



Community Planning  
Aberdeen

## Northfield, Mastrick, Middlefield, Cummings Park and Heathryfold Locality Plan Annual Report



# INTRODUCTION

As a local resident, I was very keen to become involved in the Northfield Total Place Locality Partnership Board back in April 2017. This then resulted in being elected as Chairperson in May 2018.

My involvement in the Partnership has been truly educational in terms of increasing my knowledge and awareness on roles and responsibilities of Elected Members and Officers within Aberdeen City Council, (including Schools, Communities and Housing), Police Scotland, Aberdeen Health and Social Care Partnership and Aberdeen Council for Voluntary Organisations, as well as locally based third sector partners. How these roles and responsibilities fit together to form a strong working partnership is really impressive.

I look forward to continuing to learn about the partnership in the coming year and becoming even more involved in service design and delivery for the benefit of all who live and/or work in Northfield, Mastrick, Middlefield, Cummings Park and Heathryfold.

Thanks for taking the time to read our Annual Report.



***Garry McNulty, Chairperson,  
Northfield Total Place Locality  
Partnership Board***

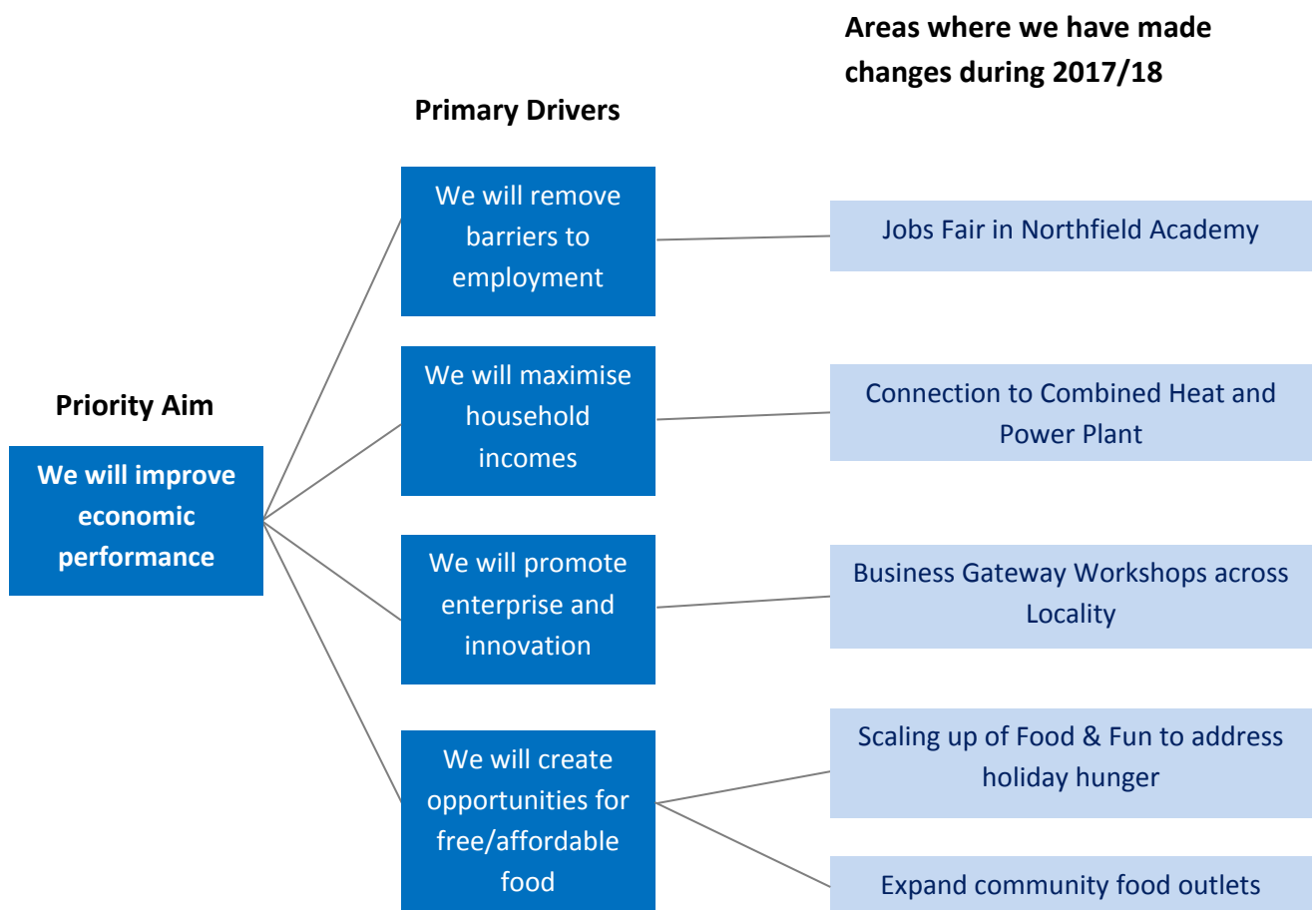
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# PROSPEROUS ECONOMY



## Priority: We will improve economic performance



# What key changes have we made?

## Jobs Fair

In January 2018, for the first time, the Northfield Academy Jobs Fair was opened up to the Community in the late afternoon/evening. Feedback from the event was very good, and this resulted in three community members who were not in education, employment or training securing a positive destination. It is intended that we build on this in the coming year by promoting the event via all local groups operating across the locality as well as promoting on social media via Northfield Total Place.

## Combined Heat and Power

The recently completed housing development at Provost Rust Row/Smithfield Gardens has been connected to the Combined Heat and Power Plant, as well as the Middlefield Community Hub. This will result in far more affordable access to utilities for 234 households.

