



Beach Development Framework Phase 2

Consultation Report

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streets-uk



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1.0 Introduction

Background & Context

Public Consultation in relation to a Phase 2 Beach Development Framework was undertaken from 26th May -26th June 2023. The plan opposite shows the areas consulted on shaded orange along side the Phase 1 Beach Development Framework area shaded red. Phase 1 has been approved by Council and the first projects from this are progressing.

The consultation for Phase 2 was available online at the Council's [consultation hub](#), and posters were displayed locally with a freephone number to call. In addition, local businesses were visited to ensure they were aware of the consultation and of progress with Phase 1 plans.

Relevant stakeholders received an email and where requested, follow up meetings were arranged. The Council's communications team issued a press release and promoted the consultation on social media. **675 responses were received to the consultation.**

Engagement Scope & Scale

The consultation was undertaken to better understand how people currently use the spaces shaded orange, what they like about them and what, if any, improvements they would like to see to these areas.

Consultation Summary

For the area to the north, the **most popular reasons for visiting are:**

- access the beach & sea
- use of promenade
- making use of the adjoining greenspaces

The **top three suggestions for improvement are to improve:**

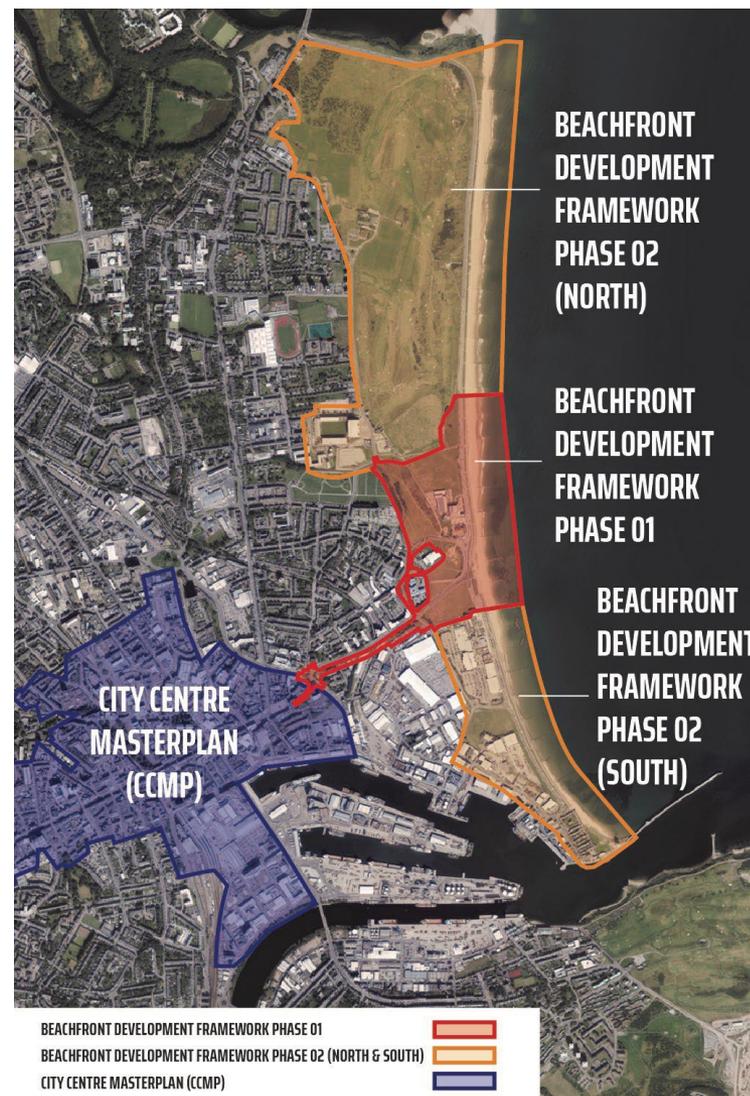
- biodiversity
- improve access to beachfront
- improve footpaths

For the area to the south, The **most popular reasons for visiting are:**

- access to the beach/sea,
- using the promenade,
- the café/foodtruck and leisure facilities.

The **top three suggestions for improvement:**

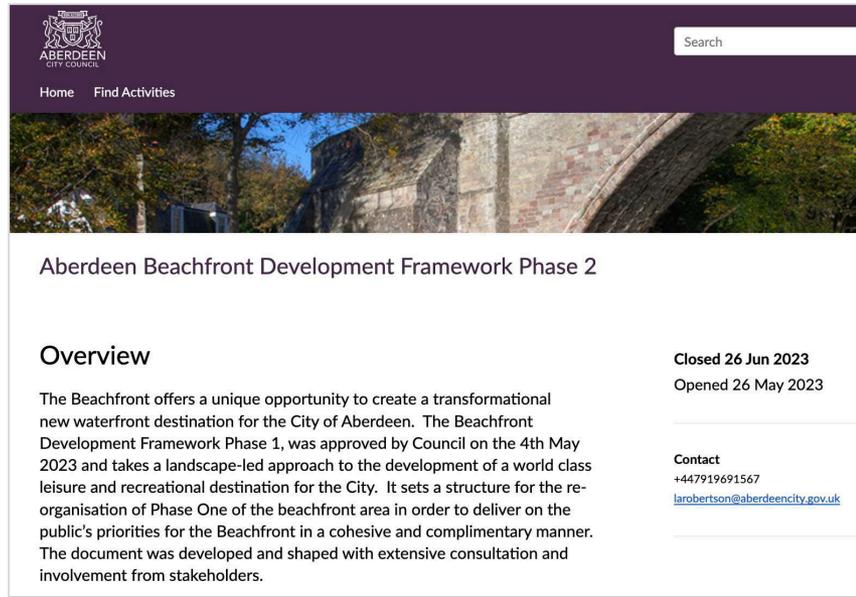
- make more of the street trading environment
- improve access to the beachfront
- improved seating



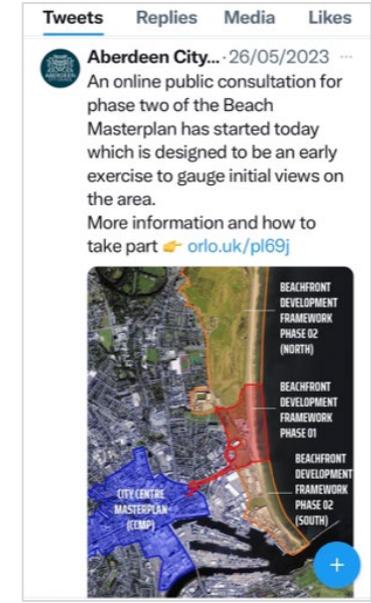
Promoting the Consultation



Poster displayed locally



Consultation Hub



Press release & Social Media



Local businesses visited

Promoting the Consultation

Stakeholders Contacted

The table opposite summarises recent contact.

