

Appendix 3 – Review of City Centre and Beach Masterplan 2022 against the Council’s Policy Agreement

Policy Agreement Objective (Summary of Commitment)	City Centre & Beach Masterplan 2022
Supporting People with the Cost of Living	
Review of policies to ensure the Council is doing all it can to tackle the cost of living challenges people face on a day to day basis	A high number of the projects being progressed by the City Centre & Beach Masterplan will provide high quality spaces and activities that are free to use for everyone. Key examples include the new urban park at the beach and creation of public spaces and event opportunities within the city centre.
A City of Opportunity	
Seek to make Aberdeen a UNICEF City Friendly City	A key part of the UNICEF Child Friendly City Place Badge is engagement with children and young people on new civic design projects and ensuring their views are taken into account in design development and decision making. As outlined in Section 7.0 of the City Centre & Beach Masterplan, a Children and Young People’s Engagement strategy is being developed and will build on the proactive engagement that has been undertaken with children and young people on these projects to date.
Maintain existing play parks and invest in new equipment and other measures that meet and develop personal and social needs of young people	The urban park project within the Beach area will provide a major new play area that will benefit children and young people across a range of different ages and interests. Opportunities for incidental play in the city centre streetscape projects will also encourage children and young people to use these public and civic spaces in child friendly ways.
A Vibrant City	
Revitalise our beachfront, including working with partners including Aberdeen FC with an aim to deliver new sports facilities and a new stadium	The City Centre & Beach Masterplan sets out a number of projects to revitalise the City’s beachfront, including a potential new stadium and leisure facility.
Expand the Beach Masterplan, extending the footprint from the River Dee to River Don	The City Centre & Beach Masterplan includes a recognition that the Beach area could in the future be extended north towards the River Don and south towards the River Dee.

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Bring forward plans to improve travel links between the Castlegate and the Beach	Projects are underway to consider options to improve active travel connections on Beach Boulevard, including a review of the Justice Street roundabout. This is discussed in Section 6.2.13 of the City Centre & Beach Masterplan.
Create a new urban garden in Queen Street, with active travel routes linking in with the wider city centre and beachfront	As discussed in Section 6.2.9 of the City Centre & Beach Masterplan, a Strategic Business Case for Queen Street is currently underway.
Ensure safe pedestrianised areas by effectively engaging with the Disability Equity Partnership, public transport providers, businesses and others on the future of Central Union Street.	Section 7.0 of the City Centre & Beach Masterplan sets out a commitment to engaging with key stakeholders on projects as they are developed.
Oppose the creation of new city centre shared surfaces	No new city centre shared surfaces are proposed within the City Centre & Beach Masterplan.
Continue to move the City Centre and Beach Masterplans forward, expanding them to include George Street and ensure they remain current with annual reviews	The City Centre & Beach Masterplan brings together both the key city centre and beach projects to be reviewed on an annual basis. The Masterplan will also in the future include George Street once preparation of a Mini Masterplan for this area is completed.
Invest in Aberdeen Arts Centre, making the necessary repairs to ensure the future of this landmark building	As discussed in Section 6.2.9 of the City Centre & Beach Masterplan, a Strategic Business Case for Queen Street is currently underway and will include cognisance of proposals for Aberdeen Arts Centre.
Establish a task force to identify disused and derelict land and buildings and help bring them back to use, including investigating the purchase and conversion of upper floors along Union Street.	Section 6.2.12 of the City Centre & Beach Masterplan sets out the ongoing work being undertaken in relation to Union Street properties, including upper floors.
The Arts Matter	
Aim to make Aberdeen a premier destination for festivals, productions, conferences, bands and events.	A number projects within the City Centre & Beach Masterplan would help to achieve this objective – for example by providing high quality public realm locations for events and festivals, but also through the regeneration of the Beach Ballroom and the creation of a potential new stadium and leisure facility.
Building a Greener and Sustainable City	
Adopt an “environmental first” approach to all new Council building	Section 4.5 of the City Centre & Beach Masterplan sets the value of integrating

