

Community Vision Statement

SHAPING LAURENCE **KIRK**



Shaping Laurencekirk began as a community participation project to ask local people about their aspirations for the town in anticipation of probable population growth. The project was initiated by The Laurencekirk Development Trust, and funded by Awards for All Scotland and Aberdeenshire Council. PAS (www.pas.org.uk) was appointed to deliver the project.



Two Community Days were held in February and March 2016 comprising public exhibitions and discussion workshops, all aimed at encouraging participants to think about the future of the town. Workshops topics covered aspirations for:

- future uses of the Old Academy site.
- the future use of land to the north east of the Old Academy site.
- Laurencekirk as a whole and developing a community vision statement.

A workshop took place with pupils from Laurencekirk Primary School and exhibition materials were displayed at Mearns Academy with comment forms. An online survey also ran throughout the project.



Feedback received from all sources was collated and analysed by PAS and used to inform the three key project outcomes:

- a community-led masterplan for the Old Academy site
- a community-led masterplan for land to the north-east of the Old Academy site
- a Community Vision Statement

Four key emerging themes gave a strong indication of the type of place participants would like Laurencekirk to be and have provided a framework for this document. These themes were:

- a vibrant and accessible High Street
- strong links to surrounding countryside promoting healthy lifestyles
- a clear and strong identity
- an inclusive and intergenerational community

A selection of the feedback received during the Shaping Laurencekirk project is featured in this Community Vision Statement. It is intended that the document will be used to inform future discussions about priorities and actions for Laurencekirk that embody these four themes and aspirations.

LAURENCEKIRK



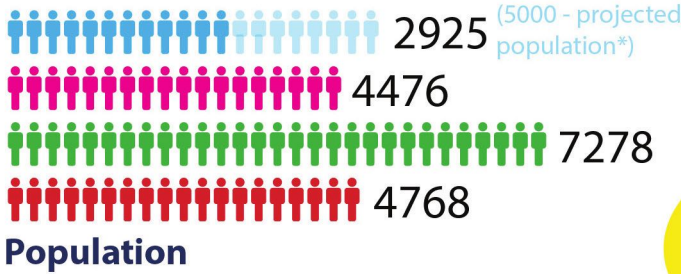
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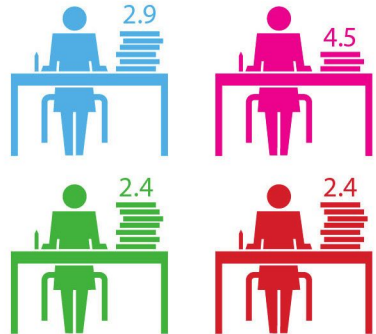
HUNTLY



Public Transport Time to Aberdeen (Drivetime + distance)



People per shop



People per job

NOTE
 Data on this board has been sourced from the 2011 Scottish Census
 * Projected population rise based on number of houses allocated for M1 site (885) in Aberdeenshire Council's Local Plan multiplied by the Office of National Statistics' average household size (2.3)

**a town with
a vibrant and
accessible high
street**

shaped by your thoughts and ideas...

provide more pedestrian crossing points in appropriate locations.

wayfinding for pedestrians and cyclists from High Street to surrounding facilities and walking/cycle routes.

manage the flow and speed of traffic eg 20 mph speed limit, a one-way system, HGV vehicle banning/restricting.

consolidate commercial activity around an existing stretch of the High Street, within the Old Academy site, or both.

introduce new seating areas on and around High Street.

encourage more evening activity with cafes, restaurants, family-friendly pubs, music events.

provide good lighting and regular road sweeping and litter clearance.

introduce a parking strategy with range of on and off street parking options.

promote and market the High Street with a strong physical and digital identity.

provide a safe, wide and pleasant pavement environment.

set up initiatives for businesses to support each other and establish their digital presence.

establish small units for arts and crafts/business start up.

provide reliable wifi connectivity for businesses and residents located on the High Street.

create a gateway and sense of arrival onto the High Street.

consider introducing Special Development Zones to incentivise a range of new businesses and shops.

a town with strong links to surrounding countryside promoting active lifestyles

shaped by your thoughts and ideas...

celebrate and promote Laurencekirk's beautiful location with clear wayfinding for walkers and cyclists.

create stronger walking and cycling links to surrounding places eg Fettercairn, Denlethen Woods and Garvock Hill.

promote Laurencekirk as a place with a focus on health and well-being.

develop cycle and walking maps and display these in shops and local facilities.

provide swimming pool and playing fields for community use.

link new houses to the town centre and surrounding countryside by corridors of greenspace and areas of parkland.