Castlehill & Pittodrie Community Council	Email 31/5 offering to meet. Follow up email 20/6
Seaton & Linksfield Community Council	Email 31/5 offering to meet
Footdee Community Trust	Email 31/5 offering to meet. Follow up email 15/6 and F Robertson met members of committee informally on 15/6
ACTUP	Attended ACTUP meeting on 8/6
AWSG	Email 31/5 offering to meet
Aberdeen Surf Lifesaving Club	CC Innes and C McArthur met 28/6
Aberdeen Inspired	Update given to interested businesses 15/6
Aberdeen Harbour Board	Email 31/5 offering to meet. Met on 3/7 with Craig Innes
DEP	Stage 2 designs presented by design team on 23/5 and Stage 3 on 14/8 (rearranged from 31/7)
Neighbours	
Transition Extreme	Email 31/5 offering to meet. Follow up meeting to be arranged / Meeting to review updated plans w/c 21/8
Science Museum	Email 31/5 offering to meet
Cadonas	Email 31/5 offering to meet. Met 20/6 and a follow up meeting to be arranged / Meeting to review updated plans w/c 21/8
Café owners and food trucks (see below)	Visited on 12/6 and 15/6
Retail Park	Email 31/5 offering to meet
Others	
Sport Aberdeen (Alasdair Robertson)	TBC
Chamber of Commerce (craig will pick up with R Borthwick)	TBC
Stakeholder Forum	TBC
Café's/Food Trucks visited	
Beach Ballroom	Poster given
Innoflate	Poster given
Promenade fish and chips	Poster given
Buzz Gelato	Poster given
Pavilion Café	Poster given
Inversnecky Café	Poster given
The Pier	Poster given
Cartoos	Poster given
Barking Mad	Poster given
Turkish Kitchen	Poster given
Food Trucks	
The highland cafe bus	Poster given
Little Molly's Cheesecakes	Poster given
LA Sunny Food	Poster given
Project Pizza	Poster given
Cairn	Poster given
Toots @ the Beach	Poster given
Foodstory	Poster given

2.0 Summary of consultation

Summary - Area to North (Accommodation Road to River Don)

The following table summarises the key outputs

Question	Summary Output
Q1 What is your relationship with this area of the Beachfront?	<ul style="list-style-type: none"> Whether local or wider resident, business or visitor - this area is used for walking, cycling, family recreation time, walking the dog, and used by surfers and swimmers. People visit to enjoy the beach and its wildlife and biodiversity - some just enjoying a drive and a sit in the car to the more extreme pastimes. Others use the area for parking to visit other local attractions or for football matches
Q2 Do you visit this area of the Beachfront at present?	<ul style="list-style-type: none"> Yes 94% No 6%
Q3 If you visit this area, how do you currently get there?	<ul style="list-style-type: none"> 59% of people drive to the beach. Some do use car or bus for part of their journey and continue on foot or bike. Some are accessing for walking / running
Q4 What do you like most about this area?	<ul style="list-style-type: none"> The most popular reasons for visiting are to access the beach and the promenade and making use of the adjoining greenspaces / Donmouth Nature Reserve.
Q5 What would improve this area?	<ul style="list-style-type: none"> The top three suggestions for improvement are to improve biodiversity, improve access to beachfront and improve footpaths.
Q6 Other comments	<ul style="list-style-type: none"> Access by vehicle seen as important by many - Road layout and access need addressed - clearer lane definition / issues around speeding vehicles It's a valued area of the city and should be better looked after The natural green spaces and the views are both important parts of the landscape. Kings Links Golf Course is an under-utilised asset / some views stating that it should be removed and replaced with facilities for all Visiting needs to be a positive and enjoyable experience, with lots of places to sit outside, have a meal or coffee Consider nightlife options through use of scenic outdoor lighting and balance outdoor/indoor options for people Sports and Leisure facilities - area could be developed as world class Access to and from surrounding areas important - e.g., links to Donmouth Activities, things to do and see for ALL ages.

Summary - Area to South (Codona's to River Dee)

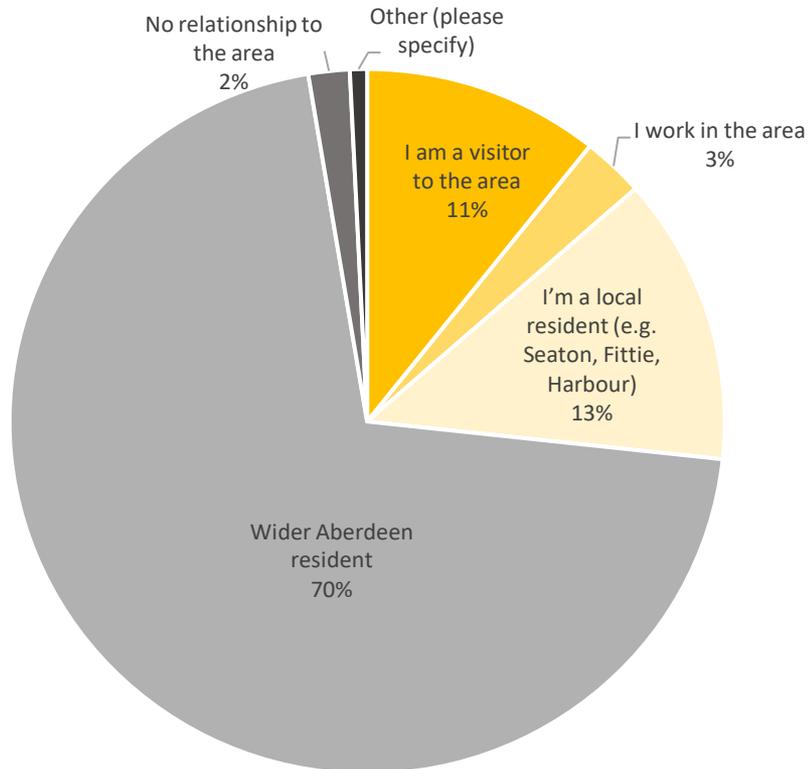
The following table summarises the key outputs

Question	Summary Output
Q1 What is your relationship with this area of the Beachfront?	<ul style="list-style-type: none"> • People visit to enjoy the beach, to walk or partake in water sports, or just to sit and relax • It's a great place to watch the boats and the dolphins and the people on the beach.
Q2 Do you visit this area of the Beachfront at present?	<ul style="list-style-type: none"> • Yes 96% • No 4%
Q3 If you visit this area, how do you currently get there?	<ul style="list-style-type: none"> • 62% currently drive to the Beach • Some use car or bus for part of their journey and continue on foot or bike. • Some are accessing for walking / running.
Q4 What do you like most about this area?	<ul style="list-style-type: none"> • The most popular reasons for visiting are access to the beach, using the promenade and the café/leisure facilities & Street traders (food trucks etc.)
Q5 What would improve this area?	<ul style="list-style-type: none"> • The top three suggestions for improvement are make more of the street trading environment, improve access to the beachfront and improved seating.
Q6 Other comments	<ul style="list-style-type: none"> • Access by vehicle seen as important by many • It's a much loved and valued area of the city and should be better looked after. • Area is looking very tired as general maintenance has been neglected over recent years - resulting in accessibility issues. • Make it fun and cater for all ages and abilities. Make it a place for locals to be proud of and tourists to love and be envious of. • General view would be for buildings to be more in keeping with Beachfront destination - Food outlets, the promenade, seating, wildlife habitats, surf school and traditional beachfront venues like Codonas are in keeping. Retail parks, football stadiums, ice rinks etc. are not. • Concerns on budget spend - other more pressing areas within city. • Need to consider impact upon the economy vs. the money expended (including that required for ongoing maintenance). Aberdeen does not have significant tourist accommodation to catalyst visitors to the beachfront which is likely to limit any associated economic gain. • Access to and from surrounding areas important - e.g., Torry, St Fitticks / Wider connections via public transport (train, bus, tram)

3.0 Output - Area to North (Accommodation Road to River Don)

Output - Area to North (Accommodation Road to River Don)

Q1 What is your relationship with this area of the Beachfront?