## Business Gateway

In Autumn 2017, we supported Business Gateway to deliver 3 short business start-up awareness seminars plus consultations with Business Gateway advisers across the locality. While take up at the actual sessions was low it did result in a new business for the area providing Baby Massage classes based at Middlefield Community Hub.

## Food and Fun

In Summer 2017, we ran a pilot Food and Fun programme with a view to alleviating holiday hunger having run a smaller project in Bramble Brae School at Easter. The format of the project was to offer breakfast, lunch and activities to children from the Cummings Park area. Participants experienced a range of physical activities within the school (including zumba, yoga, floorball and football), swimming sessions, arts and crafts sessions, golf and outdoor education, provided by Adventure Aberdeen. Uptake levels were high, and a total of 874 meals were provided over the Summer 2017 holiday period.

In terms of future development, in Spring 2018, Elected Members approved budget for scaling up provision of a Food and Fun programme to alleviate holiday hunger citywide.

So far, reported outcomes include:

- Reducing the burden on families of providing food for families during school holidays.
- Happy and satisfied children who can share a positive experience with peers and family.

It is critical to note that the partnership developed for this work has been absolutely pivotal, with communities working with a wide range of voluntary and statutory partners to deliver this programme.

## Community Food

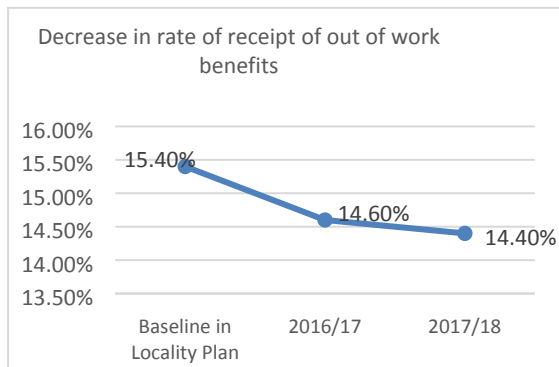
All the community and learning centres across the area serve as distribution points for FareShare food that is delivered almost weekly by CFINE. Cummings Park Centre has been provided with a fridge through the local Rotary Club and can now provide storage for fresh items. The Community Café at

the Hub benefits from receiving FareShare products which can then be used to supply meals and snacks in the café.

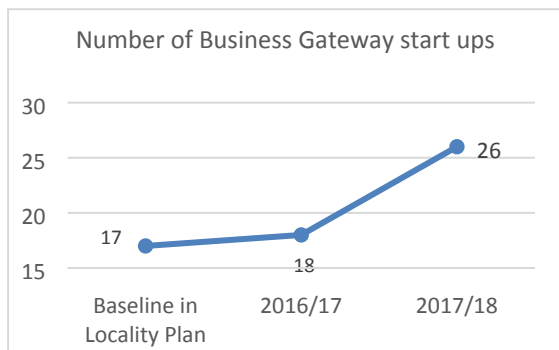
Several of the Centres have made links with individual supermarkets to take products that would otherwise go to landfill and these are then distributed from the centre for anyone who needs it.

# Are our changes resulting in improvement?

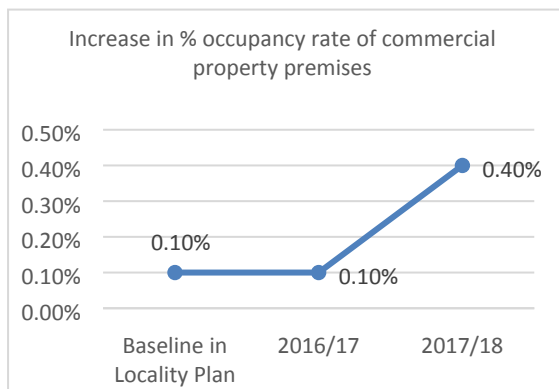
## Improving Economic Performance



There has been a small decrease in the number of people claiming out of work benefits.



There has been a 65% increase in the number of new business startups in the area over the past year



