

Aberdeen City - Central Locality

Annual Outcome Improvement Report 2022-23



Central Locality Neighbourhoods:

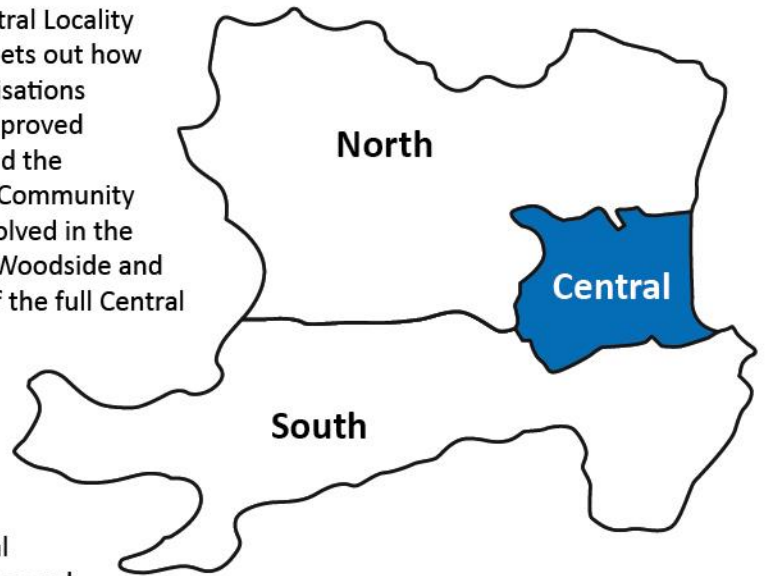
Ashgrove, City Centre, Froghall, George St, Hanover, Hilton, Midsocket, Old Aberdeen, Powis, Rosemount, Tillydrone, Seaton, Stockethill, Sunnybank, West End and Woodside



Community Planning
Aberdeen

WELCOME

Welcome to our second annual report against the Central Locality Plan first published in 2021. The Central Locality Plan sets out how Community Planning Aberdeen and its member organisations will work together and with communities to deliver improved outcomes for the 14 neighbourhoods in the locality and the locality as a whole. The Locality Plan was prepared by Community Planning Aberdeen staff and community members involved in the Central Locality Empowerment Group and Tillydrone, Woodside and Seaton Partnership. Click on the links to view a copy of the full Central Locality Plan and Summary Locality Plan. Also see the end of this report to find out more about the organisations and community groups involved in preparing the plan.



This report provides an update on progress made against the priorities that were identified in the Central Locality Plan. It includes information about key activities and initiatives and also the impact that these have in the Central Locality and in target neighbourhoods. The information and data within the report demonstrates success in many areas. However, we also recognise where we need to do better and have identified priorities for improvement next year.

Our focus is always on impact on outcomes for communities. Central to our approach is involving and empowering communities which we have made clear in our new Community Empowerment Strategy published in 2022. Behind the scenes, Community Planning Aberdeen has also made some changes to ensure member organisations are working better together to empower communities. Our new locality planning team has been in place since February 2023 and epitomises our renewed vigour for working together with local communities. This report provides an important baseline for how we are currently performing in the Central Locality and a commitment to improvement going forward.

This report is split into the following sections:

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OUR PRIORITIES

The Central Locality Plan 2021-26 sets out two priorities to improve our local economy:

Priority 1: Reduce the number of people living in poverty

Priority 2: Ensure people have the digital means to ensure they do not miss out on opportunities

PROGRESS MADE DURING 2022/23



Supporting communities who experience poverty & our most vulnerable families

Community food provision and community pantries

With food prices rising at the fastest rate in 40 years we have been working with CFine to increase access to affordable food across the locality, particularly for our most vulnerable communities and low-income families. Through our community food pantry project, we have focused on increasing access to affordable food in our priority neighbourhoods which include Tillydrone, Woodside, Seaton, Ashgrove Stockethill and George Street in the Central Locality. Recognising the challenges people can face attending one of our fixed food pantries, a mobile food pantry was launched in September 2021. CFine has 192 members of the Central Locality shopping at the pantry at Poynerook Rd on a regular basis. The mobile food pantry also had 810 visits from residents of the Central locality during 2022-23.

Affordable Food Providers in Central

[CFine](#) operates a mobile food pantry on Thursdays at:

-Tillydrone Church 1pm-1:40pm

-Seaton Aulton Pitches 1:50pm -2:20pm

The [Woodside Pantry](#) is also available in the Central Locality, alongside other local [Food Banks](#).

Supporting communities with financial inclusion

Ensuring that household income is maximised through the uptake of unclaimed benefits is a key aspect to supporting households to come out of poverty and improve their financial security. There continues to be barriers which can mean people do not claim benefits they are entitled to, such as stigma of claiming, unaware of what they are entitled to, and onerous applications processes.

We have made progress with a number of initiatives to help remove these barriers. For example, we launched the online benefit calculator last year to help support more people to find out what benefits they are entitled to. This has been accessed 7274 times across the city during 2022/23, with 887 of those being from the Central priority neighbourhoods. We have also taken action to identify households who should be entitled to Pension Credits and have contacted them directly by letter. Using this approach 410 households were identified from across the City which qualified for Pension Credits. Finally, a booklet for families was developed to increase awareness and uptake of child benefits such as Education Maintenance Allowance and School Clothing Grants. The booklet targeted families and provided guidance on how to claim. Across the City 2749 families benefited financially by accessing additional benefits with 1067 families in the Central Locality benefiting financially by accessing additional benefits.

Fuel poverty/ affordable heating



Staying Warm & Well Winter Roadshow

Thursday 8 December, 10am - 2pm
Central Library, Rosemount Viaduct, Aberdeen

Pop in for a free cuppa and chat to friendly staff who will share information and advice.

