

# Section 4

## Values & Aspirations


### Charrette Materials

Often in community consultations people tend to be more inclined to highlight what they do not like about their place before they say the what is good about it. There is always a danger of arriving at a negative perception and missing important assets that can be supported and developed.

First and foremost, in establishing a vision for the future of Forfar Town Centre it was important to uncover what people valued in the town centre and how they wished to see this develop in the future.

These two early exercises in the charrette, Postcard to Future Forfar and Values & Aspirations, were important in setting the tone and goal for the workshops.

(See appendices at the end of report.)

**Dear Future Forfar** 

My fondest memory of Forfar is .....

My favourite place in Forfar is ..... because .....

I hope that in the future Forfar will .....

**Lots of Love** .....

Age Range : Under 16 16 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 Over 75

**Dear Future F**

My fondest memory of Forfar is going to 4

With pit stop

My favourite place in Forfar is Pit Stop

really fun and it is a

I hope that in the future Forfar will as fun

now & they have flying

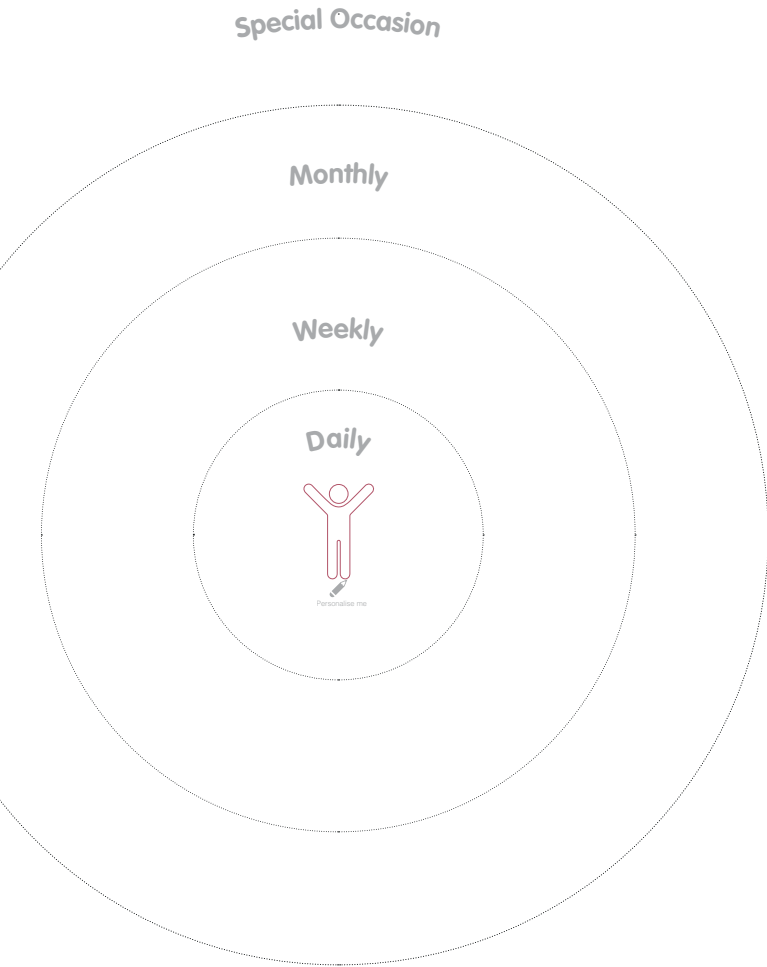
**Lots of Lo**

Age Range : Under 16 16 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 Over 75



What do you value in your town centre?

What is your greatest aspiration for life in Forfar?



ofar  
because it is  
good place to go  
as it is  
cars for kids  
ve Anis Burgoyne  
54 35 54 05 21 Over 70