Summary

Whether local or wider resident, business or visitor - this area is used for walking, cycling, family recreation time, walking the dog, and used by surfers and swimmers.

People visit to enjoy the beach and its wildlife and biodiversity - some just enjoying a drive and a sit in the car to the more extreme pastimes.

Others use the area for parking to visit other local attractions or for football matches

As a child I stayed near the beach and visited the beach , original beach baths, Broad hill, cafes, carnival, Fittie, Bridge of Don river mouth, Beach Ballroom etc the 50/60's atmosphere was brilliant.

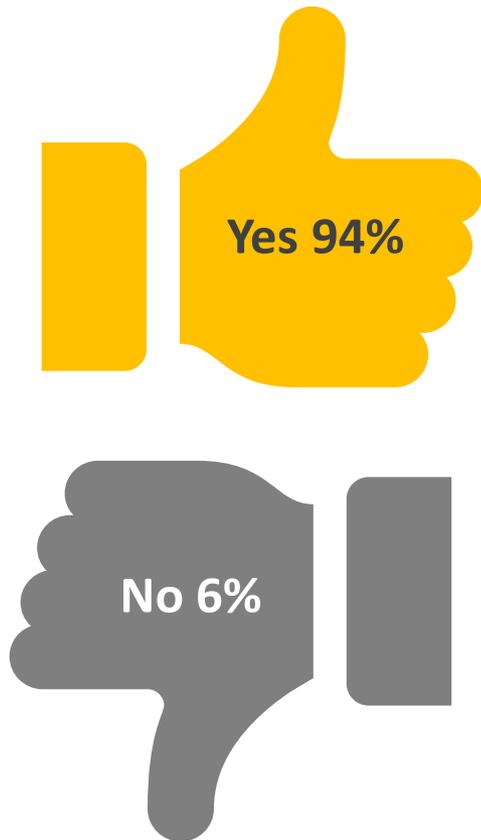
I still regularly visit the beach area - **the atmosphere is different but still very good and very popular.** I'm concerned that the council are maybe trying to over develop an already popular area with new ideas!

I live in the city but **regularly use the beachfront area recreationally with my family** - walking our dog, walking with my husband and children.

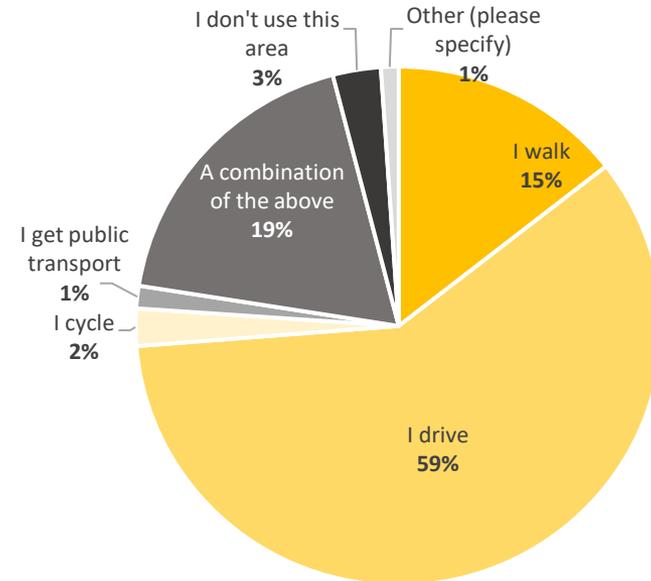
Historically my children have used and very much enjoyed the facilities at the beach leisure and ice-skating rink, and my daughter climbs weekly at Transition Extreme so we are regular users of this area.

Output - Area to North (Accommodation Road to River Don)

Q2 Do you visit this area of the Beachfront at present?



Q3 If you visit this area, how do you currently get there?



Summary

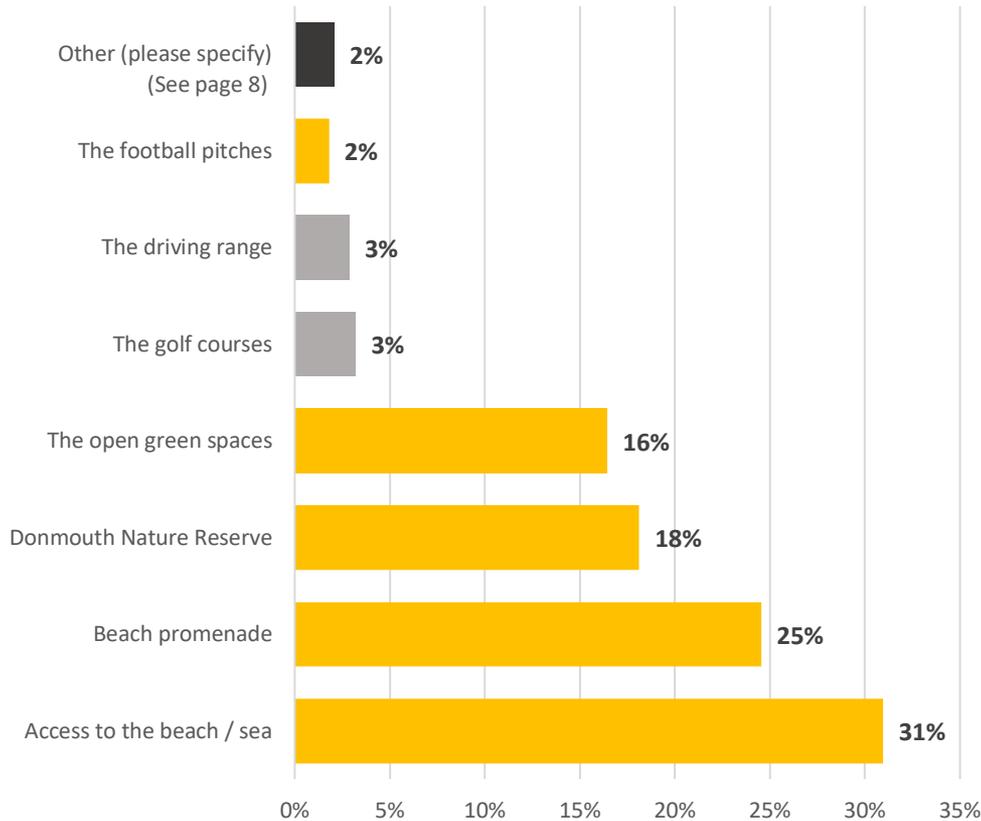
Generally, when accessing the area, **people will use one or another mode depending on reason for visit.**

Some do use car or bus for part of their journey and continue on foot or bike.

Some are accessing for walking / running and will either walk, run, bus or drive to the area.

Output - Area to North (Accommodation Road to River Don)

Q4 What do you like most about this area?



The Donmouth Nature Reserve is so important to many types of wildlife & must be protected from unnecessary building or development disturbing the area. Nothing needs done, except maybe some extra hides for bird watching.

The whole Beach Promenade needs protected from unnecessary building & development. Already too much has been interfered with.

The wide-open green space makes a great view to the City, also important for wildlife & people using it for various activities.

I love the beach and would love it to be more cosmopolitan and bustling. Businesses such as bars, cafes and shops. Would love it to be accessible in way other than cars.