WARM SPACE
We are open and the heating's on



As the cost of living increases it is important that we work together to do everything we can to support every household in Aberdeen. We have been working together with partner organisations across Aberdeen to provide a range of public warm spaces that will provide an opportunity for people to come together, share and use resources. Every warm space is unique however all warm spaces offer a friendly welcome and comfortable environment to meet friends or socialise. There are 18 warm spaces across the Central Locality but of course people are free to visit any warm space across the City. You can find your nearest warm space by visiting [here](#).

As well as providing warm spaces we have been increasing awareness of the support available to households during a variety of community events and we have trained frontline staff. As a result of the promotion of support available and an increase in home visits to deliver insulation and energy efficiency measure a total of £134,464.52 fuel bill savings was made last year across the Central Locality.

Support English as Second Language (ESOL) families to access services

The CLD Adult Learning Team assessed 900 learners in the year 22/23 (which included over 600 Ukrainian Learners). The assessment learners were either offered a class or sign-posted to the most appropriate provider for their ESOL needs. The Adult Learning team has delivered 197 classes at an average of 45 classes per term. That is an average of 150 learners per term receiving a minimum of 2 classes per week. The classes range from pre-beginner to pre-intermediate. In addition to our mainstream classes, we have offered additionality of walk and talks, employability short courses and x2 ESOL for the Care Sector which has resulted in all but 1 participant either gaining employment or a paid placement.



Strengthening opportunities for Business Growth.

Support development of Social Enterprises and small businesses.

Local community start-ups benefit everyone. Not only do they help get people back into employment, they can also create new jobs and bring new money into the community. We are delighted to have secured local community support for people wishing to start their own business. Through Business Gateway we now have a Community Business Advisor attending the Tillydrone Community Campus to provide a monthly drop-in service. Over the last 12 months the service has attracted an average of 2 attendees per drop in which has resulted in 8 people starting their own business.



Social Enterprise, Community Case Study

Seaton Community Café, Seaton Community Centre

The idea for the community café grew from a post covid plan to encourage over 55s back into a social environment. Initially we formed a Community group with help from ACVO for the Constitution and offered a free soup & sandwich lunch with transport and entertainment once a month. A year later we run the event twice a month and frequently sell out, capacity is 28 for each event and we get around 40 customers a month. In addition, we ran the Seaton Warm Space and the Seaton Pantry.



We had always intended to open a Community Café and the Warm Space Initiative, and the Community Pantry allowed us to meet more of the community. Now we had a real idea of what we wanted to achieve and why, the Cost-of-Living Crisis just made us even more determined.

With initial funding from the HIF fund and support from communities and the Health and Social Care Partnership we opened the Café in its current form four months ago. The café is open twice a week in the afternoons and attracts around 70 customers each week. There were seven volunteers for the Soup & Sandwich team, all of whom passed their Food Hygiene assessment. In addition, we had four committee members, but we soon added another six. These volunteers also supported the Pantry which ran twice a week.

We work with a range of partners - Fresh Wellness, Aberdeen in Recovery, Shmu, Tree Life and CLICC to promote use of the café, pantry and the community centre. We are members of Social Enterprise Scotland and are intending to continue the development of this. In addition, we are working on a new Green project with Nescans which will include the target of Carbon Zero. For the Café we plan to develop an external catering service, initially for fellow Third Sector groups with a view to expanding. Plans and costings are very positive although we need to consider working towards becoming a SCIO which will allow us to access funds.



*Developing approaches
opportunities.*

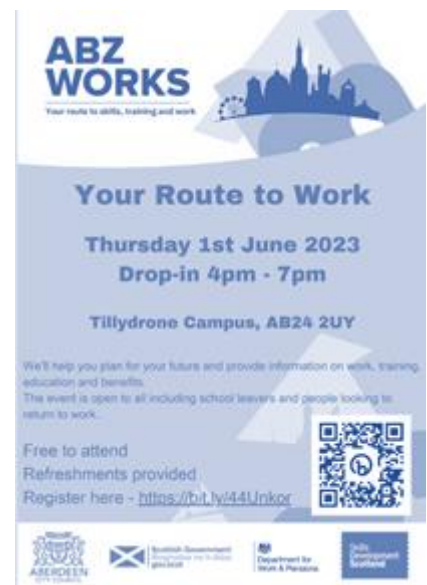


to support employment

Local employability support and job opportunities

Supporting people into employment is a top priority for the locality. Over the year we have delivered a range of employability support events targeted at people who face barriers and challenges. For example, we have delivered sessions for people over 50 years of age, people with a disability, and people living in our priority neighbourhoods in the Central Locality.

Partners Aberdeen City Council, Skills Development Scotland, DWP and Business Gateway have also delivered ‘Your Route to Work’ sessions through our ABZ works initiative. These are aimed at young people living in priority neighbourhoods who are disengaged from school, school leavers, work returners and their wider families. During these sessions participants can find out information on how to get into employment, training, education or volunteering as well as receive money and benefit advice. There were 16 attendees at the Tillydrone event. Exit surveys were completed with a small number of event attendees. Everyone who attended and who provided feedback felt the event was useful or very useful and all would be likely to visit a future event.



Increase the number of Modern and Graduate Apprenticeships

We are committed to creating accessible pathways to both employment and education, two such paths are Modern and Graduate Apprenticeships. These apprenticeships offer people the opportunity to blend academic qualifications whilst also gaining practical experience on the job. This enables people to earn as they learn, creating more realistic and inclusive opportunities for local people. Across Aberdeen City, North East of Scotland College (NESCoL) data shows that the promotional events for employers and potential apprentices, focus groups with pupils from St. Machar Academy, as well as the introduction of incentives for employers through the Apprentice Employer Grant where employers were offered £5k on recruitment of a new Modern Apprentice (MA) have resulted in a 36% increase in [Modern Apprenticeships](#) from 157 in 2019/20 to 214 in 2022/23.