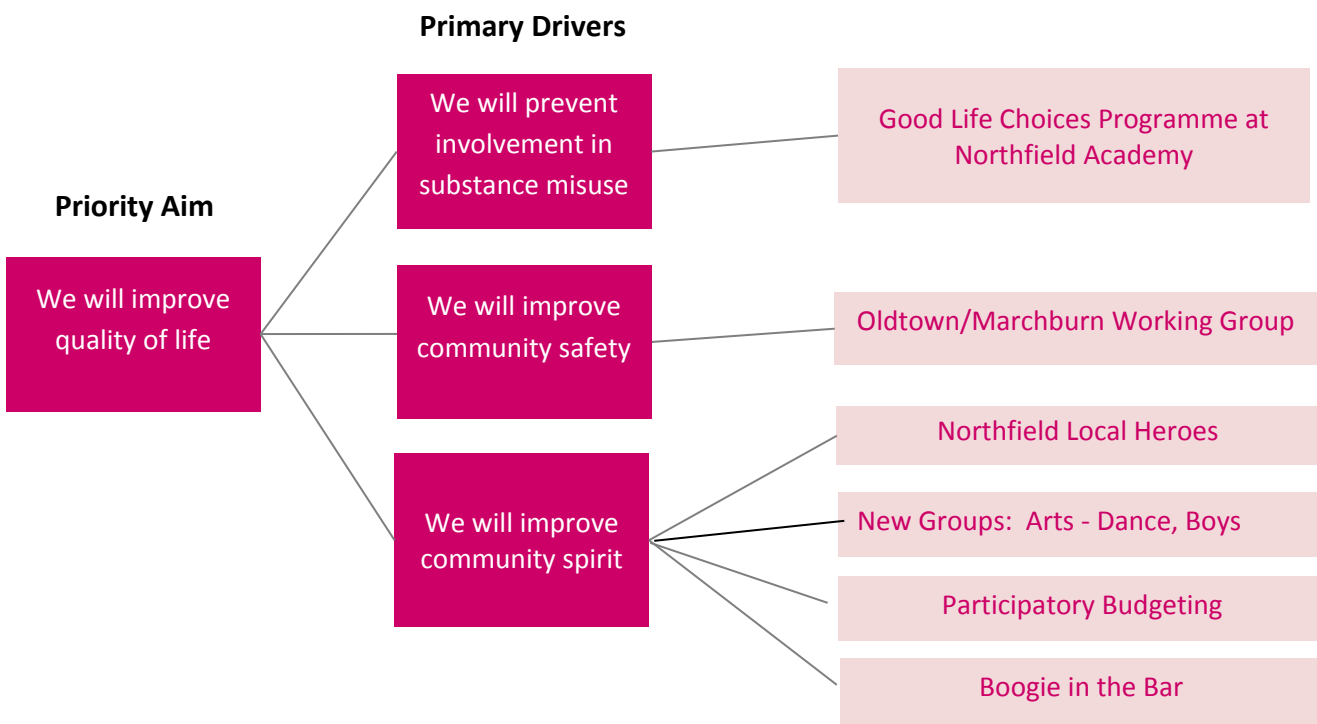
There has been a small visible increase in the rate that commercial properties are occupied.

# PROSPEROUS PEOPLE



## Priority: We will improve quality of life

Areas where we have made changes during 2017/18





# What key changes have we made?

## Good Life Choices

This is an early intervention programme aimed at working with young people aged 3 -14 years old who may be at risk of becoming involved in substance misuse and to promote positive life choices. This programme was launched in Northfield Academy in Summer 2018 and is delivered by our partners Alcohol and Drugs Action and Aberdeen Football Club Community Trust. Twelve young people have engaged continuously with the accredited tailored programme. Each session covers topics to build resilience, increase awareness of lifestyle factors and explore future options.

## Northfield Local Heroes

The main aim of the Local Heroes programme is to celebrate how local people go above and beyond to make wider Northfield a better place to live and work for themselves, their families and the community. Nominations are made by local people and articles are placed on social media. The year's activity culminated with 'The Very Best of Northfield' event in Summer 2017, where all the Heroes and Northfield Champions were recognised, and their efforts celebrated. Feedback demonstrates that the Local Heroes programmes has helped increase community spirit with 80% of the Heroes reporting the programme and event had made them want to become even more involved in the community. "The event highlighted all that is good about Northfield and instilled and encouraged community pride in volunteering". The current programme has highlighted 17 people with ages ranging from 15 to over 70 years old, all nominated for the extra effort they put into making the community the best it can be. The reach of all local hero posts on Northfield Total Place Facebook from August 2017 to early summer 2018 is over 59,000.

## New Groups

- **Arts – Project Strive**

A free hip hop class takes place in Cummings Park Centre weekly, in partnership and funded by City Moves. Around 12 young people attend regularly. A 3-day intensive class with lunch provided is planned for the 2018 summer holidays.

- **Bramble Brae Boys**

This is an early intervention group, who were identified via Food and Fun and their Head Teacher as potentially benefitting from activities outwith school, assisting them to work towards positive behavioral management. The group were either already, or in danger of being excluded from school.

- **Participatory Budgeting (PB)**

The hugely successful UDecide PB process in Northfield distributed over £85,000 to local groups and individuals who had a project that met one or more of the local priorities identified by the local community during a community engagement event in September 2016. The new activities that were made available in the area due to these groups and projects included free fitness sessions, trips away for parents and toddlers, computer classes, baby massage, new football teams being set up, a community mini bus, a youth club, fitness-based recovery programme and a reminiscence therapy for adults with dementia. Over 1000 local people participated in and benefited from the projects and many on a weekly basis. Over 70 local people volunteered in supporting the projects delivery.

A key development was the support of the process by of a local steering group who continued to develop their skills by holding another process November 2017 to March 2018. The Steering Group decided to pick

three priorities from the Locality Plan to invite bids to address - Food Poverty, Social Isolation and Mental Wellbeing, plus tackling Anti-Social Behaviour and Crime. Each bid had to be presented by a local resident, ensuring skills were developed and supported within the area.

The Group scrutinised the 21 received bids making sure they fit the criteria set down – this resulted in 2 bids being refused. The Group set up and ran then event in Northfield Academy for the bidders to present their projects and voting to take place. Over 130 people attended and took part.

There were 9 successful bids ranging from an informal technology education project, a group supporting ex-service men and women to combat isolation, a dementia friendly disco, a new community café to a youth group wanting to take part in a Grampian Pride.

Unsuccessful bidders were given the opportunity to meet up with funding support officers to look at alternative funding streams.

## Boogie in the Bar

After the success of Boogie at the Bar at the Foundry we now have our very own event in Northfield at Sunnybank FC Social Club. This is a dementia friendly disco aiming to have fun, tackle social isolation and promote positive mental health and wellbeing. The Sunnybank Social Club agreed to host the disco on a Friday afternoon, once a month. It is free of charge and is supported by staff and volunteers who have been through their dementia awareness training or understand what it means to be dementia friendly. Those who attend will be able to dance, have a drink, a light lunch and a blether in a safe and friendly environment! Boogie in the Bar at Sunnybank takes place on the first Friday of every month. Partners involved in the project are CLD community development officer, health and wellbeing coordinator, AFCCT, Sunnybank FC social club and local volunteers. On average 50 people from nearby care homes and the local community regularly enjoy a fun afternoon with comments including “Thanks for inviting us. We never get invited anywhere. I’ve had the best day ever”.