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<p>projects, seeking to maximise of the energy efficiency of, and minimise the carbon footprint of, new buildings. Investigate the feasibility of generating energy by installing ground source heat pumps in Council owned open spaces.</p>	<p>sustainable development and environmental thinking / interventions to ensure a safe, attractive, productive and future-focused city centre and beachfront.</p>
<p>Recognise the threat of climate change already poses to our city by investing in flood and erosion prevention measures along the beach.</p>	<p>Beach projects set out in Section 6.2.14 of the City Centre & Beach Masterplan will include investigation of any appropriate prevention measures in relation to flooding and costal erosion.</p>
<p>Promote and improve woodland in our city and launch “A Million Trees for Aberdeen” to plant, with partners, a further one million trees in Aberdeen by 2032.</p> <p>Invest in Aberdeen’s green future by maintain and planting street trees and ensuring the right trees are planted in the right places.</p>	<p>Projects across both the City Centre and the Beach include significant new tree planting opportunities, and the Officers will work with partners such as Police Scotland to ensure that new planting is in appropriate locations.</p>
<p>Greener Transport, Safer Streets, Real Choices</p>	
<p>Work with partners to improve the city’s bus network, including options for Aberdeen Rapid Transit.</p> <p>Improving the provision of bus services across the city.</p>	<p>Section 5.0 of the City Centre & Beach Masterplan discusses how the City Centre and Beach projects sit in the context of wider active and sustainable travel commitments, including bus prioritisation and future corridors for rapid transit.</p>
<p>Reviewing our cycle and active transport network, and work with Aberdeen Cycle Forum to make Aberdeen a cycle friendly city.</p> <p>Improving cycle and active transport infrastructure by seeking to integrate safe, physically segregated cycle lanes in new road building projects and taking steps to ensure other proposals consider options to improve cycle and active transport infrastructure.</p>	<p>Promoting opportunities for active and sustainable travel is at the heart of a number of key City Centre and Beach projects. Examples include new active travel connections on Beach Boulevard and creation of new secure cycle storage areas in appropriate locations.</p>

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Homes for the Future	
Ensure that those who live in privately rented homes for afforded the standards they deserve.	As discussed in Section 4.8 of the City Centre & Beach Masterplan, the city centre has the highest number of long-term empty residential properties in the city. The Masterplan includes an action plan to help increase City Centre Living opportunities.
An Active City	
Work with Aberdeen FC and AFC Community Trust to explore options for their stadium.	Section 6.2.14 of the City Centre & Beach Masterplan sets out a location for a new sport and leisure stadium.
Explore how new sporting facilities at the beach could best be available to young people.	The urban park project within the Beach area will provide a major new play area that will benefit children and young people across a range of different ages and interests.
A Prosperous City	
Work to develop Aberdeen's economy together with the private sector, third sector, residents and Government.	Section 4.0 of the City Centre & Beach Masterplan includes commentary on socio-economic context and current market trends in order to provide context for the various projects discussed. Relevant projects will be developed through Business Cases to consider their impact, and in partnership with others.
Empowering Aberdeen's Communities	
Empower communities across Aberdeen	The projects set out in the City Centre & Beach Masterplan have been informed by a wide ranging public engagement exercise undertaken in 2021 that asked individual and communities to decide their own priorities for action. The top priorities emerging from this exercise are set out in Section 3.1 the Masterplan report. A commitment to continued engagement as detailed designs for projects are prepared and implemented in also set out in Section 7.0.
Caring for Each Other	
Work with partners to address the growing diversity of physical and mental health issues that are experienced by people in our city.	Improved health and wellbeing is a key focus of the City Centre and Beach Masterplan. Key examples include new and improved sporting and leisure facilities at the beach, as well as active travel improvements and opportunities for creating better spaces to rest, recharge and relax. This is discussed further in Section 4.6 of the Masterplan.

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A Safer Aberdeen	
<p>We will continue to do all we can to protect individuals and communities from harm caused by crime and antisocial behaviour.</p> <p>Promote and develop city centre community safety through sustained partnership working.</p>	<p>Delivery of the City Centre & Beach Masterplan includes a commitment to work with partners, including Police Scotland, to ensure that the priority projects design out opportunities for crime and anti-social behaviour. Delivery and monitoring of projects would also be undertaken in partnership with other relevant public and third sector organisations.</p>
A Transparent, Accessible and Accountable Council	
<p>To make Aberdeen City Council more transparent, accessible and accountable.</p> <p>Recognise that citizens and communities are best places to say what services they require and how these are provided.</p> <p>Consult citizens, community councils and other partners on the work of the City Council.</p>	<p>The priority City Centre and Beach projects set out in the Masterplan have been informed by a wide-ranging public engagement exercise undertaken in 2021 that asked individual and communities to decide their own priorities for action. The top priorities emerging from this exercise are set out in Section 3.1 of the Masterplan report. A commitment to continued engagement as detailed designs for projects are prepared and implemented in also set out in Section 7.0.</p>