# Visualising Impressions

## Charrette Materials

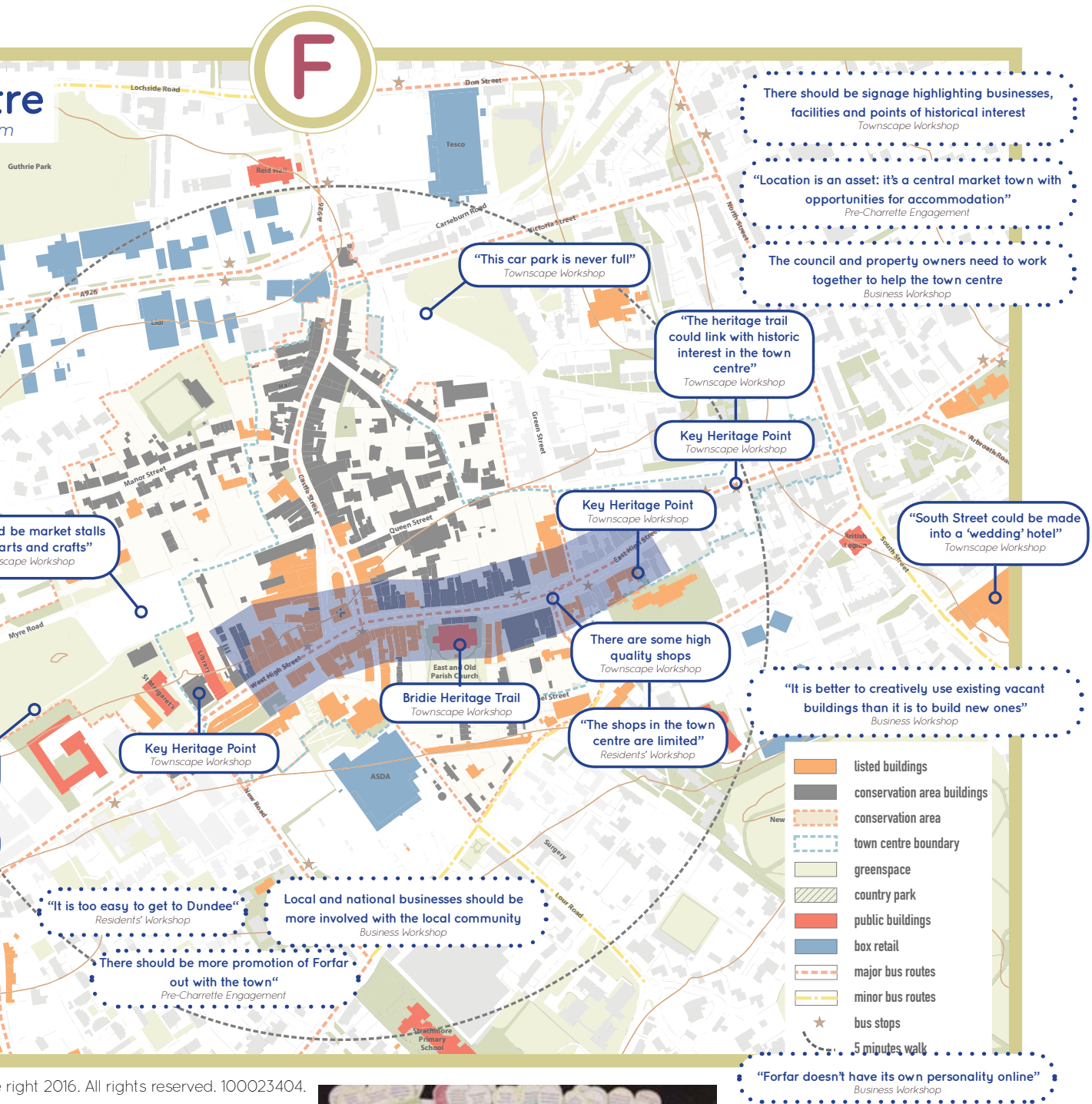
The impressions, thoughts, attitudes and opinions gathered in the pre-charrette engagements were organised into map markers ahead of the charrette to highlight the locations of the town centre that they referred to.

There were clear recurring themes and some contradictions. During the charrette period these comments were used as useful material for participants to respond to and stimulating focused conversations.

(See appendices for Activity 2.)



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# Forfar Town Centre

Participants' Comments: Business & Tourism

"I'd like to see lots of different shops at more of a range of prices"

Pre-Charrette Engagement

"Businesses need encouragement - a tangible commitment"

Townscape Workshop

"The could be market stalls selling arts and crafts"

Townscape Workshop

There should be a camping site in the town

Residents' Workshop

"Strathmore farmers' market is successful - could it join with Forfar?"

Townscape Workshop

"Why isn't the farmers' market in the town centre?"

Residents' Workshop

Key Heritage Point

Townscape Workshop

You could survey visitors to find out what attracted them to Forfar

Business Workshop

"They should sell the town as accessible - and make sure that it is"

Townscape Workshop

"The potential for road cycling is great, as well as biking"