## Oldtown/Marchburn

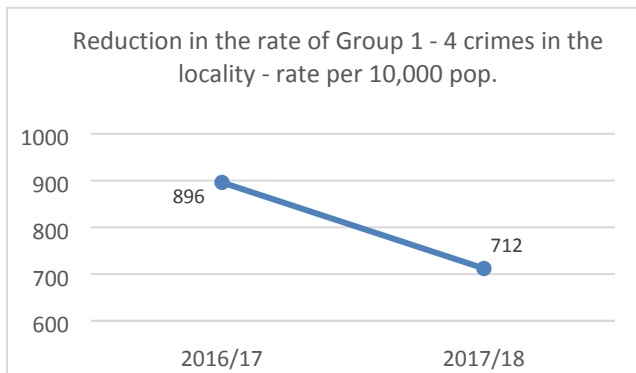
A Partnership working Group with representation from Police Scotland, Scottish Fire and Rescue, and Aberdeen City Council City Council Communities and Housing teams was set up to combat high levels of crime, wilful fire raising, anti-social behaviour and youth disorder in the Oldtown/Marchburn neighbourhood.

An initial ‘Day of Action’ when a clean-up of the area took place has been followed with two evening events with all partners joining together to be available for residents and tenants to come forward to raise any points they wish to make to services. The evening sessions are becoming an established regular occurrence and key partners are joined by Street Pastors, Aberdeen City Council City wardens, Anti-Social Behaviour Unit staff, Streetwork Youth Work Staff and the local Aberdeen City Council Elected Members. Residents can then access a range of services at the one time. The Street Pastors bring their mobile pod which provides a secure spot to come into. There has been a demonstrable reduction in the crime statistics for the area and generally relationships are improving.

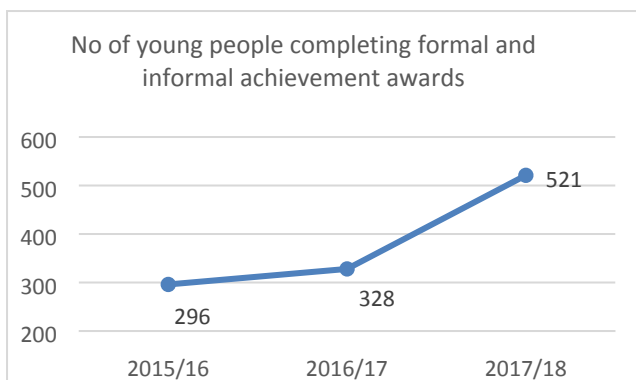
At the of January 2018, Housing and Communities staff carried out a comprehensive consultation with the residents living in the area. A number of visits were made in order to offer all the residents an opportunity to have their say about potential environmental improvements in the area. Adopting a Participatory Budgeting approach 4 options were presented, and residents asked to put in a priority order. These included External painting of the buildings, improved security doors, new communal lighting, and improved garden space.

# Are our changes resulting in improvement?

## Improving Quality of Life



Specific interventions as in the Oldtown/Marchburn area have contributed to a decrease in crimes.



There is a marked increase in young people achieving awards. Informal Awards include Junior Duke of Edinburgh, Saltire and John Muir Awards



## Oldtown/Marchburn

### What is the Aim?

Our aims are to reduce crime and antisocial behaviour by 25% by November 2017, increase the awareness of agencies serving residents in Oldtown and Marchburn by delivering three agency events by November 2017 and improve the environment for Oldtown and Marchburn residents via instigating a Participatory Budgeting exercise for the area by April 2018.

### How does this support prevention and early intervention?

The focus of this work has been to prevent crime and antisocial behaviour from occurring and when it happens to deliver swift and robust responses. This enhances the quality of life for residents and supports best use of public service resources.

### Improvement data

Community Safety Hub data demonstrates that reported crime, youth disorder, antisocial behaviour and wilful fire raising has **reduced by 75%** when compared to the same time period from the previous year. This work resulted in winning an Aberdeen City Council Star Award for Collaboration.