mark out clear and generous cycling provision on key routes into and through Laurencekirk.

establish clear and well-maintained tracks through Denlethen Woods.

provide clear, direct and convenient foot and cycle links between new housing areas and town centre.

promote Laurencekirk as a centre for cyclists and a destination for hire facilities, repairs, cafes, accommodation etc.

consider creating an open space/allotments/community growing strategy.

aim for all houses to be within close proximity to green space and growing spaces

identify opportunities for new health and fitness /activities potentially involving health centre and existing community organisations

a town with a clear and strong identity

shaped by your thoughts and ideas...

introduce clear and well-located welcome signs promoting Laurencekirk as the "Hub of The Mearns" or a similar designation.

retain a sense of the historic built form and character in new developments.

make Laurencekirk a destination in its own right, with a range of facilities that attract visitors and tourists as well as catering to the day-to-day needs of residents.

promote Laurencekirk as a liveable town that supports rural and healthy outdoor lifestyles.

develop a strong digital presence for Laurencekirk and the Mearns area, promoting shops, accommodation, places to visit and events.

develop a sporting focus eg an endurance event with route incorporating Laurencekirk and the surrounding countryside.

provide key facilities associated with a town of the size.
·Laurencekirk is likely to grow to eg swimming pool, petrol station, sports fields.

establish regular community events eg in Memorial Park, music nights held within local pubs.

provide convenient visitor parking and clear signage.

offer a range of accommodation options eg hotel/B&B/camping/short stay facilities for visitors area.

establish the concept of a "food and drink" town ... potential for farmers' market ... identify food and drink produced in the local area and build links between local retailers and producers.

introduce interpretative and interactive material celebrating the history of Laurencekirk and the surrounding area.

a town with an inclusive and intergenerational community

shaped by your thoughts and ideas...

provide a wider range of employment opportunities in Laurencekirk reducing the need to commute.

strengthen links between schools and businesses to establish training and apprenticeship opportunities.

provide new kindergarten space and primary school for a growing population.

create a stronger sense of community and/or civic space within Laurencekirk.

provide a range of accommodation options for people at different stages in their lives eg affordable housing, retirement village, live-work units, dementia-friendly area, flats/smaller units aimed at first time buyers.

introduce a youth club/evening event facility and other activities aimed at teenagers.

ensure there are a range of clubs and activities aimed at older people.

retain, celebrate and promote Laurencekirk's existing sense of community.

provide appropriate employment opportunities to enable local people to live and work in Laurencekirk.

assess local interest in increased access to Mearns Academy facilities and opportunities for new clubs, film screenings, events and classes.

investigate future use of redundant buildings for community / other activity.

...with a vibrant and accessible high street.



Figure 7. Study to gather data and explore potential improvements, including green space, signage, footpaths, cycle routes, seating, air, watercourses, walking gateway / route of interest, local parks, digital connectivity, and other local amenities.

...with strong links to surrounding countryside promoting active lifestyles.



Figure 7. Architecture opens routes through and across town, promoting walking routes and doing green edge to town.

Figure 7. Street wants to promote town and valley identity, visible through its form and its skyline.

...with a clear and strong identity.



Figure 8. Local site setting up town centre, visible walk connections, and the future walkable town centre.

...with an inclusive and intergenerational community.



Figure 8. Considering planning to the wider, joint a statement consider a development strategy and aims to provide a range of play and recreation, visible to users of play projects.



Laurencekirk Development Trust

The Laurencekirk Development Trust (LDT) was established in 2012 by Laurencekirk Villages in Control which had been active since 1994 and was set up to promote the economic and environmental development of the town and facilitate between the public and private sectors.

LDT is managed by 12 directors and was established to increase opportunities for community involvement in developing Laurencekirk. The aim of LDT is to deliver aspirations identified by residents of Laurencekirk and the surrounding area.

Through the Shaping Laurencekirk project and beyond, LDT is promoting the development of a vision plan to retain Laurencekirk's role as the hub town of the Howe of the Mearns. This will ensure the continued expansion of the town is balanced by an increase in employment opportunities, community spaces and leisure facilities.

LDT also runs the AB30 community website and an associated Facebook page, both providing a very useful forum for local events, businesses and news items.

Membership is open to all residents of Laurencekirk. There is a junior membership category for the 12 to 17 year age group with two junior members currently represented on the management committee. Associate status is available to supporters from the surrounding area.

For more information on how you can get involved in the future vision for Laurencekirk please contact the Laurencekirk Development Trust, see details below.



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www.laurencekirkab30.co.uk



www.facebook.com/LaurencekirkAB30



AWARDS
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LOTTERY FUNDED



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