The unrestricted promenade which should be maintained in good condition, grass areas cut etc.

I like all aspects of this area. It is a lovely green space with great access for all residents. Great for walking, cycling and access to the beach.

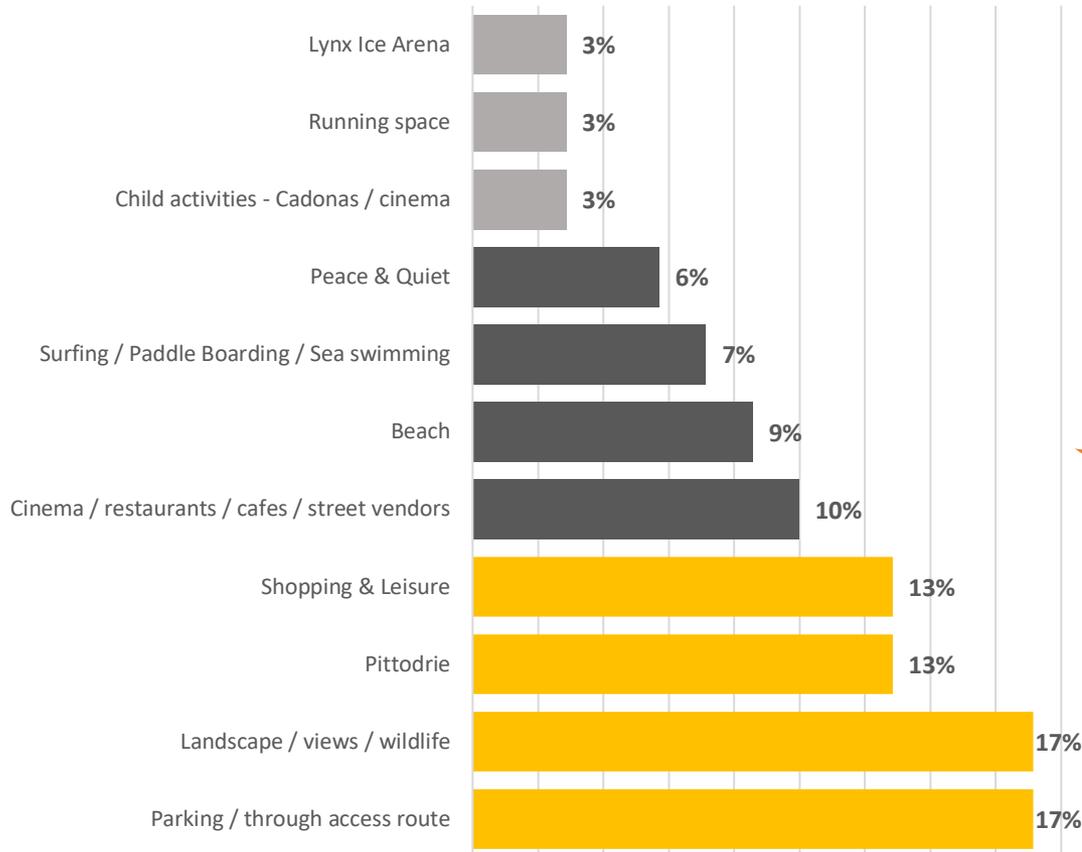
People who have vehicles need to continue to have access to the beach promenade as well because if cars are banned from this area it will just put people off from coming down to the beach area and they would go elsewhere, myself included.

Access to the beach, however the ramps and stairs need major upgrades. Huge sections of the beach are inaccessible if you walk on the beach due to the height of ramps and erosion of sand.

Output - Area to North (Accommodation Road to River Don)

Q4 What do you like most about this area? Other Reasons....

Area to North (to River Don) - What do you like most about this area? - Other reasons



The beachfront itself lacks facilities for people to simply take a walk. It should be a wider area for all to enjoy.

The road takes too much of the space, and the north part of the sea lacks spaces for restaurants and facilities in general, such as toilets.

It should be improved for people that do not necessarily want to come by car, have infrastructure favoring both pedestrians and bikes.

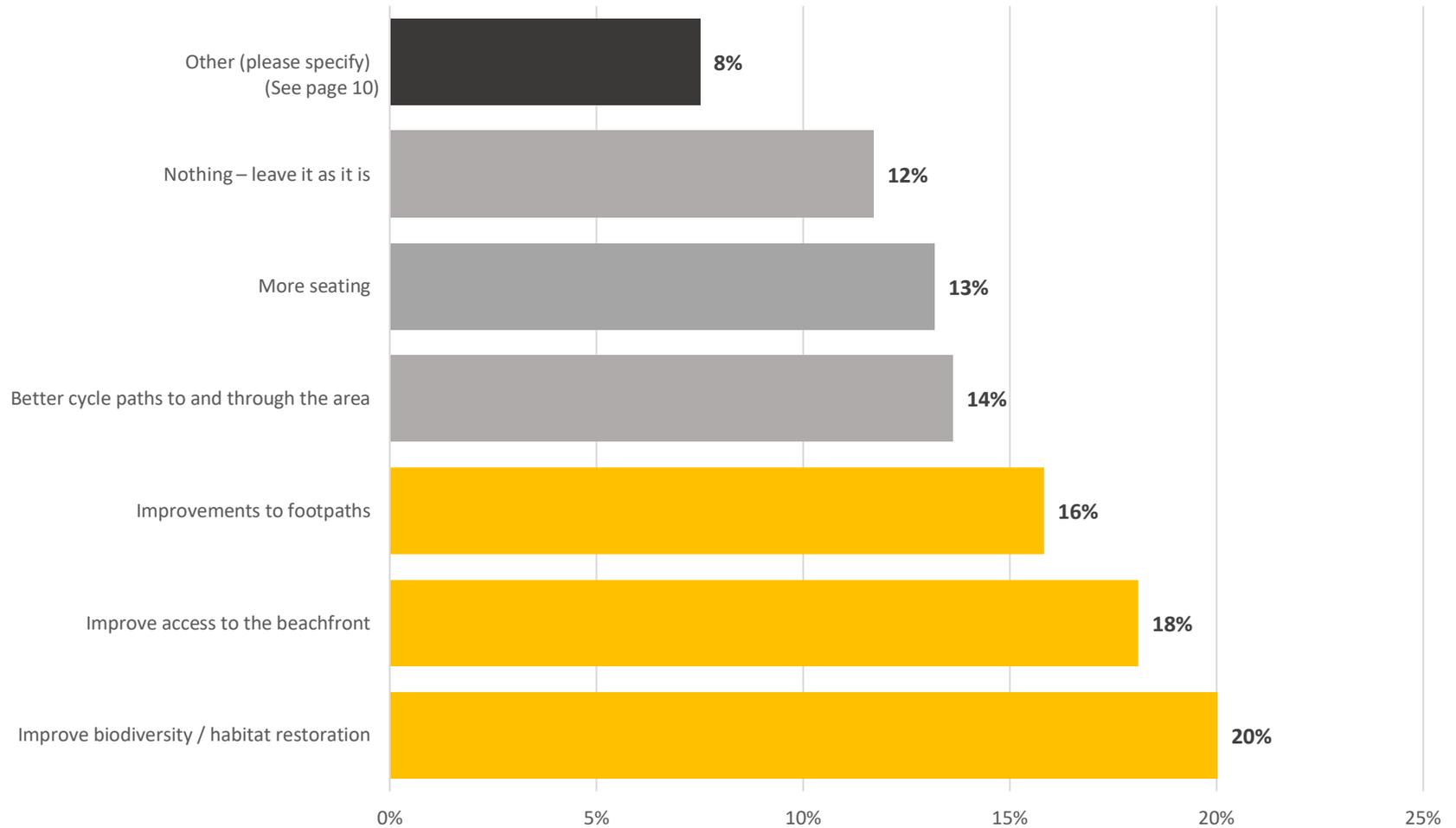
The area has lots of potential with already good links to the beach and long stretches of wide paths at different levels for walking and cycling.