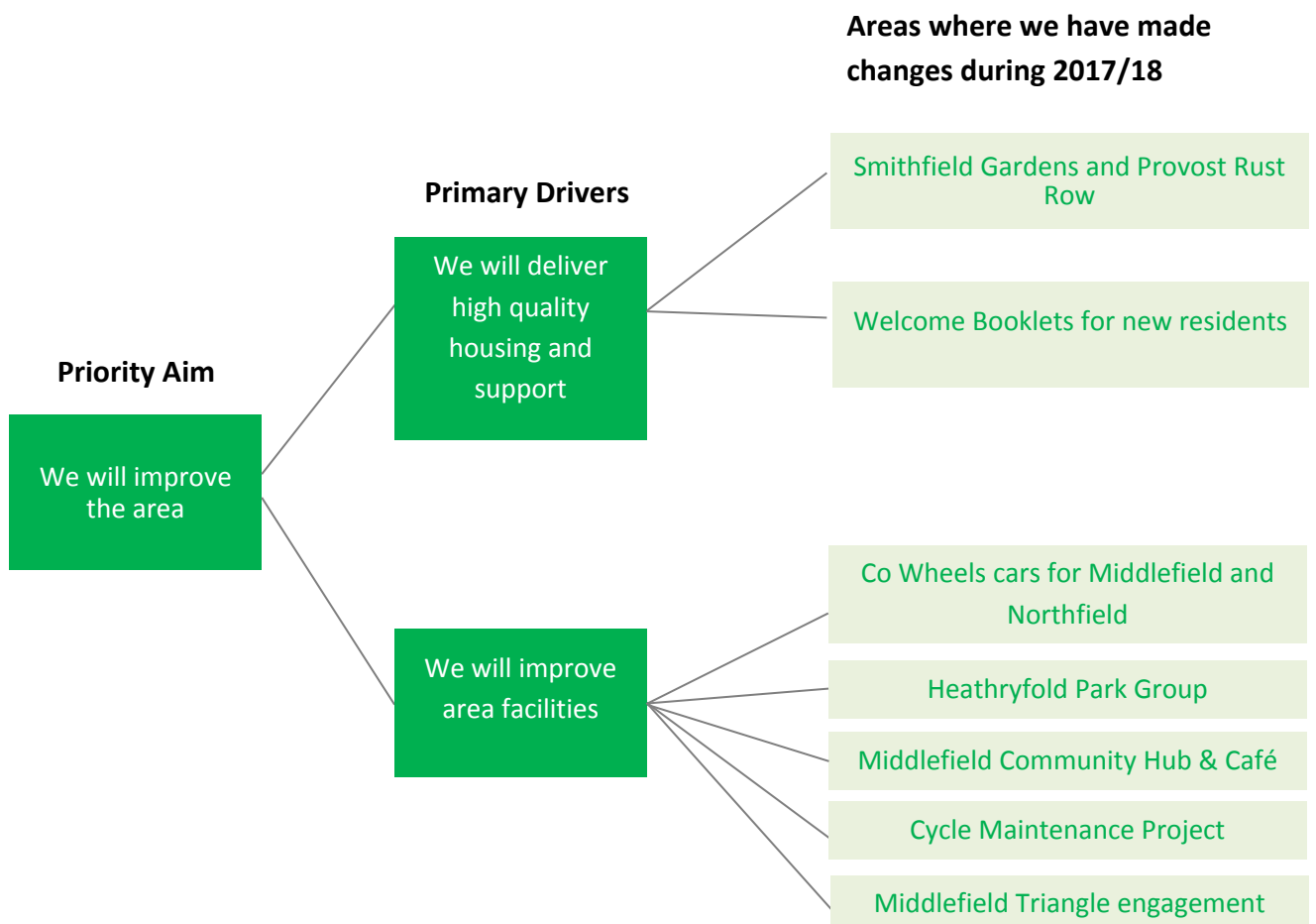
### What changes are we currently testing?

Community Planning Partners will work together to ensure that residents are aware of the services we can collectively provide via organising various events. We will promote reporting of all antisocial behaviour and crime. We will conduct one to one conversations via visiting all Oldtown and Marchburn residents. We will ask residents to tell us what they feel would improve their area and ask them to vote on the environmental improvements they feel would benefit the community.

# PROSPEROUS PLACE



**Priority: We will work together to improve the area**



# What key changes have we made?

## Smithfield Gardens and Provost Rust Row

We have completed and allocated 99 new housing units on the site of the old Smithfield School. The development is a mixture of house types and sizes with 42 semi-detached three and four bedroom properties and 52 one and two bedroom apartments. The properties have downstairs bathrooms and bedrooms making them ideal for residents with mobility issues. Every home in the Smithfield development has a private garden.

Some of the first tenants to move in feel there is already a sense of community in Aberdeen's newest council housing development feeling that the care and attention that has gone into the design and construction is obvious. Children love the space they have, inside and outside, and families feel a lot of pride in their properties and the whole development.

"Our previous tenancy was nearby, so we already know the area well, but these extra houses have added something new. There was already a real sense of community and that feels like it will go from strength to strength, particularly with more new houses due to be finished soon and bringing other families and individuals together." Quote from one of the first families to move in.

## Welcome Booklets

A Welcome Booklet has been developed for all new tenants moving into the Smithfield Development, offering information about local services in the area - sites of local parks, shops, doctors, schools, community centres and churches. Three tenants from the first 12 occupied houses in Provost Rust Row completed evaluation questionnaires stating that they found the booklet a useful resource. Having been generally well received the booklets are increasingly requested for use by local services including school nursery and the local Policing Team.

## Co Wheels cars

Co Wheels is an independently-owned car club, providing low emission, hybrid and electric cars on a pay-as-you go basis for organisations and communities. There has been a car based at Mastrick Housing Access Point for some time and the area now benefits from additional cars based at Byron Square, Northfield and at the Middlefield Hub. Slow on initial uptake the new cars at Byron Square and the Middlefield Hub have showed a steady increase in usage from when they were first installed.

## Heathryfold Park Group

Eight community members and three local elected members have formed a steering group to work with Aberdeen City Council architects and technical staff on the £1.546 million Middlefield Greenspace Project. Funding with support from Scottish Natural Heritage,

Sustrans and Nestrans is seeing major alterations to the area of parkland between Heathryfold and Middlefield. This includes the opening up of the old water course as part of flood alleviation works and to improve drainage in the area. These improvements are linked to the new housing development at Manor Park and further in turn to the planned Haudagain Road realignment work.

The group meet monthly and are working with the Project Team on a number of key decisions for the project. They carry out regular site visits and actively continue to influence the design of the area. Drawing from their local experience and knowledge and consulting with other local people including children, they have advised on where the paths and bins should be placed plus the location size and design of a specific dog play area – the first of its kind in Aberdeen. They have taken part in regular litter pick sessions

The volunteer group have supported consultations regarding the redevelopment of play areas within the project. Future plans include asking the schools to develop a logo for the new park and they are planning community activities within the park once it has been formally opened.