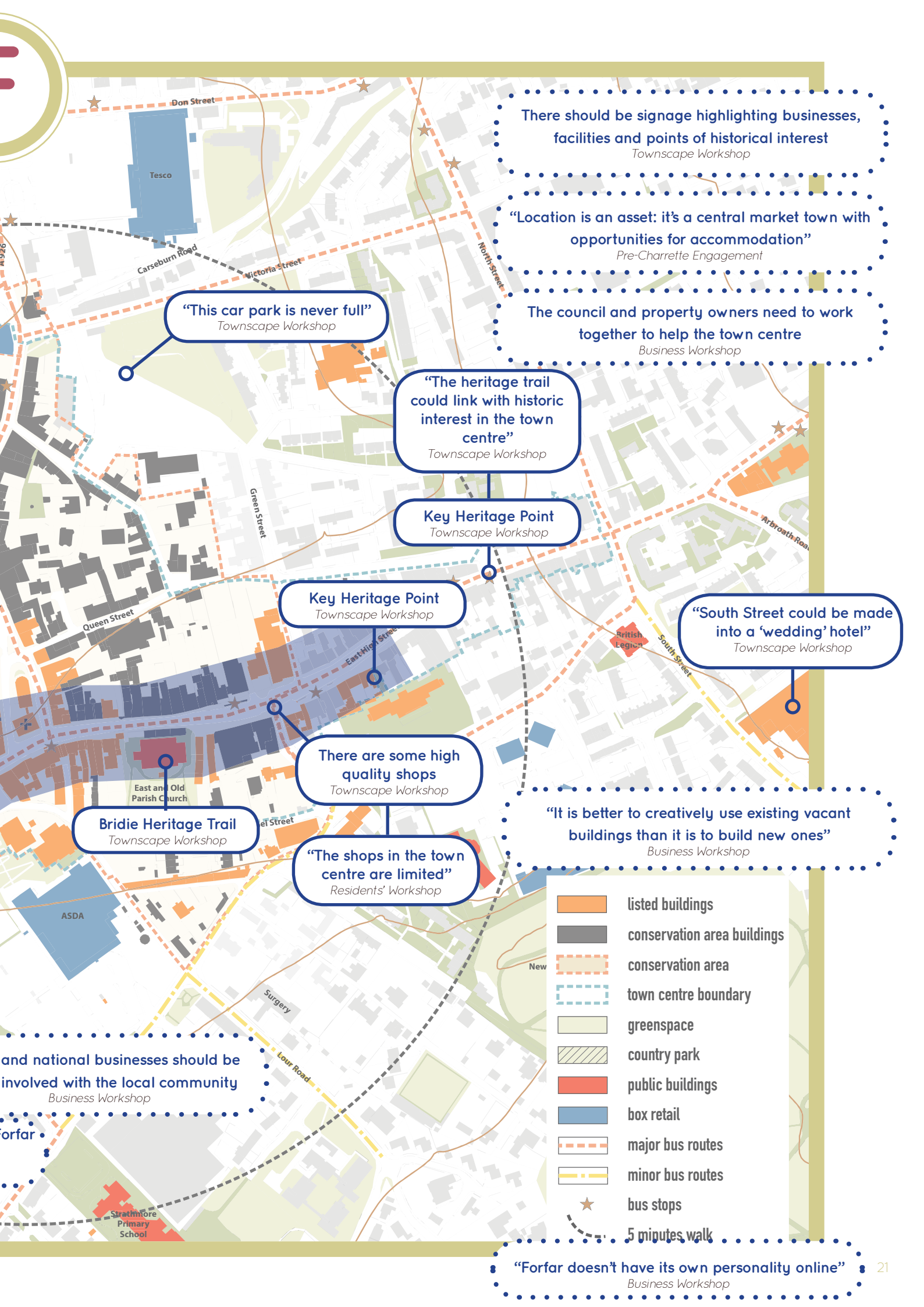
Pre-Charrette Engagement

"It is too easy to get to Dundee"

Residents' Workshop

There should be more promotion of Forfar out with the town"

Pre-Charrette Engagement



There should be signage highlighting businesses, facilities and points of historical interest  
*Townscape Workshop*

“Location is an asset: it’s a central market town with opportunities for accommodation”  
*Pre-Charrette Engagement*

The council and property owners need to work together to help the town centre  
*Business Workshop*

“This car park is never full”  
*Townscape Workshop*

“The heritage trail could link with historic interest in the town centre”  
*Townscape Workshop*

Key Heritage Point  
*Townscape Workshop*

Key Heritage Point  
*Townscape Workshop*

“South Street could be made into a ‘wedding’ hotel”  
*Townscape Workshop*

There are some high quality shops  
*Townscape Workshop*

Bridie Heritage Trail  
*Townscape Workshop*

“The shops in the town centre are limited”  
*Residents’ Workshop*

“It is better to creatively use existing vacant buildings than it is to build new ones”  
*Business Workshop*

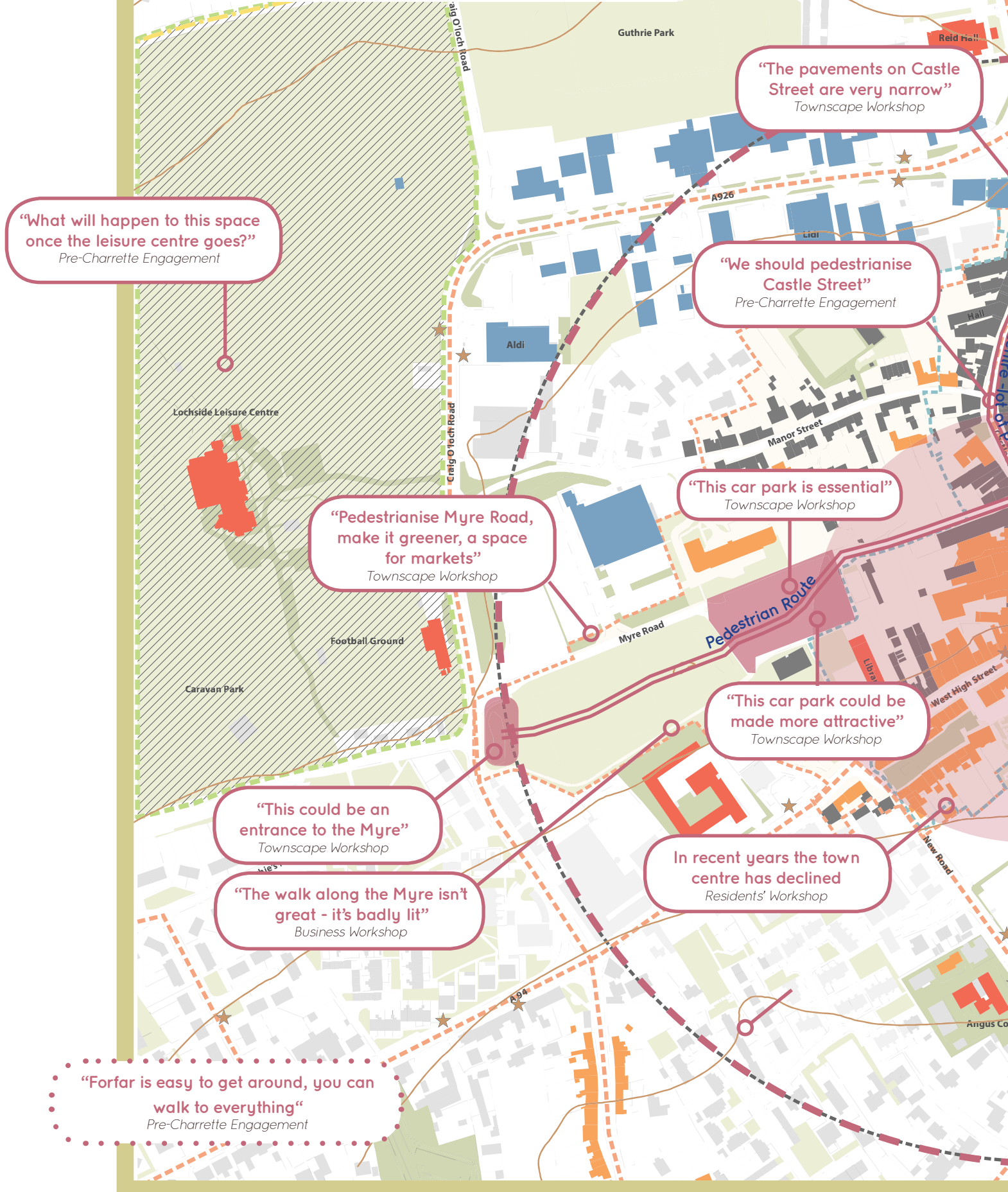
and national businesses should be involved with the local community  
*Business Workshop*