It's a nice area to walk, but there is a complete lack of scenery to look at once you pass the beach ballroom. The place needs some trees, fountains, some points of interest.

Aberdeen already has over 10 golf courses. This area should be made into a nice forest park, with play areas and for sunny outdoor cafes.

Output - Area to North (Accommodation Road to River Don)

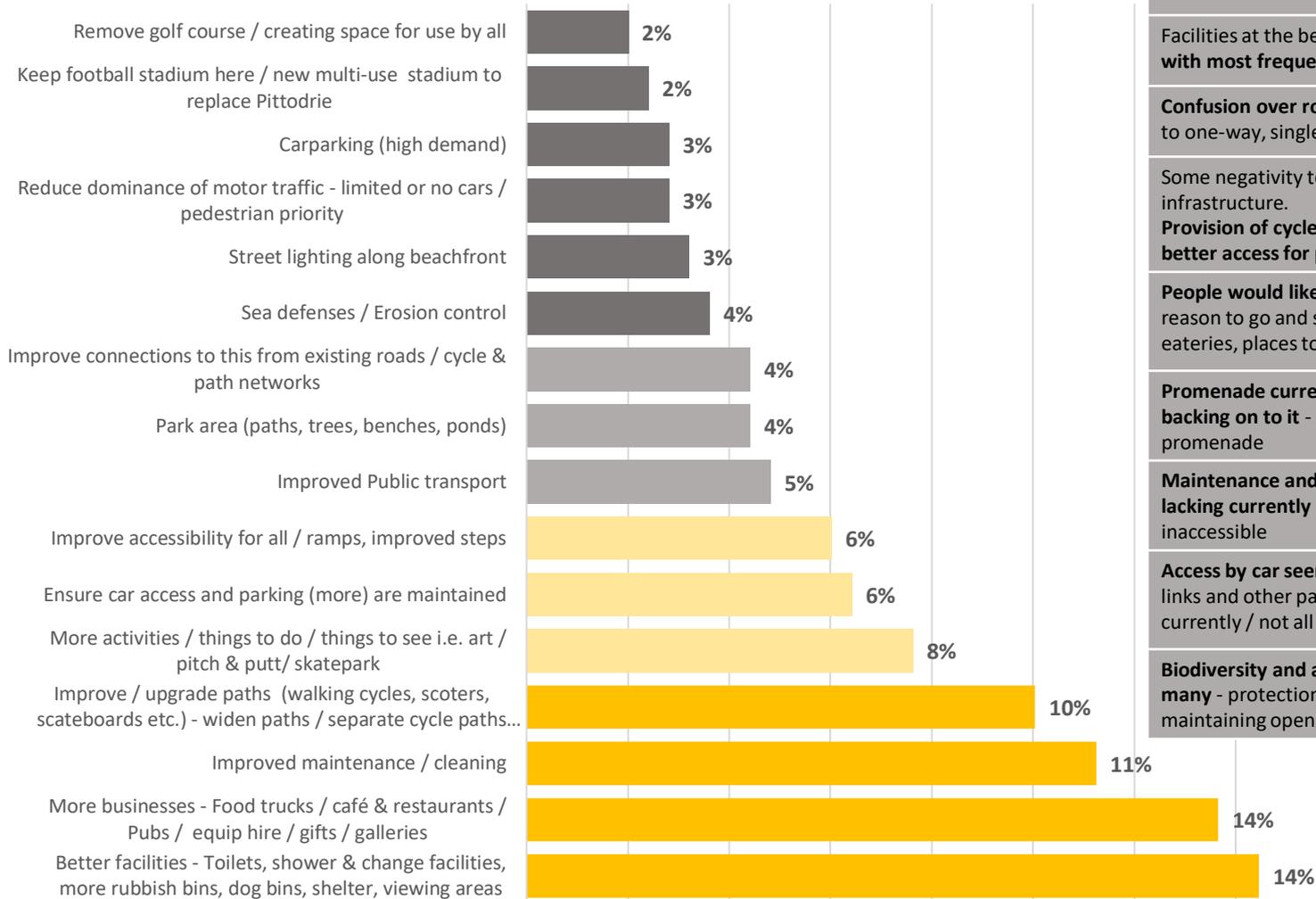
Q5 What would improve this area?



Output - Area to North (Accommodation Road to River Don)

Q5 What would improve this area?

Other comments



Notes / Summary:

In relation to facilities, **people commented on dog free areas on beach / increase in dog bins**

Facilities at the beach - **toilets and bins mentioned with most frequency**

Confusion over road layout at present - decision as to one-way, single file, dual lane required

Some negativity towards provision of cycle infrastructure.

Provision of cycle infrastructure at high level / better access for pedestrians at lower level

People would like to see life brought to the area, a reason to go and spend more time there, cafes, eateries, places to rest and enjoy the scenery

Promenade currently undesirable with buildings backing on to it - need to make more of the promenade

Maintenance and cleaning are factors seen as lacking currently / sand on walkways making them inaccessible

Access by car seen as important - public transport links and other path / cycle networks in adequate currently / not all can access without a car

Biodiversity and access to wildlife are important to many - protection of this is paramount, whilst maintaining open views of both coast and the City.

Q6 Other comments

High level summary:

Access by vehicle seen as important by many - Road layout and access need addressed - clearer lane definition / issues around speeding vehicles

It's a **valued area of the city and should be better looked after**

The **natural green spaces and the views are both important parts of the landscape.**

Kings Links Golf Course is an under-utilised asset / some views stating that it should be removed and replaced with facilities for all

Visiting needs to be a positive and enjoyable experience, with lots of places to sit outside, have a meal or coffee

Consider nightlife options through use of scenic outdoor lighting and balance outdoor/indoor options for people

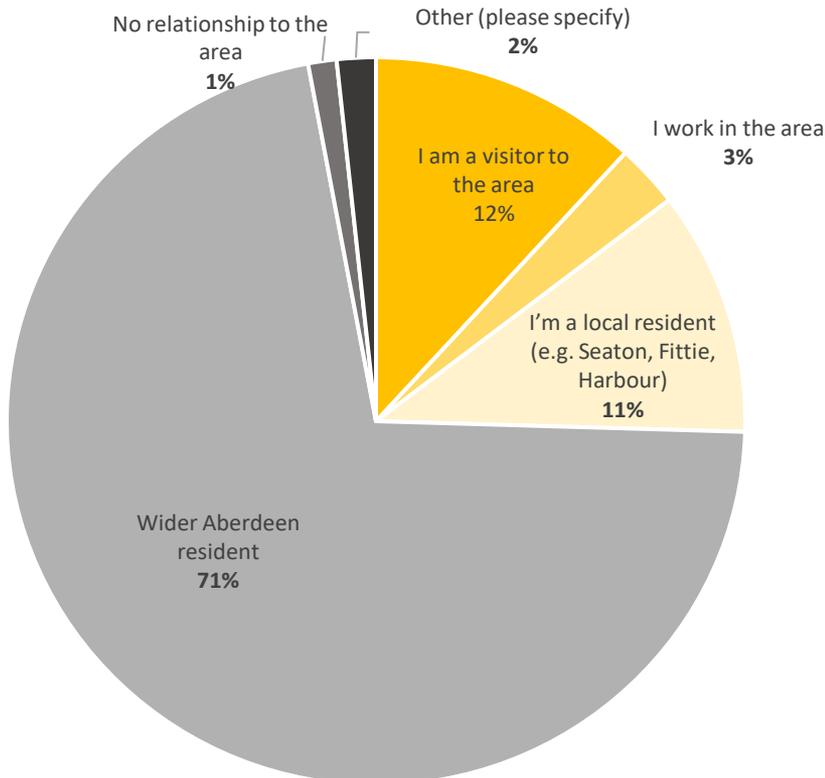
Sports and Leisure facilities - area could be **developed as world class**

