2021 = 64%

Town Centre Update

2021 View



2022 View



Few changes were noted through the site survey work in September 2022 compared to September 2021. However, the inclusion of some public art on vacant units has helped to enhance vacant properties add some visual vibrancy and improving the street scene.

Peterhead Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Peterhead Town Centre reflecting the updated information in the second year of review. Further information about Peterhead Town Centre can be found within the full report on the Council's website.

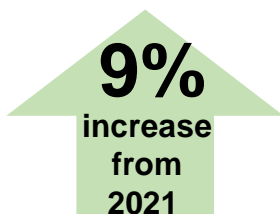


2022 Total Footfall Count
(number of people)

2110

2021 Total Count = 2073

2022 Footfall Count



2022 Vacancy Rate
(retail units)

11%

2021 Vacancy Rate = 11%

2022 Total Vehicle Count
(number of vehicles)

2428

**Number of Visits in 2021 to
Peterhead town page on
VisitAberdeenshire**

2538

2020 Views = 1792

**Independent Retailers
2022**

45%

2021 = 45%

Town Centre Update

2021 View



2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. One of these was the prominent shop unit that was vacant within the 2021 Town Centre Health Check has been brought back into retail use. The shop unit now actively contributes to the vibrancy and vitality of Marischal Street area.

Stonehaven Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Stonehaven Town Centre reflecting the updated information in the second year of review. Further information about Stonehaven Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

1542

2021 Total Count = 1911

2022 Footfall Count

19%
decrease
from
2021

2022 Vacancy Rate
(retail units)

4.4%

2021 Vacancy Rate = 3.2%

2022 Total Vehicle Count
(number of vehicles)

2090

**Number of Visits in 2021 to
Stonehaven town page on
VisitAberdeenshire**

7431

2020 Views = 2830

**Independent Retailers
2022**

67%

2021 = 67.8%

Town Centre Update

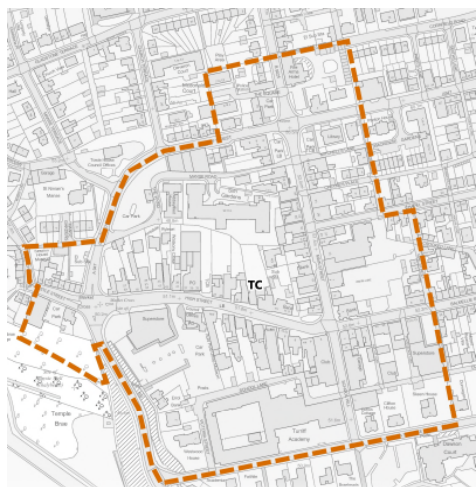
2022 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. One of these was the completion and opening of the Community Garden within Market Square. This project has provided a bright and pleasant seating area within the town centre where people can congregate.

Turriff Town Centre Health Check 2022 Review Summary

A 'Town Centre Health Check' was carried out in September 2022 to monitor various factors which contribute to the strength and vitality of town centres. This document provides a collective summary of results from an on-site assessment of Turriff Town Centre reflecting the updated information in the second year of review. Further information about Turriff Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

736

2021 Total Count = 1004

2022 Footfall Count

27%
decrease
from
2021

2022 Vacancy Rate
(retail units)

7.8%

2021 Vacancy Rate = 7.8%

2022 Total Vehicle Count
(number of vehicles)

1267

**Number of Visits in 2021 to
Turriff town page on
VisitAberdeenshire**

1457

2020 Views = 975

**Independent Retailers
2022**

62%

2021 = 62%

Town Centre Update

2022 View

2021 View



A number of changes were noted through the site survey work in September 2022 compared to September 2021. One of which was the installation of additional benches, which was a community desire coming through from the 2021 survey responses, these have been installed at the Turra Coo area.

Aboyne Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Aboyne Town Centre providing some first year highlights. Further information about Aboyne Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

377

2022 Vacancy Rate
(retail units)

10%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to
Aboyne town page on
VisitAberdeenshire

6130

Top Consumer Spend per Category in
2022 (average spend)


 **The largest proportion of respondents spent £21-£50 on food and drink (77 respondents).**


 **The largest proportion of respondents spent £11-£20 on café/restaurants (61 respondents).**

 **The largest proportion of respondents spent £21-£50 on takeaways (40 respondents).**

 **The largest proportion of respondents spent £21-£50 on hair and beauty (30 respondents).**

How the Community
felt towards the
town centre in 2022

58% 

42% 

2022 Town Centre
Offer

27%

Of the community
agree that the
town offers all
services expected
(retail, café, pubs
etc.)

