

Aberdeen City - Central

Locality Plan 2021-26



Community Planning
Aberdeen

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FOREWORD

It is our pleasure to present the first plan for the Central area from the Locality Empowerment Group.

The plan has been drafted through discussions involving community members and staff living and working in Central locality. The plan should be regarded as a working document which is flexible and will be developed over time as shaped by communities. It is based on what is already happening and building on positive partnerships which have been developed over time. The plan links to the re-refresh of the City's Local Outcome Improvement Plan (LOIP) which highlights the breadth of work taking place and aims to utilise our assets to their full potential by working together.

Following a review of locality planning within Aberdeen, it was agreed in December 2020 to align locality planning arrangements. This has resulted in a shared description of localities and agreement to develop a single shared locality plan with a focus on priority neighbourhoods which experience socio-economic disadvantage. For Central locality, the priority neighbourhoods include Tillydrone, Seaton and Woodside, as well as Ashgrove, Stockethill and George Street.

The Tillydrone, Woodside and Seaton Priority Neighbourhood (formerly Locality) Partnership has been established for some time and has been responsible for taking forward numerous areas of work to improve those communities. The Locality Empowerment Groups (LEG) were established by Aberdeen City Health and Social Care Partnership in 2020 as community-led groups to improve health and wellbeing, and as a result of the review of locality planning, were given a broader remit to improve all outcomes for people living in Aberdeen. The Central LEG has been instrumental in the development of this plan along with the support of the Priority Neighbourhood Partnership.

Covid has had a significant impact on all our lives and this plan is intended to be flexible in adapting to the needs which arise as the full impact of the pandemic is realised on citizens of Central locality. It has been no mean feat that during these challenging times communities have responded remarkably to supporting the most vulnerable and have come together virtually to agree priorities and ideas which will further improve the lives of people living in central locality.

The next steps are to sustain and grow these partnerships and develop and implement the improvement ideas that have been suggested. The greatest asset is the people who live and work in Central locality and we hope you see this plan as yours, along with those who work in the locality, to improve the lives of everyone.

Elaine McConnachie
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Development of Plan

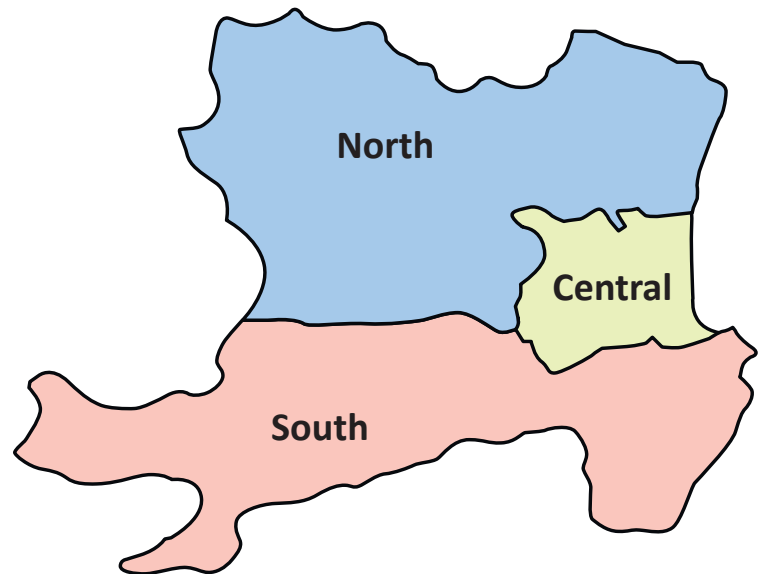
The development of this plan has taken place during a global pandemic which has meant many of the traditional ways of engaging with communities and staff, including meeting face to face and canvassing opinions in neighbourhoods has not been possible. We have instead had to rely on on-line and virtual mechanisms to capture views. In an attempt to ensure citizens and staff living and working in Central locality were involved in the process we undertook the following engagement opportunities:

- During February four workshops were facilitated on the themes of the LOIP; people (adults), people (children and young people), place and economy where locality data was shared and people were asked what the priorities should be and potential ideas for action, the workshops were attended by 38 people from central locality.
- During March staff workshops were held for each locality where locality data was shared along with feedback from community sessions to seek feedback from frontline staff on what the priorities should be and suggested ideas for actions, the central workshop was attended by 12 members of staff.
- For staff unable to attend the workshop (it was recognised these workshops were taking place during the highest level of civil contingency in response to Covid therefore making it challenging for frontline staff to attend) a Microsoft Form was developed based on the themes of the workshop, 26 members of staff completed the form.
- A Google Form was developed to capture views of children and young people and sent to all schools for completion, 130 children and young people completed the form.
- A session was facilitated with the youth council to capture views on priorities and suggested actions.
- An online simulator was developed to enable citizens to express what was important and of value to them and their community and this was open from 1-30 March 2021. The simulator was completed by 977 people in central, full results are available here [CP Simulator Summary results and Appendix \(2\).pdf](#) The top five priorities identified in the simulator were shared with members of the LEGs and incorporated in discussions to identify the six overarching themes for the central locality plan. The results were also incorporated within the plans.
- The Health and Social Care Alliance Scotland (the ALLIANCE) provided support with the process by facilitating a number of workshops throughout April including: a visioning session, an evening session and workshops for each of the three localities, the purpose of these workshops were to turn the ideas into actions, the sessions were attended by 40 people in central.
- A workshop providing an overview on Community Planning Aberdeen and consultation on the locality plan template was held in April, this was attended by 14 people.
- LEG and Priority Neighbourhood Partnership Meetings took place throughout January – April to check in with the process and gain feedback to inform the development of the plans.
- On-going actions from locality recovery plans have been incorporated within this plan.
- During this process the findings from the People at the Centre Engagement which took place nationally in late 2020 have also been considered and incorporated as appropriate.