- listed buildings
- conservation area buildings
- conservation area
- town centre boundary
- greenspace
- country park
- public buildings
- box retail
- major bus routes
- minor bus routes
- bus stops
- 5 minutes walk

“Forfar doesn’t have its own personality online”  
*Business Workshop*

# Forfar Town Centre

Participants' Comments: Townscape







**“Castle Street should be made less drab and dingy”**  
*Townscape Workshop*

**More should be made of the character of Forfar - upgrading building facades, the lamp posts, the whole streetscape**  
*Townscape Workshop*

**“There are thirteen wheelie bins outside the oldest building in Forfar - this needs to be sorted”**  
*Business Workshop*

**“Everything is moving out of the town centre when it should be kept in!”**  
*Residents' Workshop*

**There is lots of parking down Green Street**  
*Business Workshop*

**Static vehicles should be removed from the High Street**  
*Townscape Workshop*

**HGV traffic coming through the town centre is an issue**  
*Residents' Workshop*

**This area could be pedestrianised**  
*Townscape Workshop*

**“Traffic management issues detract from the character of The Cross”**  
*Townscape Workshop*

**Parking restrictions in the town centre need to be reinforced**  
*Residents' Workshop*

- listed buildings
- conservation area buildings
- conservation area
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- greenspace
- country park
- public buildings
- box retail
- major bus routes
- minor bus routes
- bus stops
- 5 minutes walk



# Forfar Town Centre

Participants' Comments: Life in Forfar

"There is nothing in Forfar for teenagers to do"

*Pre-Charrette Engagement*

"In Forfar, what we need is a playpark for young children"

*Pre-Charrette Engagement*

"Social media has created a new shared space online"

*Pre-Charrette Engagement*

There used to be allotments and a putting green

*Pre-Charrette Engagement*

"The Reid Hall is the main public space but no one uses it"

*Residents' Workshop*

"You could put an awning over the steps of the access office to make a temporary performance space"

*Townscape Workshop*

"The Myre is the best public space"

*Pre-Charrette Engagement*

"Is it? It could be with vision - places to sit etc"

*Townscape Workshop*

"Larger events could spill out onto the Myre"

*Townscape Workshop*

"Could the farmers market return to the Myre?"

*Townscape Workshop*

"There's stigma around events in Forfar"

*Residents' Workshop*

"There's no focal point for the community"

*Business Workshop*

"More public toilets!"