2022 Community Survey

Top Five Highest Scoring Topics

-  1. Feeling of Safety During the Day
-  2. Parking Affordability: Car
-  3. Parks/ Green Spaces
-  4. Farmer's Market
-  2. Standard of Service in Shops

2022 Community Survey

Lowest Five Scoring Topics

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

Alford Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Alford Town Centre providing some first year highlights. Further information about Alford Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

173

2022 Vacancy Rate
(retail units)

9%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to Alford town page on VisitAberdeenshire

2683

Top Consumer Spend per Category in 2022 (average spend)


 **The largest proportion of respondents spent £21-£50 on food and drink (57 respondents).**


 **The largest proportion of respondents spent £21-£50 on café/restaurants (45 respondents).**

 **The largest proportion of respondents spent £21-£50 on takeaways (61 respondents).**

 **The largest proportion of respondents spent £21-£50 on hair and beauty (27 respondents).**

How the Community felt towards the town centre in 2022

79% 

21% 

2022 Town Centre Offer

54%

Of the community agree that the town offers all services expected (retail, café, pubs etc.)

2022 Community Survey

Top Five Highest Scoring Topics

-  1. Parking Affordability: Car
-  2. Feeling of Safety During the Day
-  =3. Parks/ Green Spaces
-  =3. Standard of Service in Shops
-  4. Parking Space Availability: Car
-  =5. Ease of Getting Around
-  =5. Feeling of Safety at Night

2022 Community Survey

Lowest Five Scoring Topics

-  1. Public Transport Links
-  2. Vibrancy in the Evening
-  3. Seating/ Areas to Congregate
-  4. Farmer's Market
-  5. Variety of Shops

Kemnay Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Kemnay Town Centre providing some first year highlights. Further information about Kemnay Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

108

2022 Vacancy Rate
(retail units)

9%

Q3 2022 Scottish Average: 15%

**Number of Visits in 2021 to
Kemnay town page on
VisitAberdeenshire**


239

**Top Consumer Spend per Category in
2022 (average spend)**


 **The largest proportion of respondents spent £11-£20 on food and drink (37 respondents).**


 **The largest proportion of respondents spent £21-£50 on café/restaurants (21 respondents).**

 **The largest proportion of respondents spent £11-£20 on takeaways (24 respondents).**

 **The largest proportion of respondents spent £21-£50 on hair and beauty (11 respondents).**

**How the Community
felt towards the
town centre in 2022**

82% 

18% 

**2022 Town Centre
Offer**

76%

Of the community agree that the town offers all services expected (retail, café, pubs etc.)

2022 Community Survey

Top Five Highest Scoring Topics

1. Standard of Service in Shops
2. Feeling of Safety During the Day
3. Parking Affordability: Car
4. Variety of Goods Available
- =5. Café/ Restaurant Quality
- =5. Quality of Shops

2022 Community Survey

Lowest Five Scoring Topics

1. Parking Space Availability: Car
2. Public Transport Links
3. Farmer's Market
4. Seating/ Areas to Congregate
- =5. Range of Events
- =5. Vibrancy in the Evening

Laurencekirk Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Laurencekirk Town Centre providing some first year highlights. Further information about Laurencekirk Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

59

2022 Vacancy Rate
(retail units)

23%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to Laurencekirk town page on VisitAberdeenshire


1711

Top Consumer Spend per Category in 2022 (average spend)


 **The largest proportion of respondents spent £11-£20 on food and drink (37 respondents).**


 **The largest proportion of respondents spent £11-£20 on café/restaurants (27 respondents).**

 **The largest proportion of respondents spent £21-£50 on takeaways (32 respondents).**

 **The largest proportion of respondents spent £21-£50 on hair and beauty (23 respondents).**

How the Community felt towards the town centre in 2022

29% 

71% 

2022 Town Centre Offer

10%

Of the community agree that the town offers all services expected (retail, café, pubs etc.)

2022 Community Survey

Top Five Highest Scoring Topics

1. Feeling of Safety During the Day
- =2. Parking Affordability: Car
- =2. Parks/ Green Spaces
3. Standard of Service in Shops
4. Café/ Restaurant Quality
5. Feeling of Safety at Night

2022 Community Survey

Lowest Five Scoring Topics

1. Variety of Shops
2. Traffic Flow
3. Public Transport Links
4. Café/ Restaurant Choice
5. Vibrancy in the Evening

Mintlaw Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Mintlaw Town Centre providing some first year highlights. Further information about Mintlaw Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

80

2022 Vacancy Rate
(retail units)

0%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to
Mintlaw town page on
VisitAberdeenshire

720

Top Consumer Spend per Category in
2022 (average spend)

 **The largest proportion of respondents spent £11-£20 on food and drink (9 respondents).**


 **The largest proportion of respondents spent £11-£20 on café/restaurants (5 respondents).**

 **The largest proportion of respondents spent £21-£50 on takeaways (5 respondents).**

 **The largest proportion of respondents spent £0-£5 on hair and beauty (4 respondents).**

How the Community
felt towards the
town centre in 2022

44% 

56% 

2022 Town Centre
Offer

56%

Of the community
agree that the
town offers all
services expected
(retail, café, pubs
etc.)