LIVING IN CENTRAL

Central Locality is made up of 14 neighbourhoods including:

1. Tillydrone
2. Old Aberdeen
3. Seaton
4. Woodside
5. Hilton
6. Stockethill
7. Ashgrove
8. George Street
9. Froghall, Powis & Sunnybank
10. Midstocket
11. Rosemount
12. City Centre
13. Hanover
14. West End



Based on analysis from the Scottish Index of Multiple Deprivation (SIMD), we have identified some of these neighbourhoods to be priority neighbourhoods. That means they need additional support to benefit from the same opportunities to thrive and succeed as other neighbourhoods within Central Locality. Our priority neighbourhoods include: Tillydrone, Seaton, Woodside, Stockethill, Ashgrove and George Street.

Central locality is mainly urban yet retains multiple areas of green space including local allotments, several parks and Aberdeen beach. The locality encompasses multiple distinct neighbourhood areas each with their own sense of identity. Many families have lived in local areas over a number of generations and can offer extensive local knowledge.

As well as its people, Central locality contains a number of physical assets including His Majesty's Theatre, Marischal College, Transition Extreme and Aberdeen University which is surrounded by distinctive cobbled streets and historic buildings. Aberdeen Sports Village, the premier sports and exercise facility in Scotland, and Aberdeen Football Club's Pittodrie Stadium also sit within the locality boundary. Use of these resources by people experiencing financial difficulty is often reported to be low. Many residents in Central locality also report poor transport links, particularly for journeys within and across the locality. Central locality is serviced by a number of amenities including retail outlets, community and sports centres, places of worship and GP practices which are spread throughout the locality. Central also contains a diverse population with a wide range of skills and experiences contributing to community life, a significant number of people also volunteer on a regular basis helping improve outcomes for the population.

This is how people living in Central described the community they live in:



VISION FOR CENTRAL

The Vision for Aberdeen City is a 'Place where all people can prosper'.

We asked communities in the Central Locality to break this down into what this means for them.

PRIORITIES

- MENTAL HEALTH & WELLBEING**
 - Made worse by covid
 - Community Garden
 - More activities to improve mental health
 - Work in community
 - Big Lottery funded - each Thur AM
 - Raise awareness individuals
 - Team Counsellor
- REDUCING POVERTY**
 - Fuel poverty - if not connected to mains gas
 - Fairer Aberdeen grant
 - Salvation Army, Churches & Mosques
 - Food vouchers
 - Hot food & drink
 - Free breakfast surplus food distribution
 - Social Bite Cafe
- DIGITAL INCLUSION**
 - School children access to laptops & iPad
 - Other ways to engage
 - Options
 - What about adults
 - Wifi cost knowledge
 - George St
 - FREE e-consultations for ALL
 - Difficult to use
 - GP
 - Connect Scotland & local community groups help people get/stay connected

OUTDOOR SPACES

- Do it! Recovery BICI!
- Allotments
- Gardens opening up
- Running clubs Rugby
- LGBT
- Get outside - a smile makes a big difference
- George St football pitch well used
- test site for electric scooters
- lots of strategies
- little implementation
- Safe cycling?

HATE CRIME

- Push 4 Pillars
- Hate crime reported
- Active community = People feel safer
- Shout about it
- More forums - share views

PERSON CENTRED

- Empower individuals
- Let communities take ownership
- Remove bureaucracy
- Informal approaches - neighbours
- Can be removed
- Training Getting better at it
- Make sure everyone who wants to be involved is involved
- Communicate better about available services
- Get out into community
- Long term investment required
- Drugs & alcohol are a BIG problem

VALUES & PRINCIPLES

GROUP 1

- Empowered & connected communities - Only need this one
- Must happen all the time
- Enables all others
- Collective 'person centred' approach
- Too many different definitions
- Remove Person Centred
- What can you do? ... and do for others?

GROUP 2

- Add these:
- Tackling STIGMA
- Facilities supporting access to service & digital inclusion

TOP 3

- Focus on prevention, early intervention & reducing inequalities
- Empowered & connected communities
- Facilities to support accessing services & digital inclusion

VISIONING CENTRAL LOCALITY

Aberdeen City Health & Social Care Partnership
A caring partnership

During one of the workshops participants were then asked to vote on what was most important to them and this is what they said (the words in largest font were voted for the most with the words in smaller font receiving the least votes):

human rights approach

prevention

inequality facilities

equity early intervention

connected community

build focus justice

digital inclusion

accessibility accessing services



Using a combination of data, community and front-line staff priorities the locality identified six priorities which will ensure all people living in Central locality, including those people living in our most disadvantaged communities, have an equal chance to prosper. These include:

Locality Priorities	Link with city wide LOIP Priority Themes
Reduce the number of people living in poverty through creation of opportunities for employment and development of skills, and create solutions to tackle food and fuel poverty	Economy
Ensure people have the digital means to ensure they don't miss out on opportunities	
Improve mental health & wellbeing of the population	People
Ensure people can access services timely through a person centred approach where the needs of the whole population are considered	
Create safe and resilient communities where hate crime will not be tolerated and develop initiatives which reduce the impact of substance misuse and anti-social behaviour	
Maximise use of spaces in communities to create opportunities for people to connect and increase physical activity	Place

Above and throughout this document we have made the links between our priorities and the work of the wider Community Planning Aberdeen Partnership being delivered through the city wide Local Outcome Improvement Plan. This is essential to ensure we are working collaboratively on common priorities, supporting each other by sharing knowledge and experience and testing out our ideas together to ensure they have the best chance of success, scalability and sustainable results.



CENTRAL ECONOMY

What we know about Central

From what the data tells us:



Earnings In 2017, median annual household income ranged from £19,209 in Seaton to £50,609 in Midstocket. 11 of the datazones in the Central locality are in the 20% most income deprived areas in Scotland, with 4 in Woodside, 3 in Seaton, 2 in Tillydrone and 1 in both George Street and Stockethill.



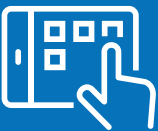
Universal Credit 42.3% of people on Universal Credit (UC) in Aberdeen live within the Central locality. Numbers are highest in Tillydrone (921), City Centre (802) and George Street (787) and lowest in Midstocket.



Covid Impact There was a 120% increase in people on universal credit and 107% increase in claimants between March and November due to Covid.