The group have been developing their committee skills and are looking to formalise into a constituted group once they have increased their group numbers. They have developed their own social media page 'Heathryfold green space makeover' and are attracting followers' week on week. They have given over 350 hours of volunteer time and plan to become constituted in order that they can apply for additional funding to continue to improve developments in the park area.

## **Middlefield Community Hub & Café**

Access to public services have greatly improved since the new Community Hub opened in January 2017 under the management of the Middlefield Community Project. The £2.66 million development saw partial demolition of the Lord Provost Henry E Rae Centre, whilst retaining the large hall and building new nursery facilities, office accommodation, youth work and general community spaces including what has become a very successful community café. The Hub also incorporates the Healthy Hoose, the local health facility which offers nurse practitioner support and clinics to local residents.

Run by a voluntary Management Committee, the Hub has developed into a real heart for the community, as a general meeting place and also a place where elderly and isolated people can meet in particular using the café. The community café is supported by 10 local volunteers alongside a cook and is open 6 days a week. The community at the time of the design and development of the Hub decided that health is an important priority and therefore no chips or fizzy drinks are available on the café menu.

The Middlefield Project have widened their catchment since moving from their old flats in Logie Avenue – necessitated by the Haudagain road realignment project – and welcome participants from Heathryfold and Marchburn. A range of Adult Learning, Youth Work, Under 11's After School and Playschemes are supported by staff and volunteers. The Nurseries are very busy and Parent & Toddler sessions have increased. The Project also provide dedicated support to a number of vulnerable families

The Hub provides many local employment opportunities including training apprenticeships through the Nursery.

## **Cycle Maintenance Project**

The project is a partnership between Aberdeen City Council, Cummings Park Learning Centre and Adventure Aberdeen (now Sport Aberdeen) to set up a cycle maintenance hub in the old garage space at Cummings Park Centre. Funding for the Project has been sourced through the Bus Lane Enforcement monies, which has enabled the project to be delivered free of charge to date. The project delivers free accredited courses to local residents improving life skills and employability prospects.

Funding during 2017 -2018 has been spent on equipping the garage and providing tutors. Pupils from Northfield Academy have attended weekly sessions with 2 having complete a SQA National 3 unit and a further 4 working towards completion. All pupils will also receive varying levels of accreditation through the Velotech award scheme.

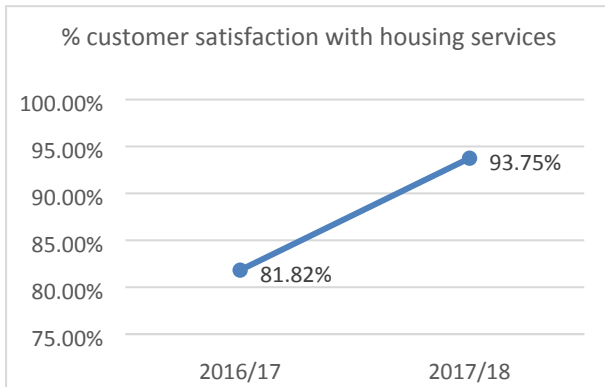
## **Middlefield Triangle Engagement**

We have worked together to define the Council's brief that will be presented to potential developers for the Middlefield Triangle site - area that will be bounded by the new Haudagain road realignment and the existing roads. A community engagement event in May 2017 conducted through a daytime drop-in event, a parents evening at Manor Park School and online via the Northfield Total Place Facebook page elicited 131 responses to potential options for the site. 52 % of respondents opted for Retail and Greenspace and the other 48% opted for Retail, Housing and Greenspace. Progress is well underway to transform the Middlefield Triangle

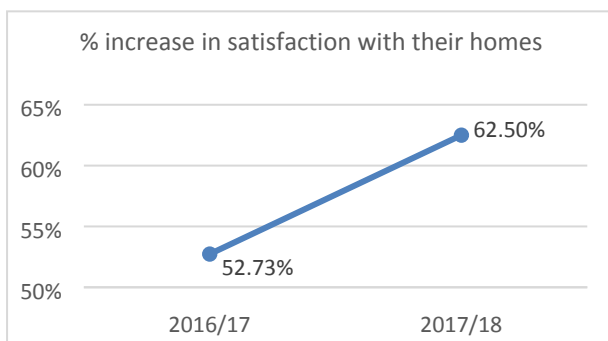


# Are our changes resulting in improvement?

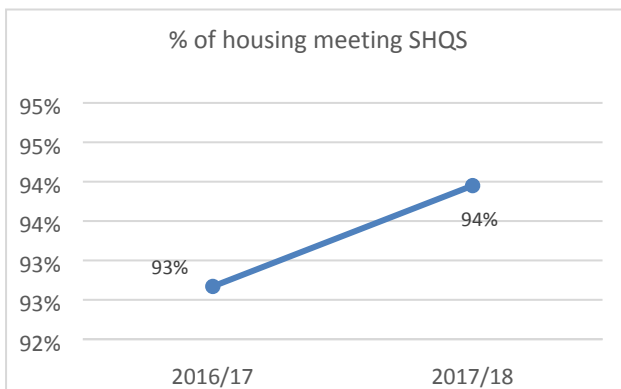
## Improving the Area



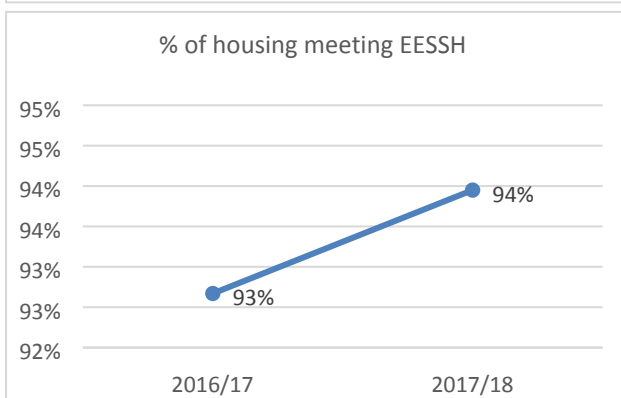
Provost Rust Row houses (first of the Smithfield Development) are now fully occupied