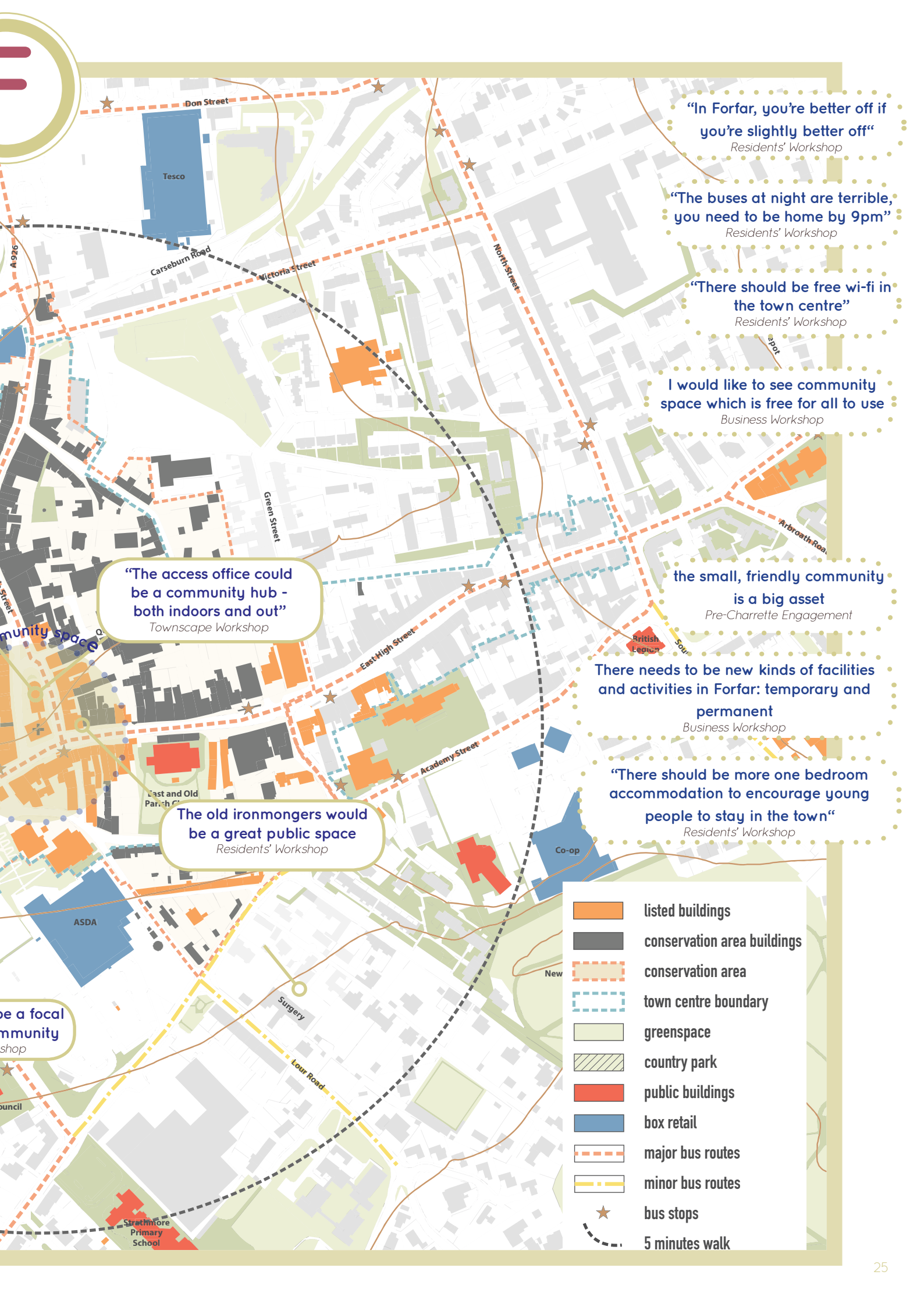
*Townscape Workshop*

There needs to be a focal point for the community

*Business Workshop*

Key area for creating community space

Key area for creating community space



“In Forfar, you’re better off if you’re slightly better off”  
Residents’ Workshop

“The buses at night are terrible, you need to be home by 9pm”  
Residents’ Workshop

“There should be free wi-fi in the town centre”  
Residents’ Workshop

I would like to see community space which is free for all to use  
Business Workshop

“The access office could be a community hub - both indoors and out”  
Townscape Workshop

the small, friendly community is a big asset  
Pre-Charrette Engagement

There needs to be new kinds of facilities and activities in Forfar: temporary and permanent  
Business Workshop

The old ironmongers would be a great public space  
Residents’ Workshop

“There should be more one bedroom accommodation to encourage young people to stay in the town”  
Residents’ Workshop

- listed buildings
- conservation area buildings
- conservation area
- town centre boundary
- greenspace
- country park
- public buildings
- box retail
- major bus routes
- minor bus routes
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- 5 minutes walk

# What would you like to

“A coffee shop which is open at night”

“Safer civic lighting”

“An affordable, but good quality hotel. There is no point in having great events and shops if there’s no where to stay”

Public Artwork

“Forfar in flower”

“Pedestrianised streets”

“A coffee shop which is open at night”

Daily

“Better community what”

“There could fortnightly market”

Permanently

“The local community should decide any future uses”

“A tourist information office”

“A youth hub”

Community Cinema

“An independent greengrocers”

“Improved traffic flow and parking”

“Great restaurants”

Weekly

“A local food”

“There could be a league -”

“An arts and”

# see in the town centre?

Communication of  
is on”

ould be a  
y farmers’  
ket”

ekly

od market”

be a Sunday  
5 a side”

crafts group”

“A community cinema”

“More live performances  
at The Cross, on a  
Saturday”

“A monthly drive-in  
cinema,  
at least in the summer”

## Monthly



“Wedding fairs: an  
opportunity to showcase  
all the local businesses”

“Using the bandstand in  
the park to have music  
concerts on a Saturday  
night”

Farmers’ Market

Pop Up Restaurant

Streetsports Festival

Puppy Parade

Forfar Bridie Festival

“A week or weekend long  
event”

“Expanding Doors Open  
Day”

“Something with a big  
impact  
day and night”

Forfar in Flower

Cycling Festival

## On Special Occasions

“What is unique that we  
can build on?”