Food Poverty In 2020, when asked about food security, 9.6% of respondents from the Central Locality to the City Voice reported being worried they would not have enough food to eat, with 7.5% reporting they were hungry but did not eat and 4.5% going without eating for a whole day. As at 12 December 2020, 16% of calls to the crisis line requiring food assistance were from Seaton, Tillydrone, Woodside.



Digital Connectivity In 2020, 78.7% of respondents from the Central Locality to the City Voice reported having basic digital skills. 94.2% of respondents reported owning or having easy access to a digital device.

From what you have told us:

'Covid resulted in significant calls to support line for emotional support, financial assistance and support with food.'

'Impact of lack of employment opportunities.'

'Encouraging new businesses and supporting existing businesses and looking for inward investments are all equally important.'

'Levels of digital exclusion remain high.'

'Demand for emergency food provision remains high. Food pantries are supporting people to be less reliant on emergency food.'

'Poverty levels are increasing.'

'Covid has had a significant impact on the tourism industry and linked employment e.g. taxi drivers.'

'There are high costs of fuel in the City Centre high rises due to the prevalence of storage heaters.'

'Connectivity is a major issue for people who are lonely and isolated.'



Our priorities for partnership working

There is already a wide range of activity already taking place by community groups and organisations across the locality and within our priority neighbourhood partnerships to tackle the issues highlighted above.

This Locality Plan includes the areas where we can bring added value by working more collaboratively - communities, public, private and third sector organisations working together in partnership to test new ideas which we believe will improve outcomes.

The table below includes the two priorities we have identified for partnership working in the Central Locality which can be linked to the Community Planning Partnership theme of Economy.

Central Priorities	Link with city wide LOIP Stretch Outcomes (SO)
Reduce the number of people living in poverty through creation of opportunities for employment and development of skills, and create solutions to tackle food and fuel poverty	SO1 - Poverty SO2 - Employability
Ensure people have the digital means to ensure they don't miss out on opportunities	SO3 – Upskill/Reskill

The following tables set out the improvement projects that we believe can help us achieve our priorities.



Our Improvement Plan

Reduce the number of people living in poverty through creation of opportunities for employment and development of skills, and create solutions to tackle food and fuel poverty.

Improvement Project Aim	Project Lead	Community Ideas for Improvement we might test	Where we might test them	Community Connector
Income and Employment				
Increase employer sign up the Real Living Wage by 5% year on year to 2023 to achieve Real Living Wage City Status by 2026.	Aberdeen City Council, Aberdeen Prospers Group	<ul style="list-style-type: none"> Encourage employers in the locality to provide the living wage. 	Tillydrone, Seaton and Woodside, Ashgrove, Stockethill & George Street	Locality Manager
Support 50 people into sustained, good quality employment by 2023, and 100 by 2026, with a particular focus on; those from priority neighbourhoods; and people over 50.	Aberdeen City Council, Aberdeen Prospers Group	<ul style="list-style-type: none"> Increase opportunities to develop skills in locality and link to community enterprises. Focus efforts of activity for people who may be a distance from employment e.g. people living with a learning disability. Lobby for employers and jobs in central locality e.g. 20 min neighbourhoods. Speed dating/jobs fair for people from different sectors in different roles to enable people to find out more about what is available. Utilise Tillydrone Community Campus to provide space for people to come in for a cup of tea and then make introductions to employability officer. Delivery of after-school club, supporting parents in work (Locality Recovery Plan). Third sector coming together to influence – targeted commissioning approach. Local ESOL (English as a second on other language) delivered in communities. 	<p>Tillydrone, Seaton and Woodside, Ashgrove, Stockethill & George Street</p> <p>Tillydrone</p> <p>Woodside</p> <p>Locality wide</p>	<p>Locality Manager</p> <p>Fersands and Fountain Community Project SHMU</p>

Supporting 50 people to start a business in Aberdeen who will be coming off the benefits system or significantly reducing their benefits through starting a business by 2023 and 100 by 2026.	Aberdeen City Council, Aberdeen Prospers Group	<ul style="list-style-type: none"> • Create a community owned enterprise – to support development of myriad of food growing spaces in neglected spaces owned by community to promote mental health, combat isolation and food poverty. • Utilise empty premises to encourage new business. 	Tillydrone George Street Woodside	TBC
Skills				
Increase the number of Modern and Graduate Apprenticeships by 5% by 2022.	North East Scotland College, Aberdeen Prospers Group	<ul style="list-style-type: none"> • Promote traineeships for young people, making it easier for local employers to access and encourage employers to get involved by raising awareness and providing information to employers. 	Locality wide	TBC
Improve the overall impact of partnership wide community benefits by increasing the number of projects which involve community co-design activities from 0 to 5 by December 2023.	Aberdeen City Council, Aberdeen Prospers Group	<ul style="list-style-type: none"> • Test community input with new Riverbank School to realise community benefits. 	Tillydrone	City Growth
Poverty				
Increase the number of people using community pantries by 20% by 2023.	CFine, Anti-Poverty Group	<ul style="list-style-type: none"> • Create sustainable food provision through use of community pantries. • Delivery of 'The Pantry' with Cfine model. • Lighthouse Foodbank. 	Locality wide Woodside Tillydrone	Fersands and Fountain Community Project Lighthouse
Increase the uptake of unclaimed benefit across Aberdeen City by 2023.	Department for Work & Pensions, Anti-Poverty Group	<ul style="list-style-type: none"> • Develop plans to prepare people for end of Furlough (Sept) and uplift in Universal Credit, increase awareness of where people can access help to avoid delays. • Join up working between projects – food, benefits, confidence building pulled together to make the biggest difference for individuals. 	Locality wide	TBC

Decrease the number of households in extreme fuel poverty in Aberdeen by 4% by 2023; and reduce the rate of socially rented households in fuel poverty in Aberdeen by 8% by 2023.	Scarf, Anti-Poverty Group	<ul style="list-style-type: none"> Local advice and information provision on fuel poverty. Low carbon affordable heating and insulation. 	Locality wide Tillydrone	TBC Earth and Worms
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Ensure people have the digital means to ensure they don't miss out on opportunities.