2022 Community Survey

Top Five Highest Scoring Topics

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

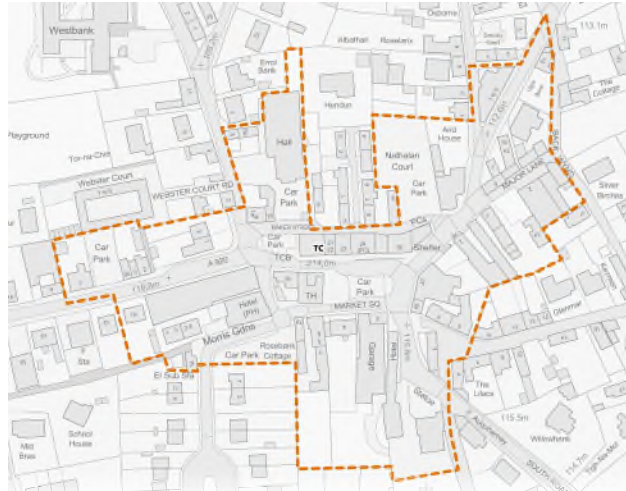
2022 Community Survey

Lowest Five Scoring Topics

1. Parking Space Availability: Car
- =2. Seating/ Areas to Congregate
- =2. Traffic Flow
3. Farmer's Market
4. Parking Space Availability: Bicycle
- =5. Vibrancy in the Evening

Oldmeldrum Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Oldmeldrum Town Centre providing some first year highlights. Further information about Oldmeldrum Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

92

2022 Vacancy Rate
(retail units)

12%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to Oldmeldrum town page on VisitAberdeenshire

1014

Top Consumer Spend per Category in 2022 (average spend)


 **The largest proportion of respondents spent £11-£20 on food and drink (46 respondents).**


 **The largest proportion of respondents spent £0-£5 on café/restaurants (34 respondents).**

 **The largest proportion of respondents spent £21-£50 on takeaways (49 respondents).**

 **The largest proportion of respondents spent £21-£50 on hair and beauty (29 respondents).**

How the Community felt towards the town centre in 2022

69% 

31% 


2022 Town Centre Offer

57%

Of the community agree that the town offers all services expected (retail, café, pubs etc.)






2022 Community Survey

Top Five Highest Scoring Topics

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

2022 Community Survey

Lowest Five Scoring Topics

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



Portlethen Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Portlethen Town Centre providing some first year highlights. Further information about Portlethen Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

103

2022 Vacancy Rate
(retail units)

0%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to
Portlethen town page on
VisitAberdeenshire

137

Top Consumer Spend per Category in
2022 (average spend)



The largest proportion of respondents spent over £50 on food and drink (12 respondents).



The largest proportion of respondents spent £0-£5 on café/restaurants (7 respondents).



The largest proportion of respondents spent either £0-£5 or £21-£50 on takeaways (5 respondents).



The largest proportion of respondents spent £0-£5 on hair and beauty (3 respondents).

How the Community
felt towards the
town centre in 2022

26%

74%

2022 Town Centre
Offer

21%

Of the community agree that the town offers all services expected (retail, café, pubs etc.)

2022 Community Survey

Top Five Highest Scoring Topics

- + =1. Parking Affordability: Car
- + =1. Feeling of Safety During the Day
- + 2. Parking Space Availability: Car
- + =3. Standard of Service in Shops
- + =3. Value for Money
- + 4. Variety of Goods Available
- + 5. Ease of Getting Around

2022 Community Survey

Lowest Five Scoring Topics

- =1. Attractiveness of Town Centre
- =1. Seating/ Areas to Congregate
- =2. Range of Events
- =2. Vibrancy in the Evening
- 3. Vibrancy During the Day
- 4. Farmer's Market



Westhill Town Centre Health Check 2022 Summary

A 'Town Centre Health Check' was carried out in September 2022 for the first time to monitor various factors which contribute to the strength and vitality of the town centre. This document provides a collective summary of results from an on-site assessment of Westhill Town Centre providing some first year highlights. Further information about Westhill Town Centre can be found within the full report on the Council's website.



2022 Total Footfall Count
(number of people)

363

2022 Vacancy Rate
(retail units)

2.7%

Q3 2022 Scottish Average: 15%

Number of Visits in 2021 to
Westhill town page on
VisitAberdeenshire

226

Top Consumer Spend per Category in
2022 (average spend)



The largest proportion of respondents spent £21-£50 on food and drink (33 respondents).



The largest proportion of respondents spent £11-£20 on café/restaurants (26 respondents).



The largest proportion of respondents spent £21-£50 on takeaways (35 respondents).



The largest proportion of respondents spent over £50 on hair and beauty (17 respondents).

How the Community
felt towards the
town centre in 2022

82%

18%

2022 Town Centre
Offer

54%

Of the community agree that the town offers all services expected (retail, café, pubs etc.)

2022 Community Survey

Top Five Highest Scoring Topics

1. Feeling of Safety During the Day
2. Standard of Service in Shops
3. Parking Affordability: Car
4. Ease of Getting Around
5. Parks/ Green Spaces
5. Quality of Shops

2022 Community Survey

Lowest Five Scoring Topics

1. Seating/ Areas to Congregate
2. Traffic Flow
3. Leisure and Play Facilities
4. Vibrancy in the Evening
5. Pavement Quality