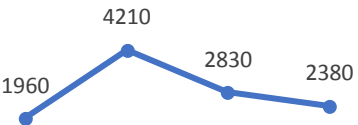
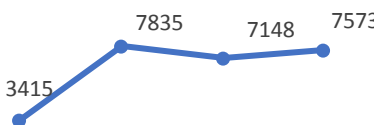




Improved digital access and increase skill base across the community

Digital Access

Through our digital improvement project, we have seen positive outcomes for both digital access and skills. This work included the promotion of existing access and new access to digital devices such as library computers, council digital resources and universities. In addition to this Silver City Surfers continue to offer face to face tuition for over 55’s in the City helping them to become more comfortable using digital tools, and offering support to community members in the central locality at the Central Library.

79.4% of City Voice respondents in the Central Locality reported they had at least basic digital skills.

Tackling Poverty		
Food Insecurity	Food Poverty	Affordable Food

 <p>9.7% of people in the Central Locality worried they would not have enough to eat compared to 18% of people living in Tillydrone, Woodside, Seaton, Ashgrove, Stockethill and George Street. (City Voice 46, 2022)</p>	 <p>4.3% of households in the Central Locality ran out of food compared to 1.9% of households Citywide (City Voice 46, 2022)</p>	 <p>1,002 families in the Central Locality accessing affordable food at their local community pantry (mobile and located in Tillydrone and Seaton)</p>
<p>Fuel Insecurity</p>	<p>Fuel Poverty</p>	<p>Fuel Bill Savings</p>
 <p>34.8% of people in the Central Locality worried they would not be able to heat their home compared to 43.1% of people living in Tillydrone, Woodside, Seaton, Ashgrove, Stockethill and George Street. (City Voice 46, 2022)</p>	 <p>5.4% of households in the Central Locality have had to seek support for paying for heating, compared to 8.3% of households in Tillydrone, Woodside, Seaton, Ashgrove, Stockethill and George Street. (City Voice 46, 2022)</p>	 <p>£134,464.52 fuel bill savings made across the Central Locality through energy efficiency measures and support such as provision of 18 warm spaces</p>
<p>Claimant Count</p>	<p>People on Universal Credit</p>	<p>Benefit Maximisation</p>
 <p>Has decreased after a spike in 2021. 49% of claimants live in central locality priority neighbourhoods</p>	 <p>Has increased in the central locality since 2020. 52% of UC claimants live in priority neighbourhoods</p>	 <p>The online benefit calculator has been accessed 887 times by people from Central priority neighbourhoods</p>
<p>Children in low income families</p>	<p>Business Start Ups</p>	<p>Digital Access and Skills</p>
 <p>Child poverty has increased in the central locality since 2019. 54% of children in low income families live in priority neighbourhoods</p>	 <p>8 people in the Central Locality supported to start their own business.</p>	 <p>79.4% of City Voice respondents in the Central Locality reported they had at least basic digital skills. (City Voice 46, 2022)</p>

AREAS FOR IMPROVEMENT IN 2023/24

- Make childcare more affordable and accessible to increase parental employment
- Utilise empty premises to encourage new businesses.
- Grow the number of job opportunities in the locality.

- Strengthen relationships with local businesses.
- Support 50 people to start a business.
- Increase the number of responsible businesses working with Community Planning Aberdeen (CPA).
- Ensure support extends to Priority Neighbourhoods Ashgrove, Stockethill and George Street as well as Tillydrone, Woodside and Seaton.

OUR PRIORITIES

Central Locality Plan 2021-26 sets out three priorities to improve outcomes for our people

Priority 3. Improve Mental Wellbeing of the Population

Priority 4. Ensure People can access services timely through a person-centred approach where the needs of the whole population are considered.

Priority 5. Create safe and resilient communities where hate crime will not be tolerated and develop initiatives which reduce the impact of substance use and anti-social behaviour.

WHAT PROGRESS HAVE WE MADE DURING 2022/23?



Improve Health and Wellbeing

The Health Improvement Fund supports initiatives that improve the health and wellbeing of people across Aberdeen. During 22-23, 68 projects received funding, with initiatives ranging from community gardening and lunch clubs to birthing classes and Virtual Reality (VR) training. In a bid to streamline funding opportunities across the City, the Health Improvement Fund linked up with ACVO Community Mental Health and Wellbeing Fund and Aberdeen City COVID Recovery Fund to ensure an additional 14 applications could receive funding. Funded projects are evaluated to measure impact and achievement of the Aberdeen City Health and Social Care Partnership (ACHSCP) priorities.

Of the 68 HIF funded projects, 33 were either from bidders based in the Central Locality or aimed to support health improvement activities within Central Locality. The Health Improvement Fund received 122 applications, of which 63 were from, or would benefit Central Locality. **Gerrard Street Lunch Club** received HIF funding to set up a new lunch club at Gerrard Street Baptist Church, run by volunteers. The aim of the lunch club is to



"The volunteers do a great job organising the lunch club, the sandwiches are always tasty!"

provide community members with a free nutritious lunch while tackling social isolation. The club now has a core group attending with friendships being made and is always open for new attendees to pop along.

Volunteering in the Community



We have continued to build our volunteering community across the City that was so crucial during the covid pandemic. Between December 2021 and March 2023, we saw a 17.4% increase in volunteer opportunities being advertised across the City on the volunteer hub run by ACVO. Volunteering across the Central Locality is invaluable in supporting stretched public services. For example, through the Fairer Aberdeen Fund 739 volunteers contributed 114,280 hours of volunteering with a value of over £2m. Over 45,000 people were involved or benefitted from the 36 funded initiatives within the programme and 33 of the Fairer Aberdeen Fund projects benefited the Central

Locality. Another project to support volunteering is Station House Media Unit's (SHMU's) community project to support prisoners in HMP Grampian, offering them post-release support and engaging them in opportunities at SHMU upon release. including employability, volunteering, and meaningful activity.