Improvement Project Aim	Project Lead	Community Ideas for Improvement we might test	Where we might test them	Community Connector
<p>By December 2022, increase by 10% the number of people in Aberdeen who:</p> <ul style="list-style-type: none"> Have digital access; and Feel comfortable using digital tools. 	Aberdeen City Council, Aberdeen Prospers Group City Digital Group	<ul style="list-style-type: none"> Improve digital access in community centres and sheltered housing through improved digital skills, access to internet and devices. Silver Surfers training course for older people, to help people use the internet and smart phones. Utilise library computers, council digital resources, and universities providing access to digital. Establish a lending service to enable people have access to digital equipment. Improve accessibility to healthcare through improvements to e-consult/ nearme system and consultation with patients. Improve internet coverage in George Street. Connecting Aberdeen – deliver digital connectivity and literacy work. Deliver digital champion training in communities. 	<p>Locality wide</p> <p>George Street Woodside</p>	<p>TBC</p> <p>Fersands and Fountain Community Project</p>

CENTRAL PEOPLE

What we know about Central

From what the data tells us:



Child Health The rates of smoking during pregnancy in the Central Locality is 13.2%, with the highest rate being in Woodside at 27% second is Tillydrone at 26%. Woodside has the second lowest breastfeeding rate in the city 19.8% compared to the city average of 39.2%, the highest rate is in north of the West End (the second highest rate in the city) at 67.7%.



Positive Destinations In 2018/19, positive destinations varies across the Central Locality, being highest in Aberdeen Grammar School at 97% and lowest in St Machar Academy at 87%.



Mental Health The rate of probable suicide (2014-2018) is highest in the Central Locality at 18.7, compared to the city rate of 13.8 and the North (13.3) and South (10.9) Localities. 15.6% of people were prescribed drugs for anxiety, depression or psychosis (2019/20), lower than the City (16.6%), whilst the rate of psychiatric patient hospitalisations is 349; lower than the city rate.



Life Expectancy In 2015-19, estimated life expectancy varies across the Central Locality with lowest expectancy for Females in Woodside (72.3) and for Males in Seaton (69.2), both lower than the city average. The life expectancy for Males in each of the priority neighbourhoods are lower than the city average (17-19) (77.1).



Drugs and Alcohol The rate of drug related hospital admissions in the Central Locality increased to 222 per 100,000 population from 204, higher than the city rate of 182. The rate of alcohol related deaths is highest in the Central Locality at 27.2 per 100,000 in 2014/18, compared to 19.9 for the city. Tillydrone has the highest rate (1,348) of alcohol related hospital admissions (19/20) in the Locality, nearly double the city rate (710.6) and more than 3 times the rate of the lowest neighbourhood of Midsocket.

From what you have told us:

'Lack of social interaction.'

"There has been an increase in suicidal thoughts and mental health issues across all age groups.'

'Whatever the cause if you improve the mental health of children now, they will grow into adults who have less mental health problems in the future.'

'Covid has had an impact on people feeling isolated and anxious about going out.'

'Deaths due to Covid are higher in areas of disadvantage.'

'There's been an increase in people exercising indoors and outdoors. But a decline in those shielding and people feeling anxious to go out.'

'People are eating more due to stress and boredom. Adding to issues with food poverty.'



Health & Wellbeing In 2019, 49% of respondents from the Central Locality to the Health & Social Care users Survey said they don't take part in any community activities, lower than the city wide response of 53%, as well as the North (57%) and South (51%) Localities. 90% of respondents agreed that support helps them live as independently as possible, similar to the rest of the City. 71% said it was hard for them to get motivated to look after their own health, higher compared to the city response of 68% and the North Locality (59%).



Crime In 2019, crime rate per 1,000 population is highest in the Central Locality at 57.6, compared to the city rate (35.3), and North (22.9) and South (23.5) Localities. Rates vary across the Locality with a low of 17.9 in West End South to a high of 247 in City Centre East and 201 in City Centre West (both substantially higher than the city rate of 35.3). The crime rates in each of the priority neighbourhoods in the locality are higher than the city.

'Poorer sleeping patterns since Covid and difficulty accessing help to support your health and wellbeing.'

'People with a disability are reporting poorer access to health care, prescriptions, food, etc.'

'High alcohol use as a way of self medicating.'

'High levels of petty crime to fund illegal drug use.' (Tillydrone)

Our priorities for partnership working

The table below includes the three priorities we have identified for partnership working in the Central Locality which can be linked to the Community Planning Partnership theme of People.

Central Priorities	Link with city wide LOIP Stretch Outcomes (SO)
Improve mental health & wellbeing of the population	SO 5 – Child Mental Health SO 11 – Healthy Life
Ensure people can access services timely through a person centred approach where the needs of the whole population are considered	SO 4 – Best Start SO 8 – Child Friendly City SO 10 – Community Justice SO12 – Alcohol & Drugs
Create safe and resilient communities where hate crime will not be tolerated and develop initiatives which reduce the impact of substance misuse and anti-social behaviour	SO 9 – Youth Offending SO 10 – Community Justice SO12 – Alcohol & Drugs SO13 – Climate Change

The following tables set out the improvement projects that we believe can help us achieve our priorities.



Our Improvement Plan

Improve mental health & wellbeing of the population.

