

“You Said, We Did”

Community Consultation Feedback & Progress Update

**Neil Shirran
Aden Development Worker**

Improvements to Current Facilities

Paths & Signage

“Paths need to be improved, better signposted, mapped & promoted”
“Improve signs for walks within park”



Coach House Toilets & Café at Aden

“Toilets need updating”; “Toilets resemble an Australian dunny!!”
“Café is too dark; too expensive, and needs decorating/enlarging”



Cinema Equipment

“Weekend and evening events in theatre in and out of season”
“There is a lack of indoor space for events”



Aden Craft & Gift Shop

“Proper arts/crafts shop with local products & demonstrations”;
“Gift shop selling local produce”; *“Gift shop for children”*
“Souvenirs for coach trips or holiday makers”



Parking & Aden Caravan & Camping Site

“Car park should be free”

“Just back from a lovely couple of nights at the caravan park. Lovely camp site and beautifully clean facilities”



Introduction of New Facilities

Allotments & Community Gardens

“Allotments for the local community”; “Introduce wildflower meadows for biodiversity”; “Plant & shrub sales, nursery, gardening advice”



Aden Public Art Project

“It would be great to see some sort of sculpture trail in the park”

“Tyrebagger Woods Art Trail in Aberdeen or Jupiter Artland in Edinburgh are good examples of how art can work in a park”



Events & Activities

Increase in Type, Frequency & Quality of Events

“More events with interest to local people”

“I'd have participated in existing activities had I known they were on offer”



Annual Aden Events

Mother's Day Country Fair - 2,500+ attendance

MACBI Fun Run – 200+ participants

Aden Easter Egg Hunt - 1,500+ attendance

Buchan Heritage Workshops - 300+ school children

Midsummer Festival - 2,000+ attendance

Wild About Aden - 6,000+ attendance

Pipe Band Competition - 2,500+ attendance

North East Open Studios (NEOS) - 800+ attendance

Vintage Tractor Day & Heritage Fair - 4,000+ attendance

Aden-een Halloween Event - 8,000+ attendance

Aden Christmas Fair - 1,500+ attendance

*Along with a range of other events including Puppet Animation Festival,
Aden Cinema, Traditional Skills, Ugie Folk Festival, Sound Festival etc*

Marketing & Promotion

Online Promotion of Facilities & Events

“More advertising of events and facilities needed”

Aden Country Park Website: 27,544 visits in 2014

Social Media: Facebook: 3,530 “Likes” & Twitter: 350 “Followers”



Offline Promotion of Facilities & Events

“I wasn’t aware of what exists but happily travel to Dundee and St Andrews parks with good events”

Press Releases, Leaflets, Posters, Flyers & occasional Radio Adverts



Country Parks - Visitor Numbers

Aberdeenshire Country Parks – Visitor Numbers				
Years	Aden	Balmedie	<u>Haddo</u>	Haughton
2005	156,950	212,321	224,838	153,974
2006	162,311	233,202	217,447	161,386
2007	161,133	226,482	233,508	167,229
2008	164,310	241,395	203,930	172,880
2009	175,213	227,318	206,910	182,800
2010	177,992	183,107	205,459	160,498
2011	219,932	210,061	106,342	137,037
2012	219,646	215,210	174,629	130,077
2013	254,348	215,317	227,394	142,621
2014	298,368	210,910	263,893	154,230

Awards & Accolades

TripAdvisor® Certificate of Excellence - Celebrates excellence in hospitality, superior customer experience and consistently achieving great reviews.

Green Flag Award - Recognises excellent use of green space, well-maintained facilities, community involvement, and high standard of safety.



Looking to the Future

New Events for 2016

*Drive it Day (Vintage Car Rally); Seedy Sunday – Seed, Food & Drink Festival;
& The Scottish Nature Photography Awards Exhibition*



SEEDY

SUNDAY

SEED, FOOD & DRINK FESTIVAL

Heritage Lottery Parks for People Funding Application

Heritage of Aden Country Park & North East Farming

Interpretation - Panels, Leaflets, & Smartphone App

Archaeological Sites - Bronze Age Site, Stone Circle, WWI Trenches, Mansion House, Episcopalian Meeting House

Biodiversity & Wildlife – Planting & Removal of Species

Children's Play Area Development

Forester's & Gardener's Cottage Renovation

Outdoor Learning Classrooms

Outdoor Heritage Trail

Wall & Building Restoration

Skills Development & Events Co-ordinator Post

Traditional Skills Training Opportunities

Volunteer Opportunities

Events, Activities & Workshops

In Conclusion – Community Feedback

Things we like about Aden:

- *“A wonderful facility”*
- *“Tidy Park, well kept, safe feeling about it”*
- *“Lucky to have it on our doorstep”*
- *“A lovely quiet area for a walk”*
- *“Fab facility”*
- *“Excellent facility which I hope is not affected by cuts”*
- *“Most beautiful park”*
- *“Had a lovely visit - will recommend to friends”*

What could be better:

- *“Longer opening times for facilities”*
- *“Would use more if more indoor children activities”*
- *“Play area needs updating, Haddo & Duthie Parks are exceptional”*
- *“It's a bit boring”*
- *“Covered area for picnics/concerts”*
- *“Farming Museum is out-dated”*
- *“More facilities for young people”*
- *“More outdoor seating, toilets, bins”*
- *“Great resource that could be developed more”*