Supporting Unpaid Carers

In January 2023, Aberdeen City Health and Social Partnership published the new Carers Strategy which acknowledged the huge contribution that Carers make and seeks to support all unpaid Carers in Aberdeen City.

During the development of the new strategy there were several key inputs including: the National Carers Inquiry, publication of the National Carers Strategy from Scottish Government, the dedicated work and support of the Carers Strategy Implementation Group and most importantly the wider consultation and engagement of Carers across the City.

The new Carers Strategy identifies four key priorities to support Carers:

- Identifying as a Carer and the first steps to support
- Accessing advice and support
- Supporting future planning, decision making, and wider Carer involvement
- Community support and advice for Carers

In 2022-23, 431 carers accessed the Quarriers Adult Carer Support Service in the Central Locality which is an increase of 38.1% on the 312 carers who accessed the service in 2021-22.

Since the Respite Bureau started in June 2022, 320 people have been referred for a short break as of March 2023. Three further tests promoting different types of carer breaks were also tested this year, Doorstep Breaks, Scot Spirit and Time to Live. Data from these tests will be evaluated and shared for future learning. More information on the Carers Strategy and how carers can access services and support can be found [here](#)



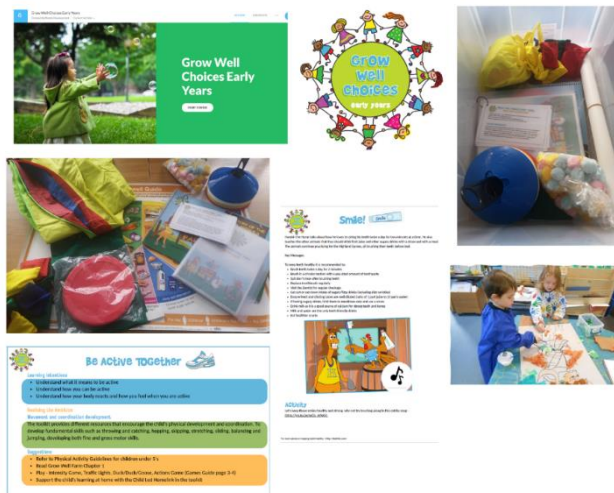
Create opportunities to upskill knowledge and understanding

Use digital tools to support Mental Health and Wellbeing for young people

All schools in the Central Locality offer counselling, and each provides free physical activity to enhance the mental wellbeing of children, regardless of circumstances. The Safer Schools app was launched in 2022 with 100% of schools signed up in the Central Locality. The app includes features to help parents and carers navigate challenges such as absence reporting and safeguarding concerns, as well as develop easier channels of communication. All local parents and carers can access the app, which has been promoted widely in school newsletters. Initial feedback from parents has been positive, and formal evaluation data will be available for future reporting periods. We recognise the role physical activity plays in supporting good mental health and through the Active Schools Programme, all Central Locality schools provide free physical activity opportunities for pupils.



Grow Well Choices early years (GWCEYS) is a toolkit which supports people working with children aged 3-5 to deliver learning about healthy lifestyles. In 2022, in partnership with NHS Grampian, ACHSCP engaged with those using the pack, allowing improvements to be made and the pack to be relaunched. In March 2023, 20 people from the Central Locality attended the virtual awareness session for updated toolkit.



The ACHSCP Public Health Team train practitioners to deliver the **PEEP programme (Parents as Early Education Partners)**. PEEP recognises that parents and carers are children's first and most important educators.

The Peep Learning Together programme supports parents and carers to:

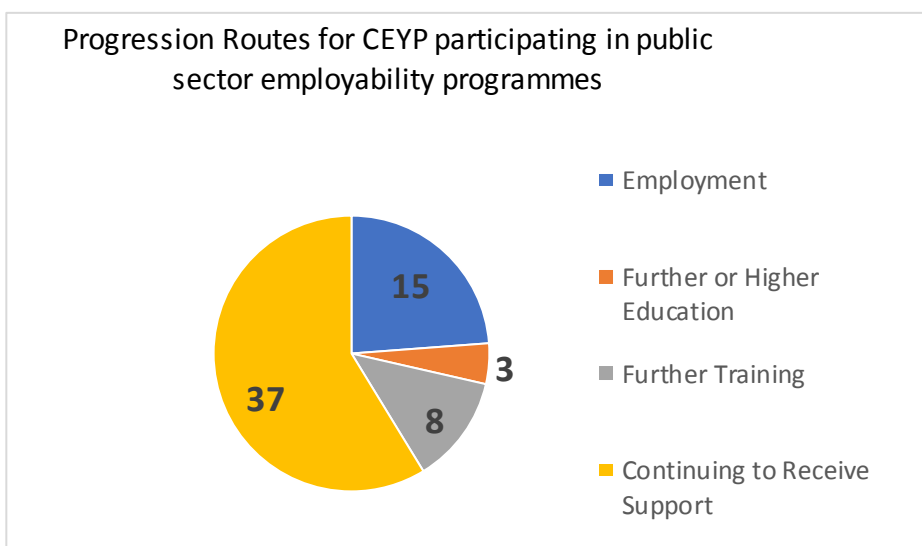
- value and build on the home learning environment by making the most of everyday learning opportunities.
- build and strengthen attachment relationships with their child through listening, talking, playing, singing and sharing books together.
- help babies and children to make the most of their opportunities by becoming confident communicators and active learners, ready for school



There were 36 referrals to PEEP from the Central Locality during 2022. Four people from the Central Locality were also referred by Health Visitors to the Family Learning Service.