Improvement Project Aim	Project Lead	Community Ideas for Improvement we might test	Where we might test them	Community Connector
Increase to 80%, the number of staff who feel confident about how to directly support, or refer a child for support, and signpost to appropriate services by 2022.	TBC Aberdeen City Council, Children's Services Board	<ul style="list-style-type: none"> Ensure staff are aware at a local level of services available to support young people's mental wellbeing. Explore counselling in communities. Raise awareness of counselling support from 3rd sector. Increase awareness/confidence in professionals signposting people – MEOC approach. 	St Machar ASG area	St Machar Partnership Forum – Mental health sub group St Machar Parent Support Project ACVO
Increase by 80% use of digital wellbeing resources for children and young people's mental health and wellbeing by 2022.	NHS Grampian, Children's Services Board	<ul style="list-style-type: none"> Increase in awareness of digital resources to support mental wellbeing. 	St Machar ASG area	St Machar Partnership Forum – Mental health sub group
100% of children and young people have increased free access to physical activity which improves mental health and wellbeing by 2022.	Aberdeen City Council/ Sport Aberdeen, Children's Services Board	<ul style="list-style-type: none"> Raise awareness of benefit of green space and potential to work with young people to improve mental health. Explore option of access to activities for young people at reduced cost through holiday periods to promote physical activity and support mental wellbeing. Delivery of early years provision in Woodside. 	Central Woodside	TBC Fersands and Fountain Community Project
Refer 20% of people living with COPD or other respiratory conditions into specific PR physical activity and other support programmes delivered in community settings by 2023.	TBC, Resilient, Included and Supported	<ul style="list-style-type: none"> Lived experience embedded in pathways, to enable people to be directed to a support group when they have a diagnosis. Increase signposting for people with health conditions to participate in physical activity. 	City Centre East	TBC

Reduce the rolling 3-year average number of suicides in Aberdeen to below 26 (2019) by 2023.	Police Scotland, Included and Supported	<ul style="list-style-type: none"> • Develop an on-line space to access free classes e.g. counselling and mentoring. Trained local volunteers enabling people who have perhaps been furloughed to provide support. • Promote United Against Suicide. • Develop and deliver activities to support people's mental health through creating opportunities to bring people together (not badged as mental health) whether it be knitting groups, exercise class etc. • Raise awareness and talk openly about mental health and make sure everyone knows they are safe to talk about mental health. 	Locality wide	TBC
Increase opportunities for people to increase their contribution to communities by 10% by 2023.	Aberdeen City Council, Resilient, Included and Supported	<ul style="list-style-type: none"> • Capitalise on civic responsibility and increase in volunteering through making it easier for people to get involved. • Support community capacity building through community councils and community groups . 	Old Aberdeen and Tillydrone	TBC
Support 100 people to feel confident to promote wellbeing and good health choices by 2023.	Aberdeen City Council/ Aberdeen Health and Social Care Partnership, Resilient, Included and Supported	<ul style="list-style-type: none"> • Identify members of Central LEG confident to promote wellbeing and good health choices. 	Locality Wide	TBC
To support 50 low income families in priority neighbourhood to improve eating behaviours and adopt positive lifestyle choices to help towards a healthy weight by 2023.	NHS Grampian, Resilient, Included and Supported	<ul style="list-style-type: none"> • Deliver weight management support to test online resources, with Connecting Aberdeen in Tillydrone. • Improve exclusive breastfeeding in Tillydrone. • Encourage independent vendors to set up healthy option takeaways near schools and gyms. • Delivery of new Cruyff Court. • Deliver outdoor learning. 	Tillydrone, Seaton and Woodside, Ashgrove, Stockethill & George Street Family Learning Team Locality Manager	Health Improvement Officer
Reduce tobacco smoking by 5% overall by 2023.	Aberdeen City Council, Resilient, Included and Supported	<ul style="list-style-type: none"> • Test use of on-line tobacco training to raise issue of second hand smoke and smoking in pregnancy with parents. • Test use of smoking cessation app. 	Tillydrone, Seaton and Woodside, Ashgrove, Stockethill & George Street	Public Health Co-ordinator / Health Improvement Officer

Improve social connections across locality to reduce social isolation		<ul style="list-style-type: none"> • Increase activities to tackle social isolation e.g. book bug for older people to tackle social isolation. • Improve digital skills and access to devices for older people to address isolation. • As a test establish support group for young parents in Tillydrone. • Create opportunities to meet in local communities using community assets e.g. libraries. 	<p>Locality Wide</p> <p>Tillydrone</p>	TBC
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Ensure people can access services timely through a person centred approach where the needs of the whole population are considered.

Improvement Project Aim	Project Lead	Community Ideas for Improvement we might test	Where we might test them	Community Connector
Increase uptake of parenting and family support by 10% by 2022.	Health and Social Care Partnership, Children's Services Board	<ul style="list-style-type: none"> • Test approaches through Fit Like Hub. • Test approaches through Creating the Conditions (MDT) work in Tillydrone. 	Tillydrone	<p>Fit Like Hub Team</p> <p>Public Health Co-ordinator/Locality Manager</p>
Increase the uptake of alcohol treatment by improving access to alcohol services and ensuring they are local, integrated and targets areas of greatest need by 10% year on year by 2023.	Health and Social Care Partnership, Alcohol and Drugs Partnership	<ul style="list-style-type: none"> • Create opportunities for people with lived experience to have their voice heard. 	Locality wide	TBC
Increase opportunities for individuals who have been at risk of Blood Borne Viruses, being tested and accessing treatment by 2023.	Health and Social Care Partnership, Alcohol and Drugs Partnership	<ul style="list-style-type: none"> • Increase awareness and opportunities for testing (link Fast Track Cities). 	Locality wide	Public Health Co-ordinator
Increase by 15% victims of domestic abuse receiving support by 2022.	Aberdeen City Council, Community Justice Group	<ul style="list-style-type: none"> • Pilot scheme in Tillydrone to refer people experiencing domestic abuse for support to be replicated in Seaton. 	Tillydrone and Seaton	Police Scotland
Increase by 50% the number of communications which are accessible to children and young people by 2023.	Aberdeen City Council, Children's Services Board	<ul style="list-style-type: none"> • Engage with young people via their platforms and encourage participation e.g. through LEGs, PNPs. 	Locality wide	TBC

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.