Outdoor Festival

Big Tent Festival

Heritage Festival

“Music shows - local  
bands and traditional  
music”







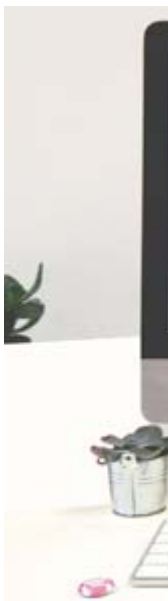
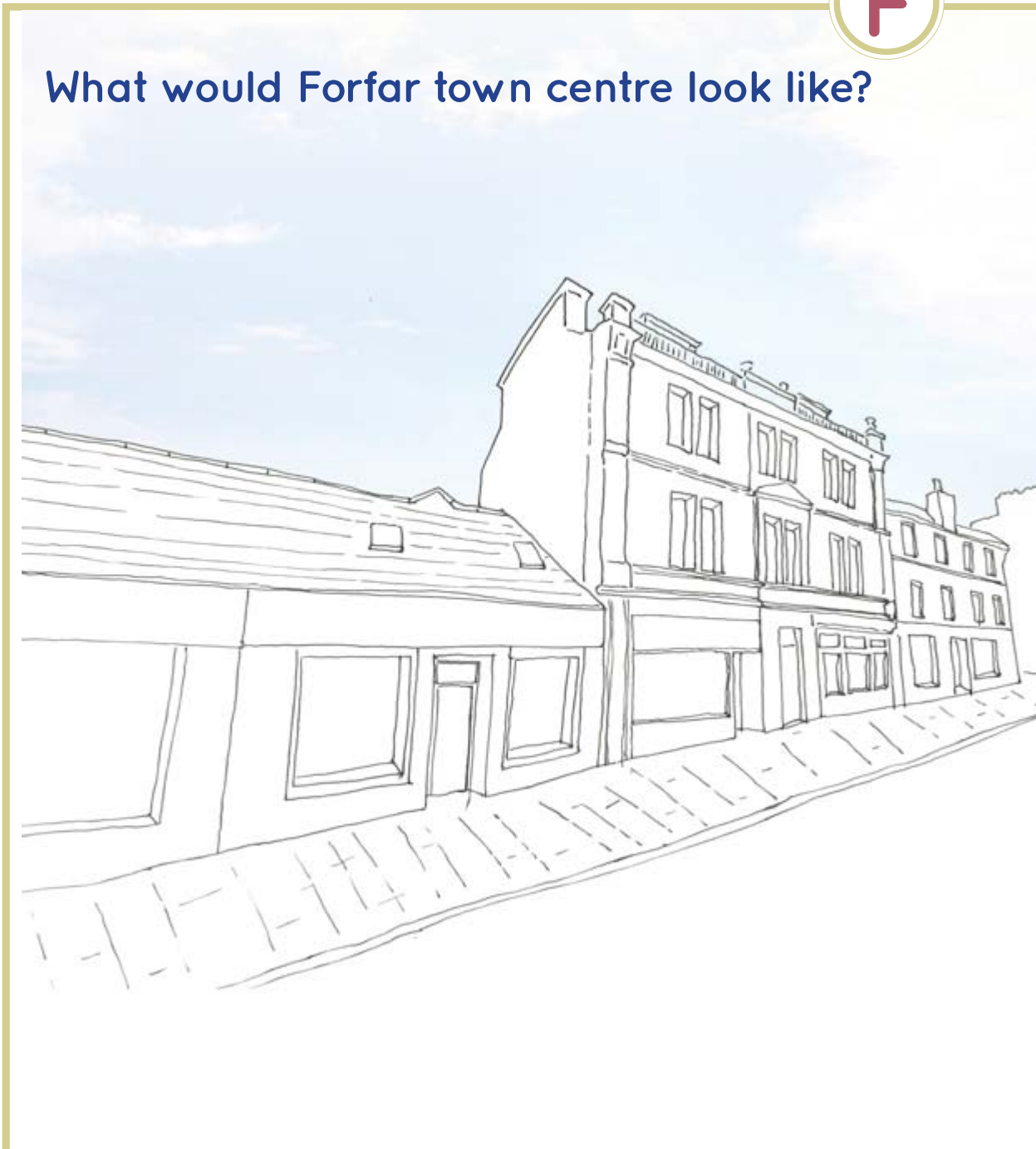


# Visualising Future Forfar

## Charrette Materials

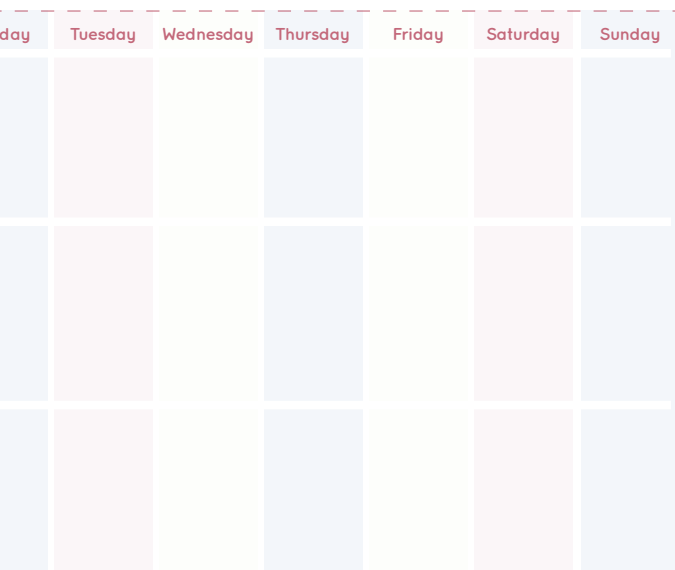


What would Forfar town centre look like?