Positive Destinations for Care Experienced young people

Positive destinations mean that young people go on to attend further or higher education, a voluntary placement, begin an apprenticeship, or go into paid employment. In 2021-22, 96.2% of Central Locality school leavers achieved an initial positive destination which was slightly below the 2020-21 figure of 96.5%, but above the Aberdeen City average of 93.8%. Care experienced young people (CEYP) often face significant barriers to employment and need additional support and mentoring to help them achieve and sustain



employment. We are committed to supporting CEYP to achieve the same outcomes as their peers and one aspect of this is achieving positive destinations, with the ultimate goal of moving CEYP into paid employment. The journey and support required for each care experienced young person varies and through our employability support for care experienced young people project, we are testing a variety of ways to support them, such as a guaranteed interview scheme, tailored employability support programme, pathway planning and induction into work. A good example of youth volunteering is the Saltire Awards, which is the Scottish Government's way of celebrating, recognising and rewarding the commitment, contribution and achievements of volunteers aged between 12-25 in Scotland. Of the 2459 Saltire Award recipients in Aberdeen City between December 2021-March 2023, 541 young people were from the Central Locality.

Supporting priority families via Fit Like hubs

[Fit like? Family Wellbeing Hubs](#) are a group of services working together to support children and young people's mental wellbeing. The Hubs help with:

- Finance and benefits
- Family relationships and communication
- Coping with daily pressures
- Promoting positive emotional and mental wellbeing
- Talking about traumatic things that have happened

The Fit Like Hub operates out of Tillydrone in the Central Locality.



Increase knowledge and understanding of Health Provision in Locality

Granite City Gathering: 24 June 2023

The ACHSCP Wellbeing Team deliver a number of initiatives under the **Stay Well Stay Connected** programme, which targets older people and those with disabilities who are at risk of becoming socially isolated or having poor health and wellbeing outcomes. A number of the sessions they deliver in the Central Locality are set out below:

The Granite City Gathering 2023 was a public health event held on 24 June at Kings Church Bridge of Don. The gathering helped people explore how to support themselves and retire positively. The aim and purpose of the gathering was to help people to understand and explore what a good retirement could look like, in their own communities and have a real sense of purpose and opportunity to contribute.



167 attendees
 Targeted at those aged 45+
 Aberdeen City Residents
 1 Choir
 6 crafting and art groups
 1 Yoga group
 1 gigong and taichi
 Ballroom dancing
 22 community groups and charities
 4 speakers
 20 volunteers

Highlights

- The gathering focused on people who are planning to retire soon, or have already retired and live in Aberdeen
- The event had a number of taster sessions where people could try new activities such as movement with gigone, Tai chi, chair based yoga, sing in a choir, have a boogie at the gathering, try out crafting or an art session
- There was an opportunity for delegates to meet representatives of community groups and charities who told them about who they were, and what services they provide
- The speakers ranged from Horseback, UK; to Japanese wellbeing tips 'Ikigai'; to exploring what an Age Friendly Aberdeen could look like

Boogie in the Bar provides an opportunity for people at risk of social isolation to meet up at a local venue to have a blether and a dance. A monthly Boogie in the Bar is held in Dee Street with an average of 90 people attending throughout the year. Work is underway to create a resource for future Boogies so that they share the same ethos. It is important that we learn from the successes of the Boogies so that future sessions are sustainable and meaningful for those who attend.

Relaxed Match Day Experience aims to create a dementia and neurodivergent friendly environment providing a calm area for those who may have sensory or mental health challenges. The experiences are a truly intergenerational project and benefits can be captured in feedback by both young and older people attending. The Wellbeing Team so far have been allocated 3 sessions for participants to attend, and a total of 18 people from across the city have benefitted to date. Participants include people living independently and people living in care settings. Feedback has been incredibly positive for this project:

"The staff at Pittodrie were extremely welcoming and helpful when we arrived and left."

"The elation created a fantastic atmosphere at the service as others got caught up in the excitement of the day being retold."

Meno & Pause Co-lab Café at Pittodrie Stadium began in March 2022. Sessions are delivered in partnership between the Aberdeen City Health and Social Care Partnership Wellbeing Team and Aberdeen Football Club Community Trust. The first event was a facilitated session to explore what support currently exists in Aberdeen, where the gaps are, and how these could be filled. Sessions continued for 5 months, covering topics including friends and family, nutrition and sharing experiences. As a result of this engagement, all menopause work going forward has been rebranded 'The Mighty Oaks'.

The team has also worked in collaboration with an instructor from Aberdeen Sports Village to provide a menopause course. This included a combination of group exercise sessions, followed by a Q&A and discussion. This has now evolved into a weekly exercise class, delivered at Powis community centre, with the majority of those from the original course continuing to participate. A weekly menopause health walk has also started, lasting one hour, with the option of staying for an additional hour for a cuppa and chat. These walks will be starting in different areas throughout the city in the coming months.





Innovative approaches to health issues



The Tillydrone Health and Wellbeing Project at the Tillydrone Community Flat is an initiative to increase relaxation and wellbeing by providing complementary therapies to Tillydrone residents. Complementary therapies – including Reiki and Reflexology - engage with the patient as a whole person rather than treating a specific symptom or symptoms. Therapies are called ‘complementary’

because they complement conventional health and medical treatments. Many individuals accessing treatments at the Flat are also using conventional medical treatments for long standing physical, mental or psycho-social health conditions. They report the complementary therapies are highly beneficial as a secondary treatment, helping relieve pain, lower stress and enhancing wellbeing and relaxation.