Improvement Project Aim	Project Lead	Community Ideas for Improvement we might test	Where we might test them	Community Connector
Safe and Resilient Communities				
Community led resilience plans in place for areas most vulnerable to flooding by 2023, leading to resilience plans in place across all areas of Aberdeen by 2026.	SFRS, Sustainable City	<ul style="list-style-type: none"> Develop flood and community resilience plans. 	Grandholm Village and Donside Village	TBC
100% increase in hate crimes reported to police by 2023.	Aberdeen City Council, Community Justice Group	<ul style="list-style-type: none"> Working with Police Scotland and other partners on educating perpetrators of hate crimes. Partners to host police surgeries – to enable people to discuss matters important to them. 	Locality wide	TBC
Reduce instances of public space youth anti-social behaviour as a result of appropriate and effective interventions in targeted areas by 10% by 2022.	Police Scotland, Children's Services Board	<ul style="list-style-type: none"> Increase youth provision and develop youth charter. 	Locality wide	TBC
Increase by 50% the number of 10 to 16 year olds in target areas of the city who access youth community activity by 2023.	Aberdeen City Council, Children's Services Board	<ul style="list-style-type: none"> Ensure awareness and sufficient provision across locality. Liaise with staff at Aberdeen University in the form of guidance and support following return of students. Deliver support for local businesses impacted by shoplifting. Home Fire Safety Visits to all communities. Operational intelligence audits on all High-Rise buildings. 	Locality wide Woodside, Seaton Tillydrone, Seaton and Woodside, Ashgrove, Stockethill & George Street Locality wide Locality wide	TBC Police Scotland SFRS SFRS

Substance Misuse				
Increase uptake of drug treatment and specifically within Locality Areas by 10% each year by 2023.	Health and Social Care Partnership, Alcohol and Drugs Partnership	<ul style="list-style-type: none"> Increase awareness and improve access to support. 	Locality wide	TBC
Increase number of people undertaking recovery from drug and alcohol issues who are being supported to maintain drug / alcohol free lives in their community by 2023.	Health and Social Care Partnership, Alcohol and Drugs Partnership	<ul style="list-style-type: none"> Investigate idea of Recovery Olympics for those with lived experience. 	Locality wide	TBC



CENTRAL PLACE

What we know about Central

From what the data tells us:



Priority Neighbourhoods Aberdeen has 29 datazones in the 20% most deprived areas in Scotland. 12 of these are in the Central locality with 3 in both Tillydrone and Seaton, 2 in both Stockethill and Woodside and 1 in both Ashgrove and George Street. Based on SIMD, our priority neighbourhoods in the Central Locality are: Seaton, Tillydrone, Woodside, Stockethill, George Street and Ashgrove.



Place Standard In March 2020, when asked about different aspects of their neighbourhood, respondents from the Central Locality scored availability of green space (4.7) and access to services and amenities (4.5) as the highest. Lowest scoring areas were the ability to participate in decisions and help change things for the better (2.7) as well as the economy and access to jobs (2.8).



Community Safety In 2018/19, the rate (per 100,000 population) of accidental dwelling fires varies across the Central Locality from a low of 54.8 in West End North to a high of 434 in Hanover South. The rates in 4 of the 6 priority neighbourhoods have decreased since 2017/18 with an increase in Tillydrone (126 to 272) and Ashgrove (54 to 106). In 2016-18, road traffic accident casualty rate per 100,000 varies across the Central Locality, being highest in Tillydrone (150 – more than double the city rate), City Centre East (99), and George Street (98), all substantially higher than the city rate (61.7) and compared to the lowest rate of 12 in Hanover North.



Active Travel In 2020, respondents from the Central Locality to the City Voice reported using the following modes of transport at least once a week to travel into the city – walk (61.1%), bus (51.5%), car (51.2%), and cycle (3.5%). The % reported walking substantially higher than the responses from North and South respondents.

From what you have told us:

'Grandholm and Donside are flood risk zones'

'We need to encourage a sense of place'

'20 minute neighbourhoods is about living locally and giving people the ability to meet most of their daily needs within 20 minutes. That requires having access to safe cycling and local transport options'

'We have seen improvements in road safety due to community work with community in Tillydrone'

'More should be done to improve the quality of green space in Aberdeen and offer more opportunities for people to access and enjoy green spaces rather than having green areas where nobody wants to spend any time because there is no infrastructure (benches, playgrounds, installed sports equipment for working out).'

'A 'pedestrian' first viewpoint rather than always putting the car driver first. Support for clean public transport and improved links between airport and rail.'



Our priorities for partnership working

The table below includes the last priority we have identified for partnership working in the Central Locality which can be linked to the Community Planning Partnership theme of Place.

Central Priorities	Link with city wide LOIP Stretch Outcomes (SO)
Maximise use of spaces in communities to create opportunities for people to connect and increase physical activity	SO 13 – Climate Change SO 14 – Active Travel SO15 - Nature

The following tables set out the improvement projects that we believe can help us achieve our priorities. We also provide information on the developments within the central locality.

Physical Activity				
Increase % of people who cycle as one mode of travel by 2% by 2023.	Nestrans, Sustainable City Group	<ul style="list-style-type: none"> • Improve and maintain core paths and ensure they are appropriately signposted. • Increase number of safe cycle lanes across locality. • Investigate possibility of alternative means of travel. 	Locality wide	TBC
Increase % of people who walk as one mode of travel by 10% by 2023.	Nestrans, Sustainable City Group	<ul style="list-style-type: none"> • Increase prevalence of benches to enable people to sit outside and rest whilst walking. • Raise awareness of various walking groups and connect people into them. • Encourage pedestrian first policy. • Street Design – delivery of improved safety at the underpass. 	Locality wide Midsocket and Old Aberdeen (identified in simulator)	TBC
Reduce the generation of waste in Aberdeen by 8% by 2023	Aberdeen City Council, Sustainable City Group	<ul style="list-style-type: none"> • Increase awareness and prevalence of recycling options and secure recycling and litter bins. • Reduce flytipping. 	Tillydrone	Locality wide



Printfield 10

The Denis Law Legacy Trust has developed the Printfield 10 Project with the aim of motivating, inspiring, and engaging the Printfield community, whilst also celebrating Denis Law and promoting the opening of the Hall of Heroes in Provost Skene's House. The Printfield 10 Project proposal includes three public artworks. The first is a mural which depicts a timeline of Denis Law and his sporting achievements. The second represents Denis Law and his iconic goal celebration and the third depicts Denis Law in his Scotland kit.