Access to and from surrounding areas important - e.g. links to Donmouth

Activities, things to do and see for ALL ages.

4.0 Output - Area to South (Codona's to River Dee)

Q1 What is your relationship with this area of the Beachfront?



Summary

People visit to enjoy the beach, to walk or partake in water sports, or just to sit and relax - It's a great place to watch the boats and the dolphins and the people on the beach.

Feel a deep connection with Aberdeen beach, grew up going there regularly.

Grandfather opened the first cafes on the Promenade selling ice creams & teas.

Father took over, I enjoyed all my special time on / at the beach when young, then working with the family there. I want to protect the Promenade area from unnecessary building projects.

Where better to watch the Sunrise?

Swim Free Aberdeen experienced swimmers use length of beach over summer, but majority of users stick to Fittie end which is significantly safer for swimming or dipping due to the protection of the harbour wall.

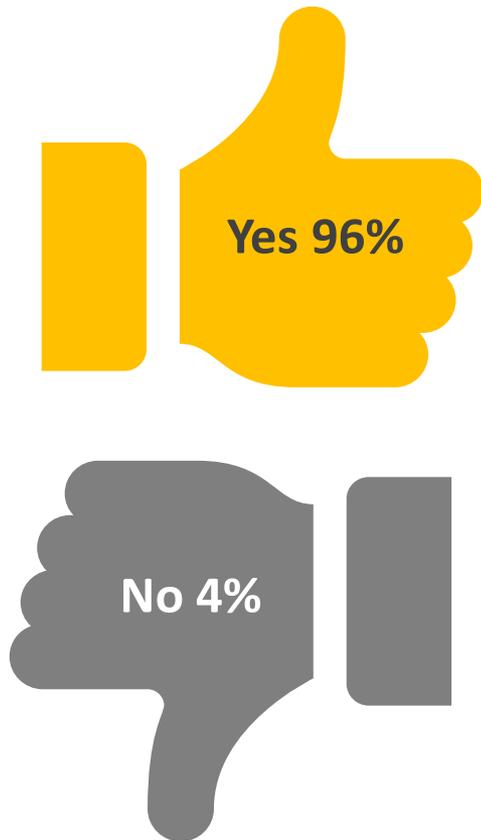
There is a vibrant, friendly, much-loved community of water users (including swimmers, surfers, paddle boarders, hydrofoilers at Fittie.

I live in Bridge of Don and regularly drive to the Donmouth entrance and walk the length of the beach to Fittie and back, which usually involves grabbing something to eat/drink in this area.

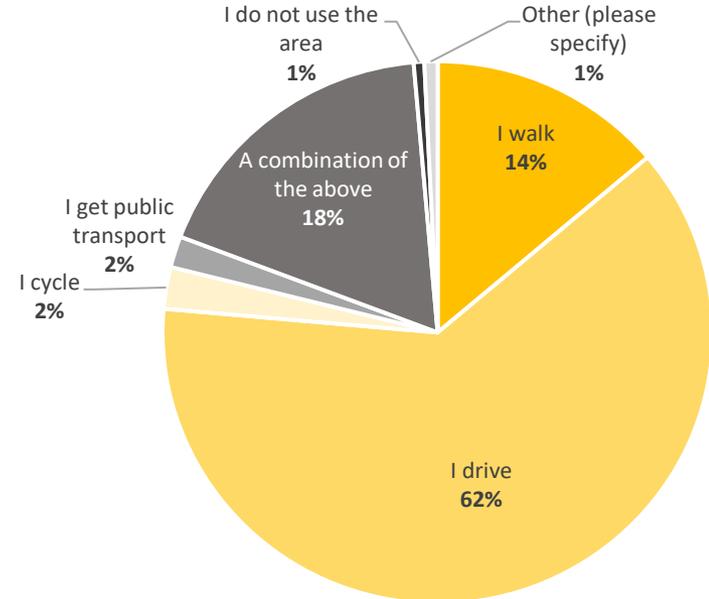
The roads could be doing with being opened fully again to help with the flow of traffic.

Do not close it to traffic or you are preventing all of us accessing what is currently one of the few free pleasures left.

Q2 Do you visit this area of the Beachfront at present?



Q3 If you visit this area, how do you currently get there?



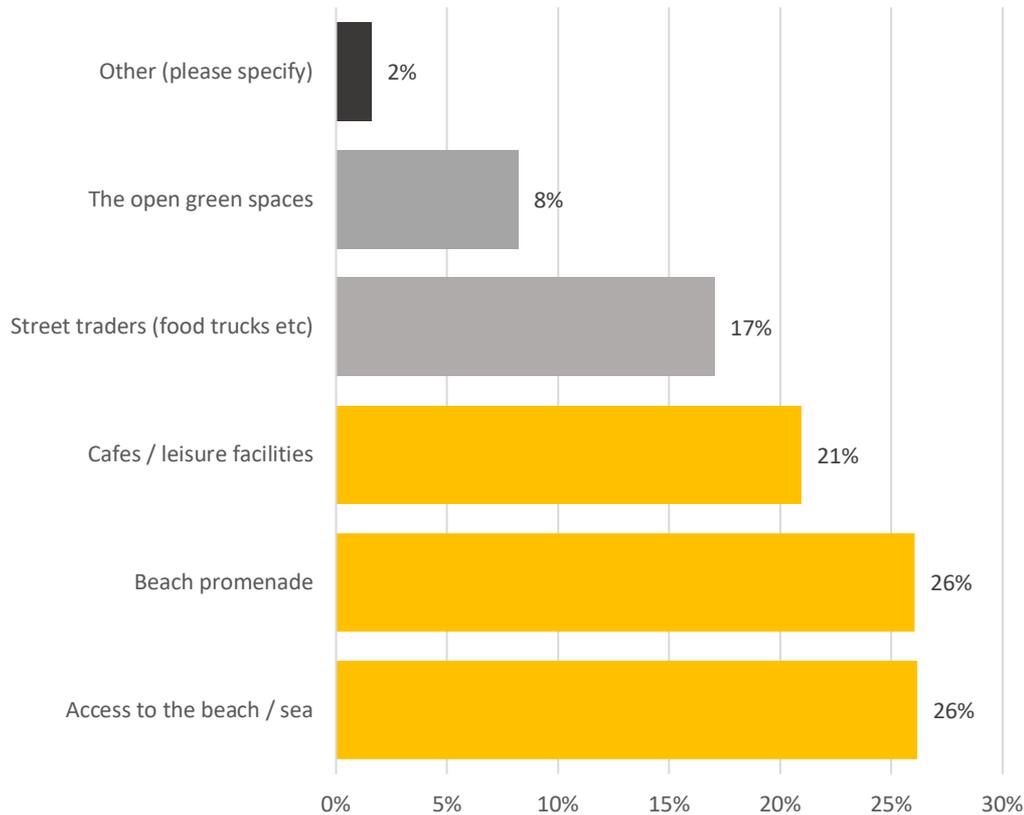
Summary

Generally, when accessing the area, **people will use one or another mode depending on reason for visit.**

Some do use car or bus for part of their journey and continue on foot or bike.