Female, 43

I have a child with Additional Support Needs and every day is different and brings different challenges. The treatments relax me and the mere aspect of taking time out of the day for myself makes me feel that I am my own person. The treatments have a positive impact on my mental health and I really notice the difference if I miss an appointment.

Upskilling communities and partners knowledge of Suicide Prevention

Suicide is more prevalent in middle-aged white males from deprived areas. However, being male, white, middle-aged, and living in a deprived area are not precursors to suicide. Trauma or events that lead up to suicide are more likely to occur in that demographic and this group is less likely to seek help in those circumstances. In an effort to fully understand the leading contributing factors in deaths by suicide in the North East, Police Scotland analysed all Death Reports since the start of 2021 and tracked all contributing factors that were highlighted in the reports including medical and family history and events leading up to the person’s death. These were not geographical or locality specific. The circumstances behind suicides are constantly changing, research is ongoing to keep abreast of these changes and to adapt training, information and resources accordingly in Aberdeen City and across the wider North East. The rate of death from suicide in Central Locality is 10.5 per 100,000, which is below the citywide average of 11.1 per 100,000 of the population.



Create Educational Opportunities

The communities where we live, work and play have a significant influence on our health and wellbeing. Through our good health and wellbeing choices project we have trained 70 people working in our communities with **Making Every Opportunity Count (MEOC)**. MEOC is a brief intervention being rolled out across partners to support staff to make the best of every appropriate opportunity to raise the issues of a healthy lifestyle. Evaluation has shown increases in:

- Awareness of health and social issues that may affect people's health and wellbeing
- Confidence in speaking about issues which may affect their health and wellbeing
- Confidence to undertake a very brief intervention to support people to make positive health and wellbeing choices
- Confidence in the knowledge of health and wellbeing support and signposting to services

During February and March 2023, six Making every Opportunity Count (MEOC) awareness sessions were held on Microsoft Teams for Library staff. A small number of Communities (Aberdeen City Council) and Third Sector (Aberdeen Football Club Community Trust) staff also attended the sessions to support their work in Warm Hubs. The awareness session lasted approximately two hours depending on the interaction from participants and was comprised of short videos and infographics highlighting health inequalities across Aberdeen City to highlight the importance of MEOC as a prevention and early intervention approach. A breakout room allowed participants the opportunity to consider a delegated scenario and discuss what information could be provided and then each group fed back upon returning to the main meeting area.

Tackling Hate Crime

We are committed to developing a range of community safety initiatives. We continue to tackle hate crime through expansion of Third-Party Reporting Centres and the provision of training to teams who support those victimised by hate crimes. We also acknowledge the need to work with people to improve community safety. In 2022 we established a new youth group co-designed with children and young people, resulting in a 70% increase in the number of 10-16 year-olds attending community activities (from 40 in 2019 to 68). Three new youth groups were also established in priority neighbourhoods. Similarly, we saw a 2.6% reduction in the number of youth disorder calls to the police in 2022. Indeed, latest data shows a sustained 40% reduction in the number of under 18s identified as being responsible for an offence since 2016.



Support those affected by substance use

Raise awareness of substance service and provision

Latest Aberdeen City drug related death data shows an increase from 56 to 62 deaths in 2021. The Aberdeen City Alcohol and Drugs Partnership through its fatal drug overdose projects are focused on reducing drug related deaths through innovative developments and by increasing the distribution of naloxone. Naloxone is an emergency medication that can reverse the effects of an overdose of opioids like heroin or methadone and can save someone's life. Reviews from past drug related deaths have shown that many of those people who died were not in any drug treatment service but had come to the attention of many other services. By increasing the number of services who can distribute and administer Naloxone to those in need, we can get the lifesaving drug out to those people at risk of overdose, as well as to family members/friends of those in need. Over the past year, we have widened access to naloxone by increasing the number of non-drug and alcohol services able to supply and/or administer naloxone. We have seen increased supply of naloxone in each locality, with 226 kits supplied in the Central Locality. As well as naloxone, increasing education and access to a variety of treatments, the Partnership are taking a targeted approach, focusing on interventions and supports required at the various touchpoints. We are seeing the impact of this approach. For example, through our improvements focused on people liberated from prison we have seen a 56% reduction in drug related deaths of people liberated within 6 months.




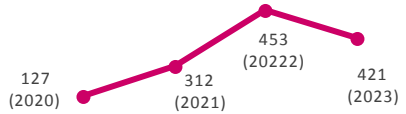








Reducing harms from alcohol use



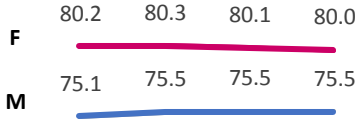
Alcohol is one of five lifestyle behavioural risk factors which contribute to the majority of chronic and non-communicable disease in our population. Throughout 2022/23 we have focused on increasing awareness of alcohol risks and widening access to alcohol interventions and support, including the development of a new alcohol audit screening tool to increase referrals for support both from professionals and individuals directly with a corresponding promotional campaign. As a result of the interventions and targeted campaigns we have seen the number of active clients with Alcohol and Drugs Action (ADA) Duty Drop-in

service in 2022/23 increase in each of the three priority neighbourhoods against the 3-year baseline. In the Central Locality, data shows a 66% increase in clients from AB24 postcodes. Other interventions ADA have taken during 2022-23 include:

- The piloting of a new referral pathway from Police to ADA
- Widening the number of settings for Alcohol Brief Interventions, including HMP Grampian
- Targeted social media campaign and subsequent levels of engagement with the 'Alcohol Aberdeen' online 'quiz'

WHAT IMPACT HAVE WE HAD IN 2022/23?