	Mon
Morning	
Afternoon	
Evening	

## How does this work?

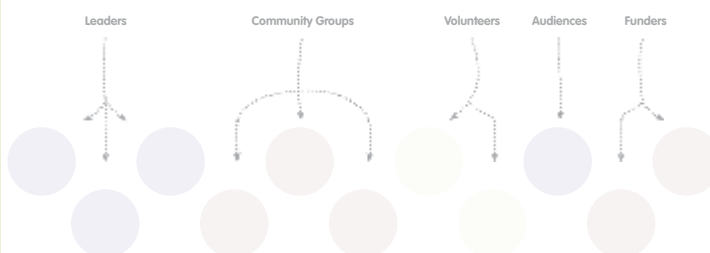


It was important that the process of the charrette produced tangible outcomes. By creating design and engagement tools participants were encouraged to visualise what the future of Forfar might look like, how that would affect their daily lives, as well as think about who might be involved in the process of delivering this.

When it came to describing what groups might be involved to help deliver the vision's, the public understandably found it difficult to think of strategic partners. This is something that community groups will require support with. The exercise did however start people thinking about what groups in Forfar could come together.

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### What groups might be involved?





## Assorted Workshop Output

Activity output from returned responses

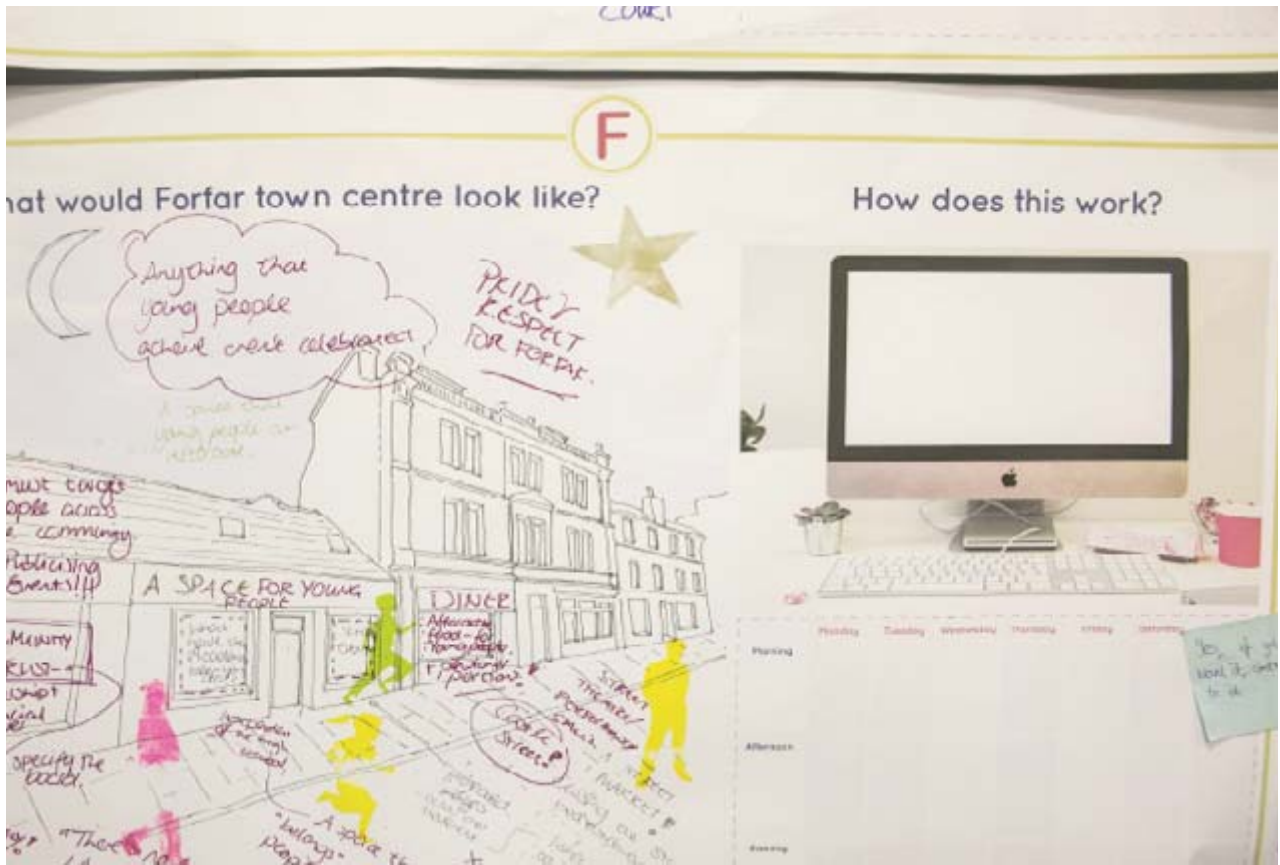






## Assorted Workshop Output

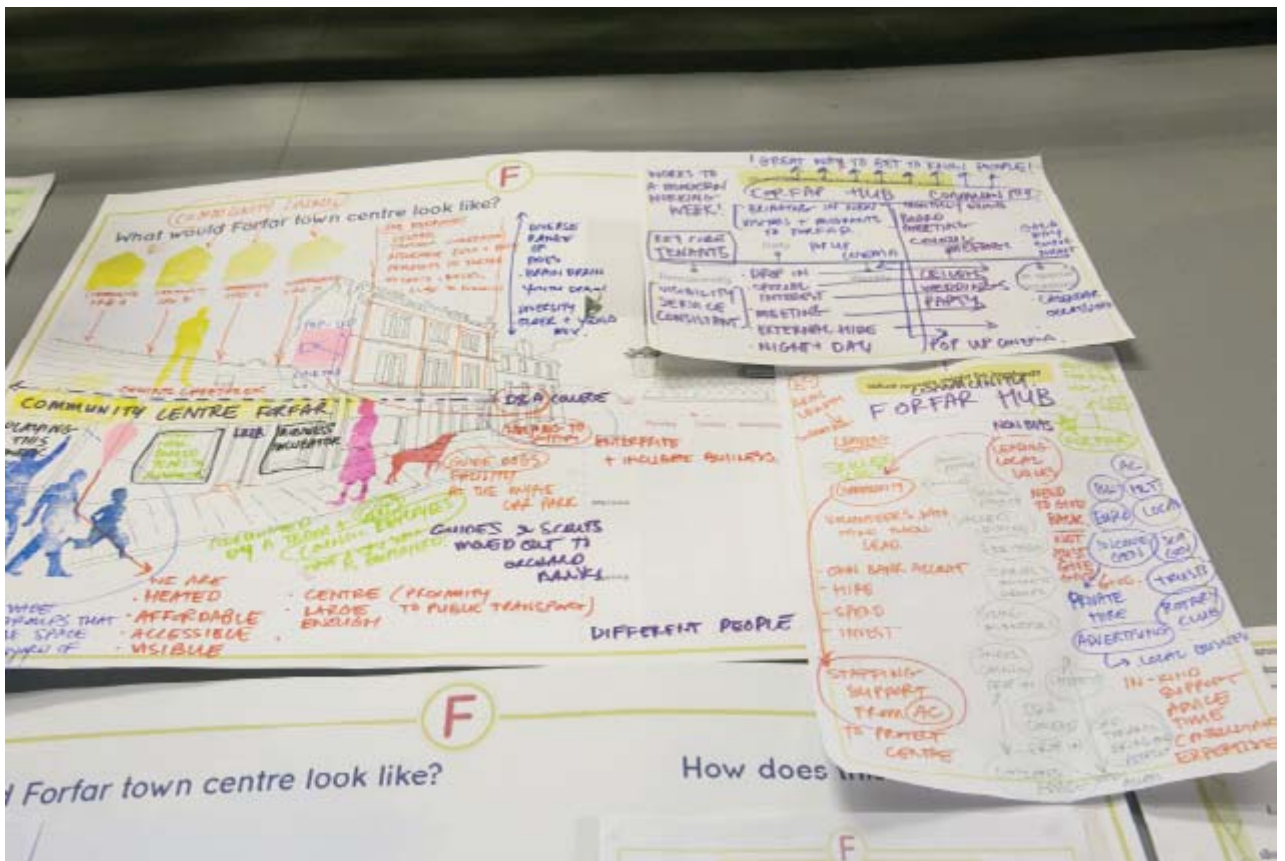
Activity output from returned responses





## Assorted Workshop Output

Activity output from returned responses



# Summary of impressions

## Impressions from Forfar

- Lack of a sense of cohesion in the community
- Feeling of under development
- Lack of things to do in the town centre that meet people's interest
- Sense of a lack of collective action and activity