Some are accessing for walking / running and will either walk, run, bus or drive to the area.

Q4 What do you like most about this area?



I like to go to a number of the restaurants in this area. I do not have the same concerns as expressed above with future parking restrictions - **although I am sure any person with walking restrictions would have difficulty.**

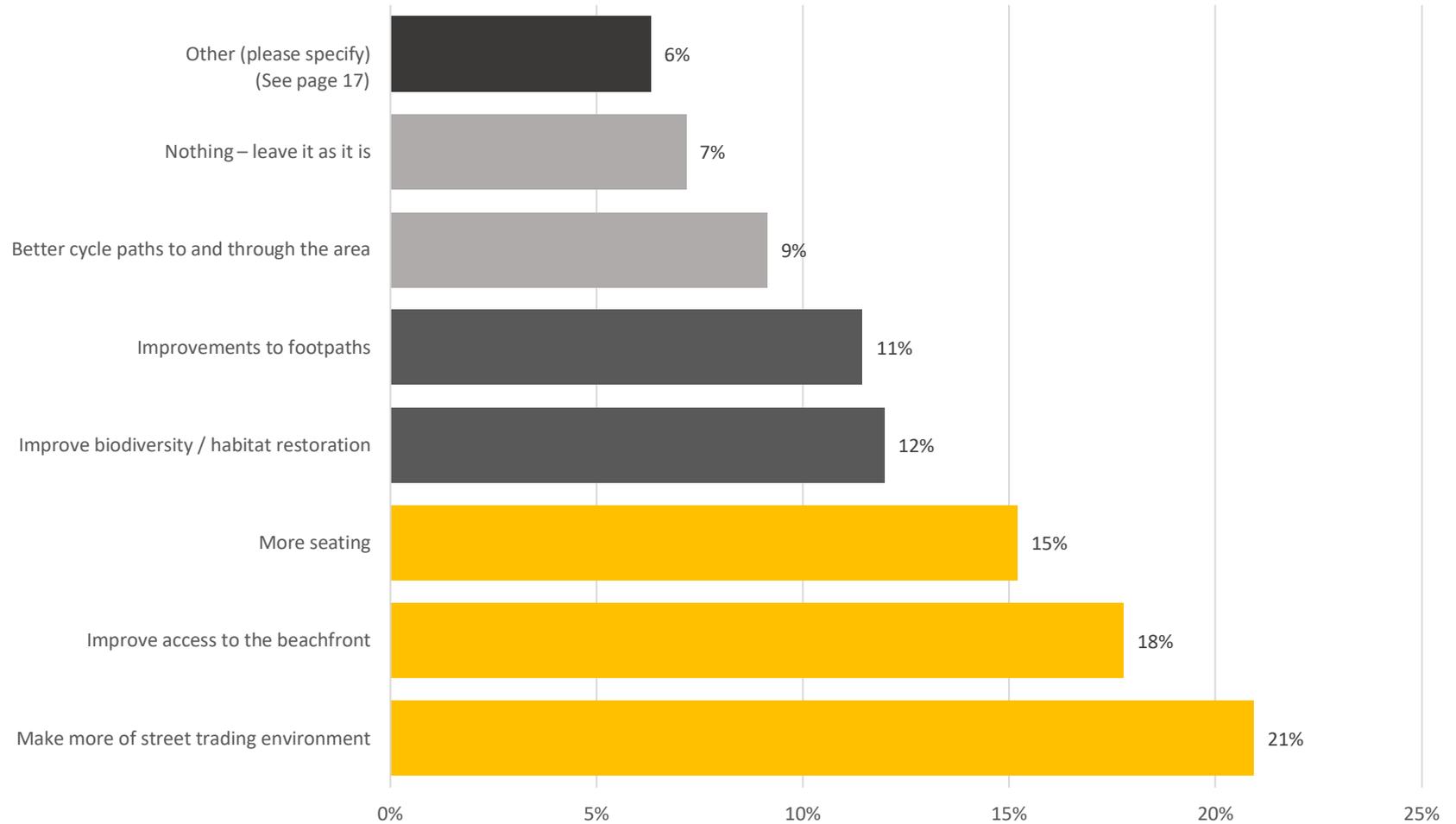
I go sometimes there to drink a coffee and walk around Fittie

I regularly surf in this area and visit to walk on the beach. This is the main area where Aberdeen surf lifesaving club trains (4x per week)

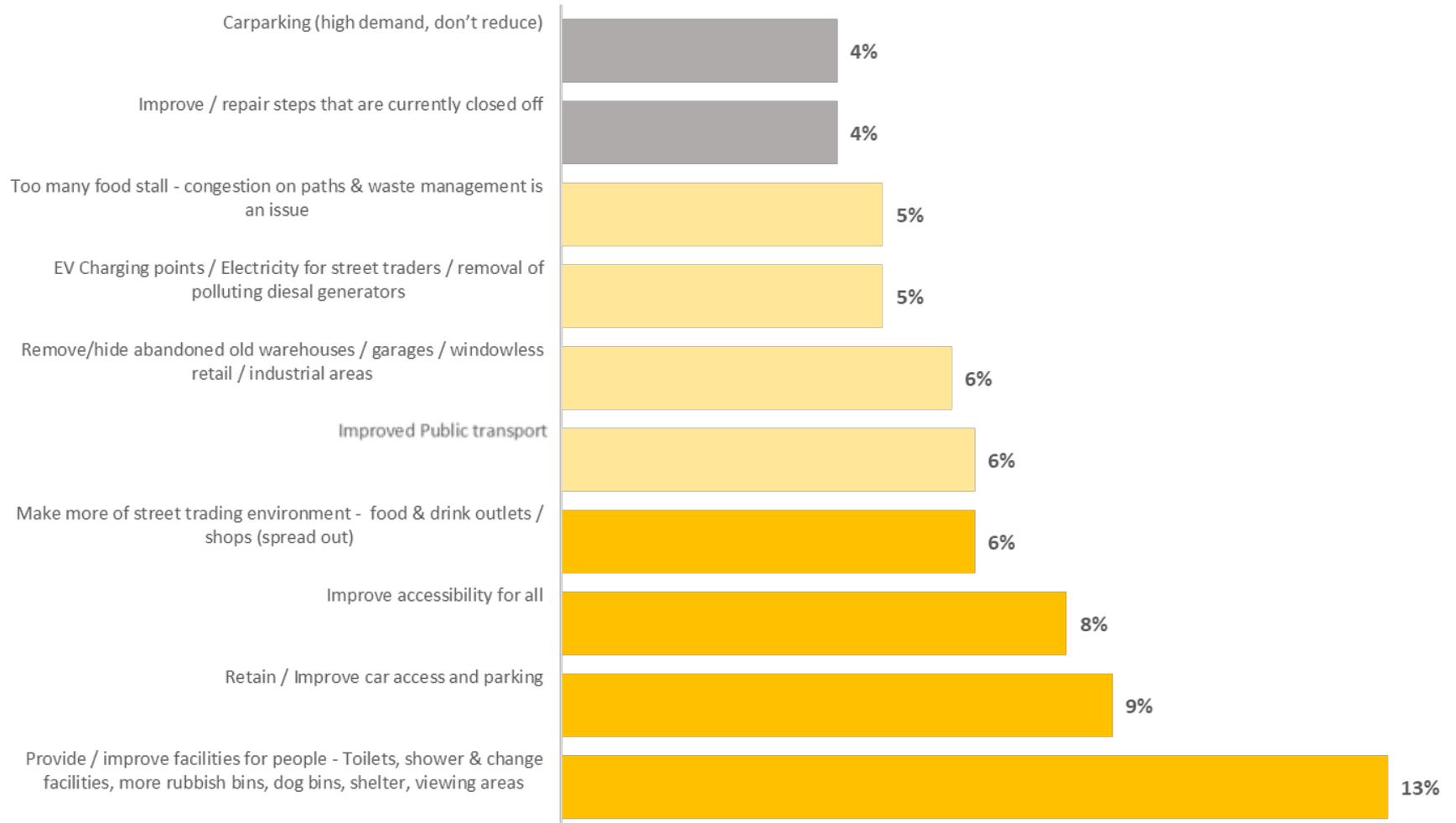
Cinema, shopping, eating, entertainment and enjoying natural parts of area.