<p>Community Funding</p>  <p>33 community projects in Central Locality were funded through the Health Improvement Fund.</p>	<p>Positive destinations</p>  <p>96.2% of school leavers from the Central Locality achieved an initial positive destination in 2021-22, this is similar to the 2020-21 figure of 96.5%, and higher than the Aberdeen City average of 93.8%.</p>	<p>Young People Confidence</p>  <p>41% of S1-S6 pupils reporting feeling confident compared to 35% last year.</p>										
<p>Young People Mental Health</p>  <p>No. of referrals each month to NHSG's children and adolescent mental health services have increased since 2020</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Referrals</th> </tr> </thead> <tbody> <tr> <td>2020</td> <td>127</td> </tr> <tr> <td>2021</td> <td>312</td> </tr> <tr> <td>2022</td> <td>453</td> </tr> <tr> <td>2023</td> <td>421</td> </tr> </tbody> </table>	Year	Referrals	2020	127	2021	312	2022	453	2023	421	<p>Counselling for Young People</p>  <p>100% of schools in the Central Locality offer counselling and Active School activities</p>	<p>Working Together with Parents</p>  <p>36 referrals were made to the Parents as Early Education Partners (PEEP) programme from the Central Locality in 2022.</p>
Year	Referrals											
2020	127											
2021	312											
2022	453											
2023	421											
<p>Young People Volunteering</p>  <p>541 young people from the Central Locality received a Saltire Award during 2022.</p>	<p>Healthy Eating</p>  <p>11.7% of people in the Central Locality said they were unable to eat healthy and nutritious food due to poverty, compared to 15.4% in priority neighbourhoods. 20% of people living in the locality said they ate only a few types of food. (City Voice 46, 2022)</p>	<p>Unpaid Carers</p>  <p>431 unpaid carers were supported in the Central Locality by Quarriers Adult Carer Support Service during 2022-23, this is an increase of 38.1% on 312 unpaid carers supported last year.</p>										
<p>Alcohol Awareness</p>  <p>30.8% of people in the Central Locality said they didn't know how many units are in the alcoholic drinks they consume. 42.9% of people living in the Central Locality said they didn't think about units at all. (City Voice 46, 2022)</p>	<p>Drug Related Deaths</p>  <p>226 naloxone kits were supplied in the Central Locality in 2022.</p>	<p>Drug Related Hospital Stays</p>  <p>The rate of drug related hospital stays for the Central Locality in 2022 was 249.6 per 100,000. This is a slight increase from 244.3 per 100,000 of the population in 2021.</p>										

Alcohol Related Mortality Rates	Deaths from Suicide	Life Expectancy
 <p>The alcohol related mortality rate in Central Locality in 2021 was 28.87 per 100,000. This has increased since 2019 when the rate was 25.52 per 100,000 of the population.</p>	 <p>The rate of death from suicide in the Central Locality is 10.5 per 100,000, this is below the citywide average of 11.1 per 100,000 of the population. This is an improvement from 2021 where the suicide rate for Central Locality stood at 13 per 100,000 of the population.</p>	 <p>Has stayed stable in the Central Locality since 2018 for males and females. But it is lower in priority neighbourhoods at 78.1 (F) and 72.8 (M)</p>

AREAS FOR IMPROVEMENT 2023/24?

- Renewed focus on active and accessible travel
- Create more opportunities for young people
- Renewed focus on promoting Healthy Weight Management
- Scale up Stay Well Stay Connected programme
- Increase the number of priority families accessing PEEP programme
- Increase the number of people attending Health Issues in the Community sessions and increase the number of trained practitioners

OUR PRIORITIES

The Central Locality Plan 2021-26 sets out one priority to improve our local place:

6. Maximise the spaces in communities to create opportunities for people to connect and increase physical activity.

WHAT PROGRESS HAVE WE MADE DURING 2022/23?



Develop resilience plans

Resilience Plans

Through our community led resilience project, led by Aberdeen City Council and Scottish Fire and Rescue Service, a pilot community resilience group in Aberdeen has been established, which is composed of several local organisations. This group are currently being supported to develop a community resilience plan, this will be a flexible document that can be used as a template for further community groups, with sections that can be added and removed, depending on specific risks a particular community might have, including but not limited to flooding. Community resilience packs have been issued across community centres in the Central Locality this year. Example box contents include: small power banks for mobile devices, wind up torches and radios, head torches, table lanterns battery, load hangers, first aid kits, stationary, space blankets, hi vis vests, free standing portable emergency lights. Battery generator packs are also being provided to the 3 existing Community Resilience Groups, to assist the overall response to a power outage emergency.



Supporting outside activities

Promote and improve accessible, active travel

During the year, Aberdeen City Council, in partnership with Big Issue eBikes launched an electric bike hire scheme in the city. [Big Issue E-Bikes](#) are available in 40 locations across the city and aim to make shorter journeys easier and affordable. The scheme will also have a positive impact on our environment.

The City Voice survey found that 16.8% of people in the Central Locality had cycled in the last year compared to the citywide average of 14.8%. People in the Central Locality are most likely to cycle regularly in the city.



Develop Green Space

There are 45 food growing projects in schools, communities, and workplaces as at November 2022, an increase of 42 from February 2022. 15 of the 45 food growing projects are in the Central Locality, with 16 new community run green spaces established as at June 2022.

Woodside Wee Forest The first Wee Forest has been planted in Aberdeen thanks to the joint efforts of Aberdeen City Council’s Environmental Services team, NatureScot, and pupils and staff of Woodside Primary School. The Woodside Wee Forest will join a group of 20 such forests across Scotland which are being planted.

Led by NatureScot, the programme aims to give people the opportunity to help tackle the twin crises of climate change and biodiversity loss by creating and caring for their own forest in their own neighbourhood.