Tenant satisfaction with their homes shows an increase



There is a small increase in homes meeting Scottish Housing Quality Standard



Similarly, there is a small increase in homes meeting the Energy Efficient Standard for Social Housing



## Cycle Maintenance Project

### What is the Aim?

The project aims to increase life skills and employability prospects by increasing the provision of cycle maintenance awards to young people and adults and to improve accessibility to bicycles in the locality.

accredited awards for participants, as well as providing cycles for people in the locality who do not have access to one, in order to help people become more active more often

### How does this support prevention and early intervention?

This is a diversionary activity which results in an accredited award, which builds skills and confidence and improves opportunities.

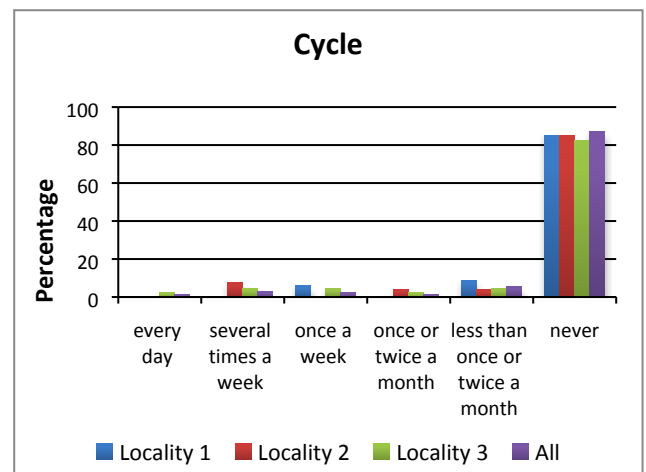


### Improvement data

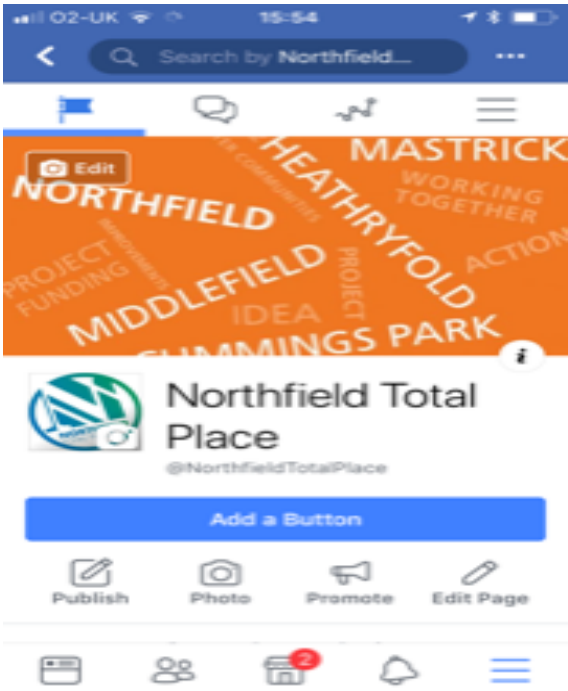
We know that cycling is not a common mode of transport in our area (see chart) – this is anticipated will increase as project further develops with more ready access to cycles.