I like to walk along the beach and get a coffee while I take in the beach surroundings.

Q5 What would improve this area?



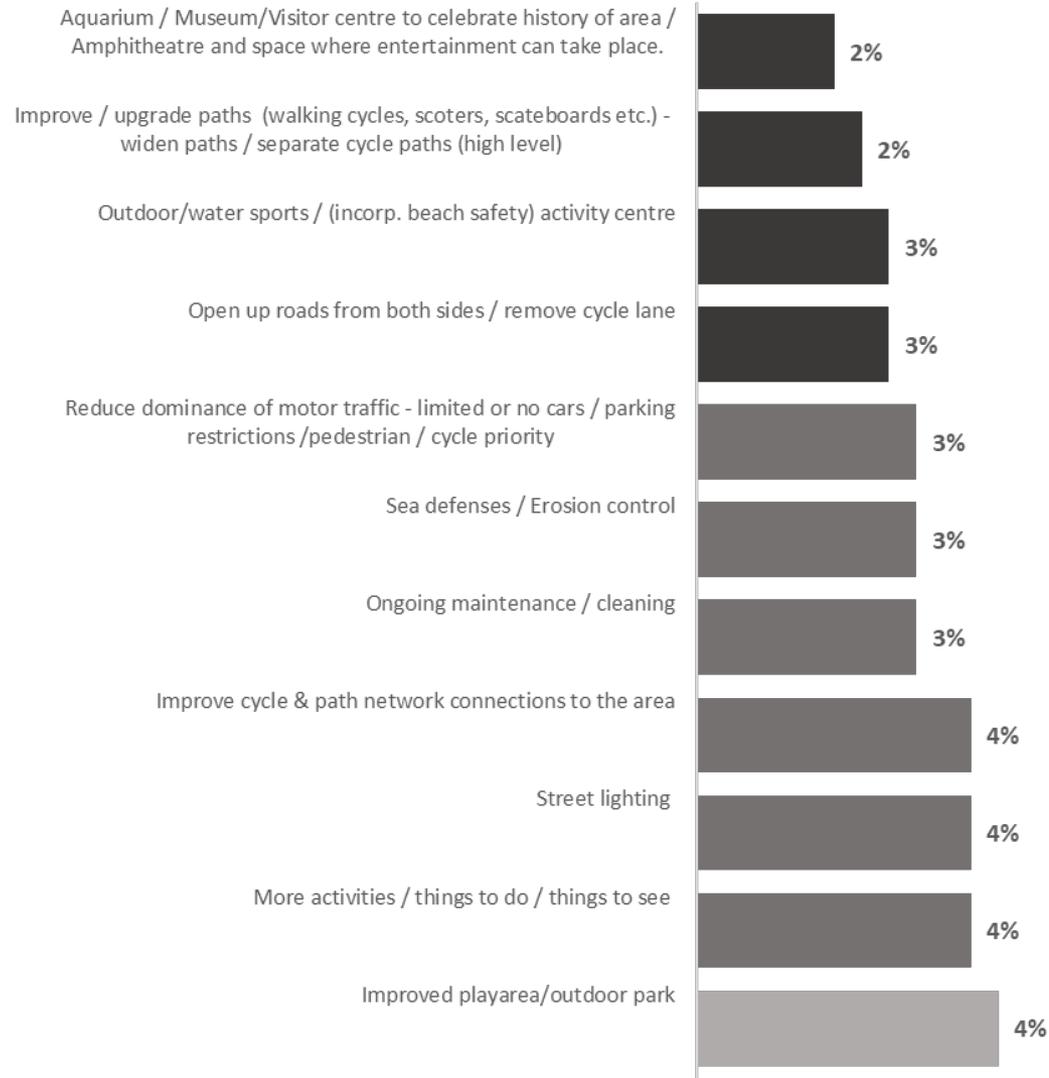
Q5 What would improve this area? Other comments (top 10)



Output - Area to South (Codona's to River Dee)

Q5 What would improve this area?

Other comments



Notes / Summary:

Generally, **people do like and enjoy this area of the beach and would hate to lose it as it has become a vibrant, bohemian place with surfers, pop up cafes, etc.**

There is a **general concern around the look and feel of the area, its tired looking and neglected in parts, and large industrial style architecture which is not in keeping with beach boulevard.**

Consideration should be given to the type of businesses at the beach front, as large supermarket chains and food retail outlets not in keeping.

In relation to facilities - **toilets, change facilities for water users and bins mentioned with most frequency. People commented on dog free areas on beach / increase in dog bins**

Access by car and ability to park important - provision of dedicated (Free) parking on industrial wasteland.

Public transport links and other path / cycle networks inadequate currently / not all can access without a car

Maintenance and cleaning are factors seen as lacking currently. Repairs required to stairs, and defenses to improve access for all.

Issues around lorries and camper vans parking up in the area - provision of dedicated area with facilities to be considered

Connections to the beach area are important - people want to be able to get to the area with ease, whether that is by car, bike, or on foot.

Q6 Other comments

High level summary:

Access by vehicle seen as important by many

It's a much loved and valued area of the city and should be better looked after.

Area is looking very tired as general maintenance has been neglected over recent years - resulting in accessibility issues.

Make it fun and cater for all ages and abilities. Make it a place for locals to be proud of and tourists to love and be envious of.

General view would be for **buildings to be more in keeping with Beachfront destination** - Food outlets, the promenade, seating, wildlife habitats, surf school and traditional beachfront venues like Codonas are in keeping. Retail parks, football stadiums, ice rinks etc are not.

Concerns on budget spend - other more pressing areas within city.

Access to and from surrounding areas important - e.g., Torry, St Fitticks / Wider connections via public transport (train, bus, tram)