To create each forest, around 600 native trees will be planted by “Wee Foresters” in an area the size of a tennis court. Volunteer keeper teams will look after the forests over the long term and schools will use the forests for outdoor learning.

The 600 plants, which include alder, cherry, Scots pine, crab apple, holly, juniper, elder, willow, oak, rowan, and hazel trees along with dog roses, broom, gorse, blaeberry, heather, hawthorn, and blackthorn, have been planted by staff and pupils in a grassy area across Clifton Road from the school with help from the City Council’s Countryside Rangers.






Pupils contributed many fantastic designs for the project and the overall winner demonstrated excellent design principals which will fit the Wee Forest ideals.

Woodside Primary School created a fantastic [film](#) to accompany the launch of the wee Forest.

This is a fantastic project, and it is thanks to the efforts of everyone involved that generations to come will enjoy the benefits of these native trees which have been planted in this green space.

WHAT IMPACT HAVE WE HAD IN 2022/23?

Satisfaction with Green Space	Community Growing Spaces	Cycling
 <p>66.5% of Central Locality respondents to the City Voice survey reported being satisfied or fairly satisfied with the overall quality of green/open spaces, compared to 70.2% of people living in Tillydrone, Woodside, Seaton, Ashgrove, Stockethill and George Street. (City Voice 46, 2022)</p>	 <p>45 food growing projects happening across the Central Locality</p>	 <p>16.8% of people in the Central Locality cycled in the last year compared to the citywide average of 14.8% (City Voice 46, 2022)</p>

AREAS FOR IMPROVEMENT IN 2023/24

- Develop and implement innovative improvements to reduce waste and recycling opportunities
- Support communities across the Central locality to develop resilience plans

Community Empowerment



Working Together

Community Empowerment Strategy

Community Planning Aberdeen is committed to working with communities to improve outcomes across each locality and indeed the City as a whole. In 2022 we launched a new Community Empowerment Strategy setting out our vision for all communities to be equal community planning partners. A number of improvement projects are now underway to strengthen community participation in community planning and ensure they have a voice and ability to influence what happens to them and their community.



This year, we have been pleased to see the return of in-person community-based events, including two citywide events, the Community Gathering and the Granite City Gathering.



These events provided a great chance to bring our community and partners together, make connections, and share learning and opportunities. Both events were open to people across the City and were an exhibition of community information and provided a chance for attendees to wander around the stalls and learn about the different opportunities to get involved in their local community. There were 25 stall holders on the day showcasing the work they do in local communities and approximately 121 people attended the gathering. Of the registered attendees, 48.6% were from the Central Locality. You can read the Community Gathering report for more information [here](#).

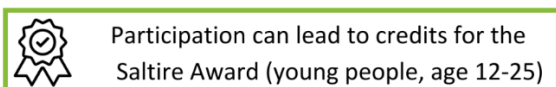
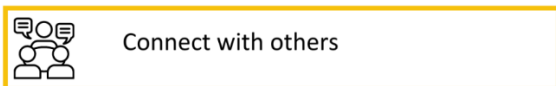
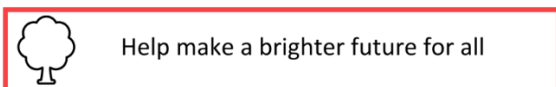
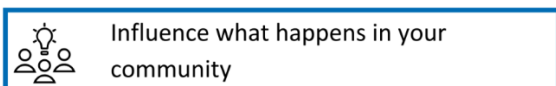
In addition to our citywide events, the Central Locality Empowerment Group (LEG) restarted on 13 June 2023, having not met since early 2022. Meetings are now held on a two monthly cycle and alternate between virtual meetings and in person meetings at a community venue. Meetings provide an opportunity for LEG members to influence and shape delivery of the Central Locality Plan and hold Community Planning Partners to account. LEGs also provide the Locality Planning Team and Outcome Improvement project managers an opportunity to involve community members in their projects and gain valuable feedback. The Woodside, Tillydrone and Seaton Priority Neighbourhood Partnership has continued to meet throughout 2022-23.



Find out more & Get Involved!

The [Central Locality Empowerment Group](#) and the [Woodside, Tillydrone and Seaton Priority Neighbourhood Partnership](#) are two of the main ways we connect with our local communities in the Central Locality. As a member of a LEG and Torry Partnership you will be able to provide a voice on behalf of the people and communities across your neighbourhood.

What's in it for you?



Following a recent training session provided by SCDC in partnership with ACC/AHSCP, the community had this to say about community engagement:

“Talk to us and talk to us early. Don’t make decisions and then get it approved by us. Communities have knowledge and skills to know what’s best for us. We’re the local experts about our places”

“Community Engagement is where people grow”

If you are interested in getting involved in helping achieve these aims in your local community, follow this link to find out more: [Our Communities - Community Planning Aberdeen](#) or email localityplanning@aberdeencity.gov.uk.

Further Information

We understand the importance of working with communities to build a thriving environment for everyone. By engaging with local communities through our dedicated locality planning team, we aim to become more receptive, supportive and action-oriented. Community input is extremely valuable to this work.

The Locality Planning Team includes staff from Aberdeen City Council and the Aberdeen City Health and Social Care partnership working together to support improved outcome across all our localities and neighbourhoods. In the Central Locality your locality planning contacts are Iain, Jade, Graham and Chris.



Iain Robertson,
Transformation Programme
Manager, Aberdeen City Health and
Social Care Partnership



Jade Leyden,
Community Development Manager,
Aberdeen City Council



Graham Donald, Community
Development Officer, Aberdeen City
Council



Chris Smillie, Public Health Coordinator, ACHSCP

Please take a moment to complete this [survey](#) and let us know how we can enhance our service delivery and collaboration with you. Together we can make a positive impact and create a place where all people can prosper.