### What changes are we currently testing?

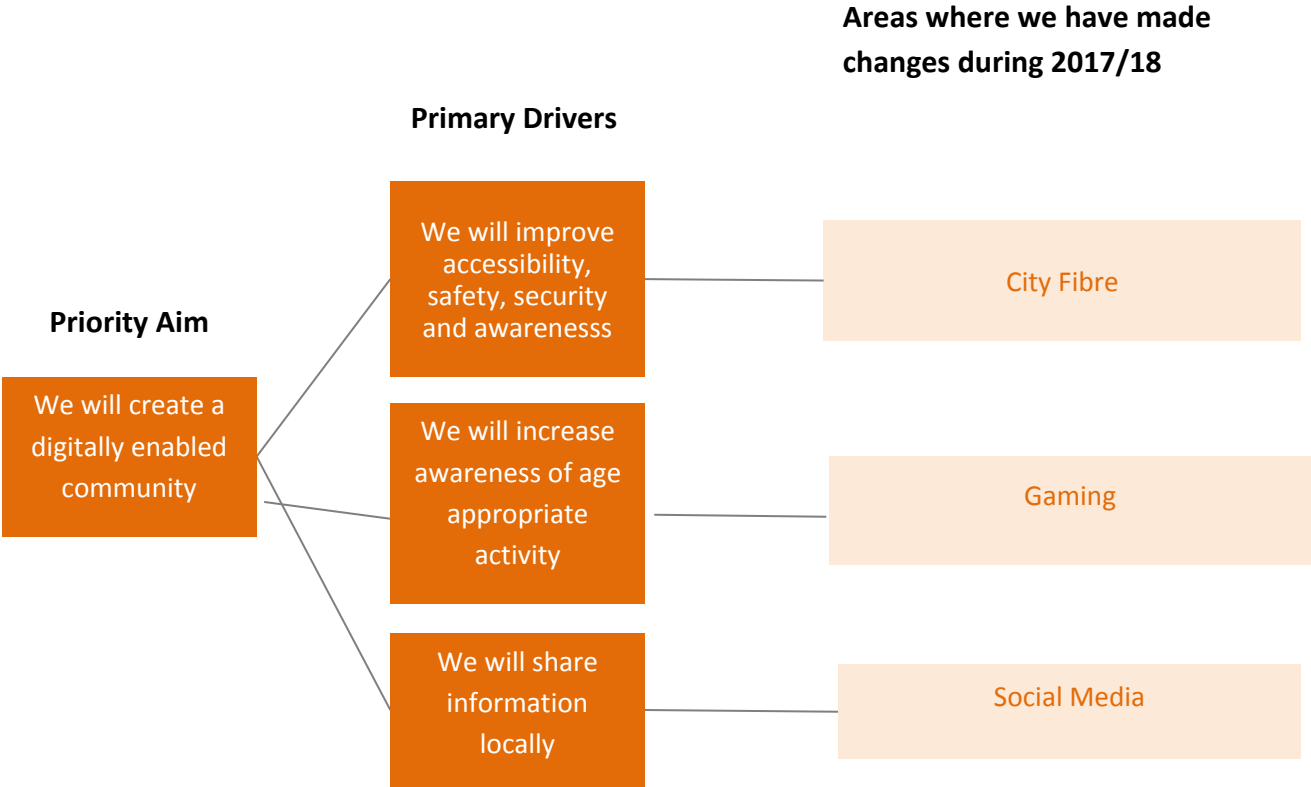
We are testing the demand for a diversionary project in cycle maintenance which will result in



# ENABLING TECHNOLOGY



## Priority: Creating a digitally enabled community



# What key changes have we made?

## City Fibre

The work is being delivered by GCU Ltd on CityFibre's behalf, starting with Cummings Park, followed by Smithfield. The company will use modern build techniques to deploy the network quickly, while working closely with the council and local communities to ensure a fast and successful roll-out with minimum disruption to residents. At the end of the project all households will have the opportunity to connect to superfast broadband.

Currently, fibre-to-the-premises (FTTP) is available to less than four per cent of premises across the UK. This will give homes in Cummings Park and Smithfield broadband speeds of around 900Mbps - about 20 times the current UK average - and will allow customers to surf the Internet, download HD films, play games online and upload videos at the same time, using multiple devices, without interruption.

## Gaming

We have worked with parents to find out how much they know about the gaming habits of their children and young people. Staff at Middlefield Project have put together a booklet 'Keep your children safe in cyber safe' which highlights positives and negatives of using digital technology with children for parents. Work continues to set up an event with support from Police Scotland to bring together a range of professionals and services who will provide information about gaming and internet safety.

Thirty questionnaires have been completed by parents with another 15 questionnaires completed by young people. In addition to information gathered at least 4 young people have been made aware of privacy settings while using their phones.

## Social Media

We use our social media channels particularly Facebook to promote the locality, our work and our people. All the Community and Learning Centres, several of the churches, most schools, community groups and the Middlefield Community Project all have Facebook pages, and this allows for a wide range of information to be shared across the area and beyond. Key messages and posts from partner agencies and a large number of services are also shared.

In 2016/17 the Northfield Total Place page 728 "Likes". Retaining the page title this number has now reached 972.

Local Heroes posts have the largest "Reach", with 10 over the last year hitting a reach of 54.5 k in total. The average reach for each post is 5.45k.

Opportunities to share key information for the benefit of residents in addition to news items continue to increase.

We work in a very kind-hearted community. Our largest reach over the year was for a frozen teddy bear who was lost between Christmas and New Year at Byron Square. Pictures of him cleaned and thawing out reached 12,261 people trying to get him home in time for the bells. By midnight on Hogmanay he was warm, dry and home.



## Gaming

### What is the Aim?

To reduce the age inappropriate gaming time for children in the Middlefield area by 30% by Summer 2019.

### How does this ensure prevention and early intervention?

This will ensure that violence, especially of a sexualised nature, is not “normalised” by young people. Costs benefits could be realised in the longer term, for example, in terms of social work and Police intervention.

There is an early intervention aspect to this work, in that parents utilising the nursery facilities at Middlefield Community Hub will be encouraged to attend the awareness raising session.

### What changes are we currently testing?

We will identify parents within the Middlefield Community and invite them to an awareness raising session. We will gather data (via questionnaire) on the time spent gaming (daily) by their children. Baselines will be recorded at the beginning and the improvement will be measured at the end at the end of the awareness raising event.



### Improvement data

**30 questionnaires have been completed with parents to identify their knowledge levels. The results have determined the information needed in the booklet developed for parents and the kinds of information that will be needed at the event to increase their awareness**

# Locality Partnerships

## Cummings Park, Heathryfold, Northfield, Mastrick and Middlefield

### **Martin Smith, Locality Manager**

Northfield Total Place Locality Partnership Board is a well-established and well supported partnership group within the CPA structure. We work together to achieve improvements for the Locality around the themes of people, place, technology and economy and also to ensure it is a place where all people can prosper.

### **Membership**

- 4 Community Representatives
- 1 Community Council Representative
- 1 Community Project Representative
- 1 Community Centre Representative
- 1 Aberdeen City Council
- 1 AHSCP Representative
- 2 Police Scotland Representatives
- 1 ACVO / Third Sector Representative
- 2 School Captains
- 1 Deputy Head Teacher
- 2 Elected Members