City Centre Masterplan

Within Central Locality, but impacting city-wide, the City Centre Masterplan is being reviewed to integrate further "smart city thinking" into the medium-term plans to develop the city centre. An engagement exercise with the public, all appropriate partners and stakeholders will be undertaken to seek views on the City Centre Review, what it would take to attract people back to the city centre in the short-term, how the changed travel patterns and reductions in travel experienced throughout the pandemic can be embedded and how best the city can be a leader in the digital economy. The contribution of the City Centre Masterplan review and the Local Development Plan will be considered to ensure that the ambition to secure sustainable inclusive economic growth by attracting businesses operating in energy transition or low carbon sectors to the city is realised.

Beach Masterplan

The one mile long Aberdeen beach is in the heart of the city running from Fittie to Donmouth Nature Reserve, and also acts as a gateway to other beaches to the north. In practical economic terms, the beach waterfront is a tourism priority in its own right. What it offers to visitors is likely to be more in demand in a post-Covid-19 and recovery phase – as consumers seek safe, outdoor, wildlife and active experiences.

The beach area is also an intrinsic component of the Aberdeen Coastal Trail, and the wide variety of tourism offer that includes nature, golf, maritime history or dolphin watching. The area received the Resort Seaside Award in 2013 and given its location a short distance from Aberdeen city centre, it provides an opportunity to attract new footfall to the city. As such it is actively promoted by both VisitScotland and VisitAberdeenshire for its popular recreational and sports area, and the Beach Leisure Centre, Linx Ice Area, a range of cafes, restaurants and a family fun fair. It is therefore a component of the VisitAberdeenshire destination planning and contributes to wider development work on the North East of Scotland adventure tourism. In terms of wider economic recovery of cities, the beach area is an opportunity and tourism asset. As it is located almost in the city centre, it provides Aberdeen with a distinct and unique advantage to generate new visits and spend over other UK destinations. Common themes that underly each of the physical areas of review are property, legal, planning, streets, utilities, roads and transportation, maintenance, landscape and sustainability.

The review will focus on the key principles of placemaking as identified in the Council's own masterplanning process, whilst examining potential measures to support any medium to long term economic recovery. Accessibility for all and safety will also be critical.

The amenities and assets within this beach area review would include, but are not limited to: Beach Boulevard: Grand procession to beach encouraging pedestrian friendly active travel and developing activity along the route: Connectivity between Beach and City Centre; Queens Links; Beach Ballroom: condition survey; Beach Leisure Centre/Ice rink: condition survey; Broadhill; Cricket pitch; and Page 340 Coastal defence, ground conditions These will be subject to condition surveys as necessary, options appraisal and recommendations for future use. Preliminary discussions with Sport Aberdeen and Aberdeen Football Club have been undertaken to understand the possible land that could be in scope. As part of further consultation with the public this will also include engagement with appropriate stakeholders in the area.

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WHAT'S WORKING WELL AND HOW COMMUNITIES CAN GET INVOLVED

What resources are currently available?

Feedback from locality sessions included;

- Seaton, Tillydrone and Printfield Community flats
- Tillydrone Campus
- Maths club
- Churches
- Community Centres, outreach workers, food distribution centres
- Community organisations – Station House Media Unit (SHMU); St Machar Parent Support; Aberdeen Lads Club; Fersands and Fountain Community Project, Printfield Project
- GP practices, pharmacists, link practitioners
- Beach
- Parks
- Libraries
- Schools, university
- Transport connections
- Local businesses
- Tuck shop, Surf society, grassy spaces, dog training, allotments

What do we already have?

Reduce the number of people living in poverty through creation of opportunities for employment and development of skills, and create solutions to tackle food and fuel poverty

- Support group for young mums, involved in city & guild qualification – building skills which help them to move on and is not always accessible in their community
- Provided food vouchers and food parcels through pandemic
- Linking up with pantry stock so people can sign up directly through hub and reduce stigma
- Fersands and Fountain Community Project run a wide range of services, groups, activities, residential experiences which support young people and give them avenues to express themselves, get out, keep fit, make friends, play music, develop skills and save money.
- Online youth activities
- Offer support to parents of teenagers
- Parent support service through Family Centre targeting parents of under 5 in Fersands Community
- Parent Workshops, Mother & Toddler activities Good Childcare facilities
- Woodside Adult Classes; Tai chi / Yoga / games session / Creative writing potential for more opportunity, potential for good social activity within centre.
- Bi-monthly Free Meal Events serving quality home cooked meals to 80 in the community.
- Quality Meals at Nursery & Me two's / Good quality Food snacks at Junior Clubs / Youth group
- Breakfast Club / After school club & promoting food education.



Maximise use of spaces in communities to create opportunities for people to connect and increase physical activity.

- LGBT Community hub
- Physical activity classes at Westburn centre
- Open spaces in the university – Cruickshank gardens, community growing projects with student groups
- Community councils making links
- Local police officers, locality officers out in community on daily basis engaging with community members – also attend community council meeting where possible and produce monthly report
- Police initiatives to reduce impact of substance use
- Antisocial behaviour – officers around to deter those looking to be antisocial
- M26 group – addresses over 25s hanging about and causing mayhem, alternative activities, fishing, gardening, great impact as individuals were able to turn their lives around
- Student experience team trying to create community champion campaign to get students to be more involved in the community
- Lot of work done in community tackling discrimination
- Lots of places where there are community conversations between people who otherwise may not meet e.g. church shares space with mosque – valuable conversations
- Naloxone training available
- Police happy to come out and speak to community groups if this is helpful

What is currently working well?

