

Appendix I**Definitions**

Accessibility	Based on general observations and consideration of public transport services and other modes of transport (cycling, taxis, pedestrians etc) in addition to car parking provision, congestion and access for the disabled.
Anchor Unit	Dominant or strong retail presence which may act as the focus for a centre and/or significant draw on pedestrian footfall.
Comparison	Comparison retailing is the provision of items not obtained on a frequent basis. These include durable goods such as clothing, footwear, household, electrical and recreational goods.
Convenience	Convenience retailing is the provision of everyday essential items purchased on a regular basis. This includes food, drinks, newspapers/magazines and confectionery.
Environmental Quality	Observed at time of visit and highlighting general perceptions on litter, graffiti, general cleanliness and condition of public realm.
GOAD	GOAD is a classification published by Chas. A. Goad for the use of planners and the retail industry. They detail the site level composition (i.e. the occupants and uses) of selected retail areas (including both city centre and out of town developments) for many of the larger metropolitan areas of the United Kingdom. The classification was adapted to cover the centres in Aberdeen assessed in this report.
Independent	Sole traders not part of larger organisations.
Health Check	A study which measures the strengths and weaknesses of a town centre and analyses the factors which contribute to its vitality and viability.
Multiple	National or regional “chain stores” represented in the City Centre, Town Centres, District Centres and Neighbourhood Centres which also have outlets outside these areas. For example WH Smith and Boots
Pedestrian Flow	A measure of the movement of people past a particular location over a specified period of time.
Vacancy Rate	Number of units not in occupation at time of visit, expressed by a percentage of the total number of units in a centre.
Viability	A measure of capacity to attract ongoing investment for maintenance, improvement and adaptation to changing needs
Vitality	A measure of how lively and busy a retail centre is (SPP definition)

Appendix II City Centre Pedestrian Counts

Saturday 17 May 10am-11am

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total at Location
Location 1 - George Street at John Lewis	29	36	48	59	53	52	55	57	64	48	73	71	63	57	62	827
Location 2 - South side of Castlegate at Blackfriars	43	31	34	39	32	36	42	39	45	46	41	41	44	43	50	606
Location 3 - North side of Guild Street at The Station Hotel	27	53	36	48	52	48	35	35	39	28	39	39	54	48	41	622
Location 4 - South side of Union Street at Soul Bar	15	23	18	21	18	36	16	29	17	28	16	19	17	30	22	325
Location 5 - North side of Union Street at Holburn Junction	20	14	7	7	21	17	20	7	11	10	11	18	15	17	17	212
Location 6 - North side of Union Street at Belmont Street	37	60	48	46	74	64	56	66	64	53	75	73	69	61	69	915
Total at time of Count	171	217	191	220	250	253	224	233	240	213	255	261	262	256	261	3507

Thursday 22 May 6.30pm-7.30pm

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total at Location
Location 1 - George Street at John Lewis	28	48	30	41	28	32	40	35	19	14	17	28	27	15	34	436
Location 2 - South side of Castlegate at Blackfriars	34	23	32	49	28	24	27	29	24	32	31	35	44	30	39	481
Location 3 - North side of Guild Street at The Station Hotel	83	53	81	70	108	70	75	62	78	66	65	87	60	66	47	1071
Location 4 - South side of Union Street at Soul Bar	36	21	20	20	21	21	25	26	16	14	15	23	22	20	18	318
Location 5 - North side of Union Street at Holburn Junction	30	19	18	24	22	16	21	19	18	20	27	15	14	18	24	305
Location 6 - North side of Union Street at Belmont Street	49	45	41	43	33	47	41	52	55	38	36	52	45	31	48	656
Total at time of Count	260	209	222	247	240	210	229	223	210	184	191	240	212	180	210	3267

Appendix III Town Centre Pedestrian Counts

Rosemount

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - North side of Rosemount Place at Argyll Place	6	6	3	2	5	4	3	4	4	2	0	6	2	4	3	54
Location 2 - North side of Rosemount Place at Watson Street	5	5	3	3	1	3	5	1	6	2	6	4	13	6	4	67
Location 3 - South side of Rosemount Place at Wallfield Place	2	3	21	0	5	2	1	2	6	3	1	21	2	2	3	74
Location 4 - South side of Rosemount Place at South Mount Street	3	2	2	1	1	4	0	0	0	4	1	5	1	0	1	25
Total at time of Count	16	16	29	6	12	13	9	7	16	11	8	36	18	12	11	220

Torry

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1																
- West side of Victoria Road at South Esplanade West	3	2	9	9	2	3	4	8	5	4	9	12	2	11	6	89
Location 2																
- East side of Victoria Road at Sinclair Road	5	5	4	5	4	6	5	2	3	5	1	1	3	2	11	62
Location 3																
- West side of Victoria Road at Walker Road	5	6	6	9	8	7	5	5	15	8	8	10	6	11	7	116
Location 4																
- East side of Victoria Road at Crombie Road	2	1	4	2	5	0	3	6	6	4	6	1	3	1	11	55
Total at time of Count	15	14	23	25	19	16	17	21	29	21	24	24	14	25	35	322

Appendix IV District Centre Pedestrian Counts

Culter

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - North side of North Deeside Road across from Station Road West	7	5	2	3	1	5	3	3	4	2	2	3	3	2	3	48
Location 2 - South side of North Deeside Road at Station Brae	0	0	3	0	3	5	5	1	2	3	0	3	1	1	0	27
Total at time of Count	7	5	5	3	4	10	8	4	6	5	2	6	4	3	3	75

Cults

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - North side of North Deeside Road across from Millden Road	1	2	0	0	0	2	1	2	0	0	0	1	1	0	0	10
Location 2 - South side of North Deeside Road at Tesco	7	6	9	12	7	11	10	5	6	8	11	9	10	3	6	120
Total at time of Count	8	8	9	12	7	13	11	7	6	8	11	10	11	3	6	130

Danestone

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - North entrance	0	1	0	0	2	0	0	1	0	2	0	0	3	0	1	10
Location 2 - South entrance	2	3	1	2	2	1	0	2	0	3	1	0	1	3	1	22
Total at time of Count	2	4	1	2	4	1	0	3	0	5	1	0	4	3	2	32

Dyce

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - Back entrance to north	7	5	6	8	14	1	3	6	7	18	15	24	12	9	5	140
Location 2 - Back entrance to south	1	0	3	2	0	2	4	0	1	2	0	4	0	1	3	23
Total at time of Count	8	5	9	10	14	3	7	6	8	20	15	28	12	10	8	163

Mastrick

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - Within shopping centre	16	6	30	35	27	32	23	26	29	24	21	23	24	26	26	368
Location 2 - Mastrick Road	8	11	11	5	5	12	11	16	16	9	12	11	11	4	19	161
Total at time of Count	24	17	41	40	32	44	34	42	45	33	33	34	35	30	45	529

Middleton Park

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - Entrance to south west	7	1	2	1	7	2	2	1	1	1	5	3	2	1	3	39
Location 2 - Entrance to south east	2	1	0	3	0	0	0	0	2	0	1	3	1	0	2	15
Total at time of Count	9	2	2	4	7	2	2	1	3	1	6	6	3	1	5	54

Upper Berryden

Pedestrian Counts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Location 1 - Stairs beside supermarket	3	3	5	16	11	4	0	10	3	10	8	11	8	3	11	106
Location 2 - Walkway into car park	0	1	0	0	3	1	2	0	0	2	4	0	1	0	0	14
Total at time of Count	3	4	5	16	14	5	2	10	3	12	12	11	9	3	11	120