## Corroborating Research

- Comparatively more older couples without children
- Fewer charitable organisations per head implying less community cohesion
- Comparatively fewer shops and job opportunities than other similar sized towns implying less activity
- Difficulty to compete with the pull of the out of town shopping
- Something distinct therefore is needed to place the town centre in people's minds to draw them there



## Forfar ANGUS

POPULATION 14,048

This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socioeconomic status is higher than in other kinds of town and there is a mix of professionals and nonprofessionals, those with higher and lower educational attainment.

Forfar is an independent to interdependent town.

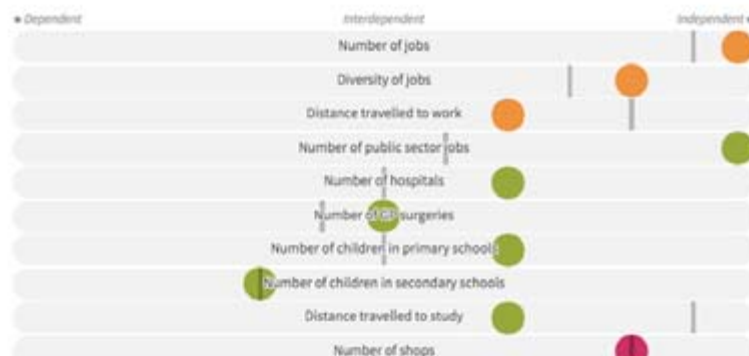
Its most similar towns are Elgin, Dumfries, Inverness, and Falkirk.

COMPARE TOWNS



Map data ©2015 GeoBeez/CC/BDG

## Inter-relationships



Forfar is an **independent to interdependent** town.

Combining inter-relationships and typology, Forfar is grouped with 8 other towns. It has similarities to these towns in terms of the number of GP surgeries, children in primary schools, children in secondary schools, jobs, and shops. It also has similarities in the diversity of jobs.

Forfar differs most from its group in the number of public sector jobs.

- Employment
- Public
- Commercial
- Social
- Average for the category