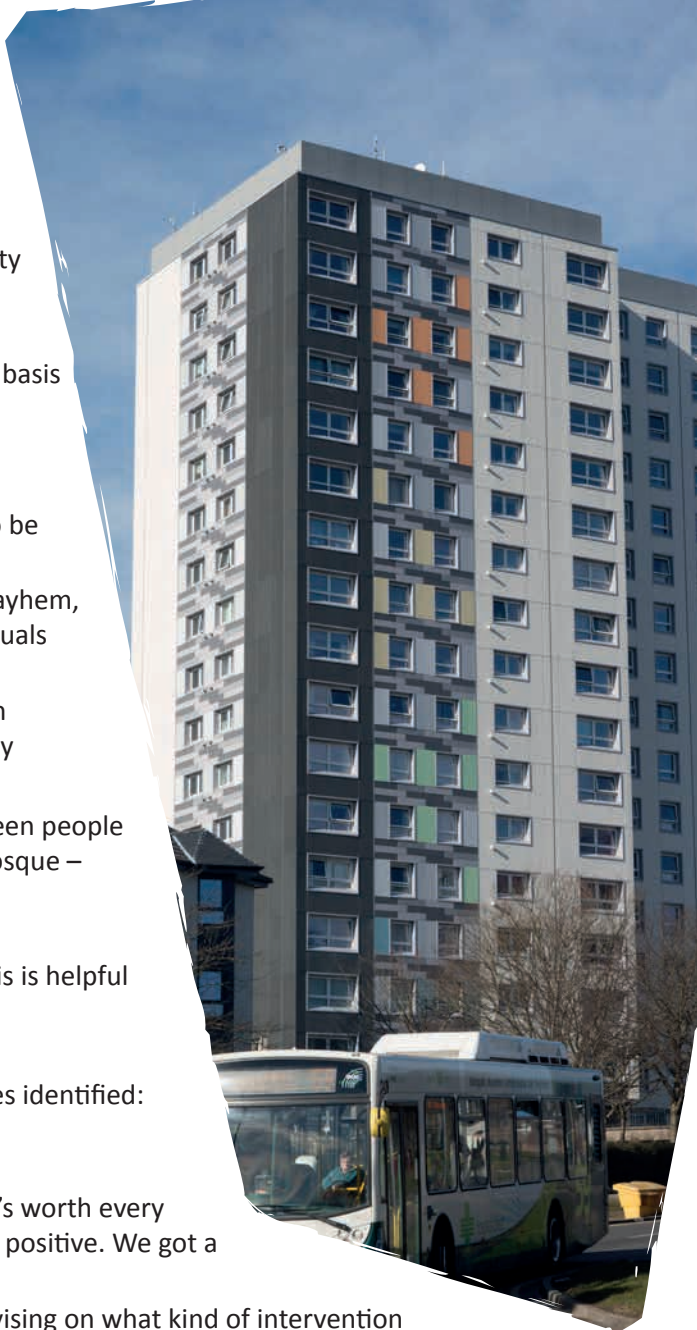
Can you share any good examples or highlights based on the priorities identified:

Mental Health and Wellbeing

- We have a Counsellor who works every Thursday morning. She's worth every penny, coping strategies, gets you to think. This has been really positive. We got a big lottery grant for this which lasted a year.
- Support counsellor provides for the team is also important, advising on what kind of intervention would be appropriate for a parent or a client. Would be good to be able to discuss with a counsellor what kind of intervention would be the most appropriate.
- Working in the community is most effective, rather than centralised meetings in city centres. If it is done in the community this helps them get used to the same setting with the same people. Also aids mental health.
- Recently we have been building closer links with Mental Health Aberdeen with Lockdown Mural/ Health Wellbeing Hampers/ Youth Work Training /1-1 counselling.

Reducing Poverty

- The Salvation Army offer hot drinks and hot food multiple times a week. Churches and mosques are involved with this support. They walk up and down Union Street every day to speak to homeless people on the street. Social Bite Café have started doing free breakfasts.
- Organisation picks up surplus food from supermarkets for people they support.
- There are lots of foodbanks in central. They continue to do a great job but that is one single angle. Poverty is not always about food.
- Organisations providing food vouchers for those encountering hardship. This is an initiative we set up just for our community, however, other communities coming forward.
- Developing pantry service saving 100 customers £20 per week on grocery bill. 8 regular volunteers.



Digital Inclusion

- Connecting Scotland work to get devices to people, help disabled people, older people to remain connected. Local community groups are also essential with helping people to get connected. Online access to services can save people money on transport (in one example, it saved someone £30 on a taxi. In another, it saved someone getting two buses to hospital).
- A pledge that all school children be given a laptop or tablet.

Person Centred Approaches

- We're getting better and better at this, with it being incorporated into training.
- Also informal person centred approaches within communities. Have seen neighbours helping one another during Covid-19.

Outdoor Space/Physical Health

- Cryuff Court has opened on George Street, this has been extremely well used since it was opened.
- Gardens being done up; green space is the thing for smaller communities. It's not about gardening for all, but running clubs for e.g., one dedicated to LGBT people in Central. Rugby club dedicated in Central too.
- Its giving people space to get out. A smile means a lot to people. Even engaging with a facial gesture is important, it means people feel part of it rather than isolated.

Get Involved

LEGs

Local Empowerment Groups (LEGs) are made up of local people interested in improving outcomes with Aberdeen City. LEG members will use their knowledge and experiences to influence priorities and help determine solutions. There are groups for Central, North and South of Aberdeen, however they also focus on needs that may be Citywide e.g. sharing your experience as a person living with a disability.

The role of a LEG member is intended to be as flexible as possible. People can contribute in several ways including: getting involved in activities to improve your community; attending LEG sessions; through participation in surveys or on-line forums. There are no set time commitments expected and involvement can be as little or as much as suits people's circumstances.

We are currently recruiting members to ensure we have a wide representation of communities across Aberdeen. We have a range of opportunities available for people to get involved. If you would like more information please visit our website www.aberdeencityhscp.scot/our-delivery/locality-empowerment-groups or email LocalityPlanning@aberdeencity.gov.uk

Priority Neighbourhood Partnership

Woodside, Tillydrone and Seaton Partnership (formerly the Locality Partnership) is a well-established and well supported partnership group within the CPA structure. We work together to achieve improvements for the area around the themes of people, place, technology and economy and to ensure it is a place where all people can prosper.

Membership

- 8 Community Representatives
- 2 Community Council Representatives
- 4 Community Project Representatives
- 1 ACVO / Third Sector Representative
- 6 Elected Members
- 2 Aberdeen City Council
- 1 AHSCP Representative
- 3 Police Scotland, SFRS Representatives

To find out more about how you can get involved, please email localityplanning@aberdeencity.gov.uk