



Aberdeen City Dashboard

2015/16



Economy

- Economic growth
- Business
- Employment
- Income
- Affordable housing
- Transport



Place

- Quality of life
- Air quality
- Cleanliness
- Roads
- Flooding
- Public protection



People

- Population growth
- Poverty
- Life opportunities
- Health
- Wellbeing
- Life expectancy



Technology

- Digital connectivity
- Next generation
- Superfast broadband
- Download speed
- Household access
- Personal use

Introduction

This dashboard is a high level representation of the strategic assessment of Aberdeen City which was carried out between June 2015 to February 2016. The full strategic assessment can be found [here](#). The dashboard arranges the key findings of the strategic assessment into four cross-cutting themes to give readers a sense of the current health of Aberdeen. These themes are:

Economy – central to ensuring a high standard of living for the people of Aberdeen

Place – how people experience Aberdeen as a place to invest, live and visit

People – a high level look at the key life outcomes of the people of Aberdeen

Technology – the foundation for innovative, integrated and transformed public services

It has been developed by Community Planning Aberdeen to be used as a tool to communicate critical contextual information in a concise and easily accessible format. It is intended to assist stakeholders across all sectors in the evaluation of the priority issues for Aberdeen City.

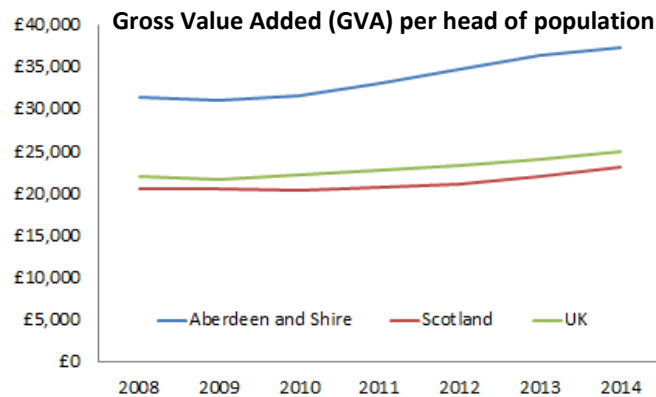
The dashboard approach will be further developed to include key performance indicators which will be monitored regularly by CPA to assess progress over time and against set targets and benchmarks.

Economy



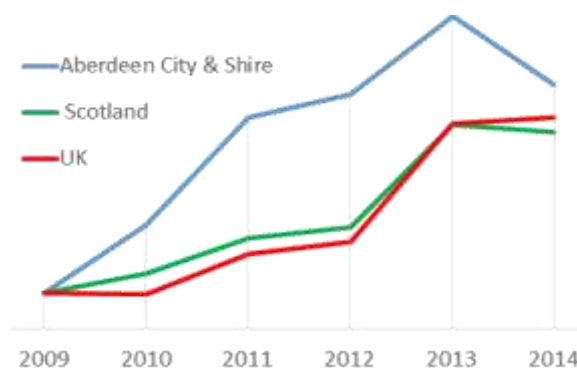
Economic growth

The economy remains strong, but the downturn in the North Sea oil and gas sector highlights the need to ensure it remains sustainable.



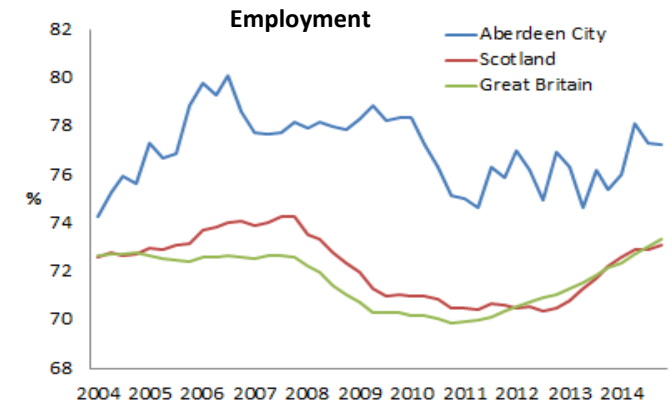
Business

New business starts have been increasing fast compared to Scotland, but there has been a recent slowdown.



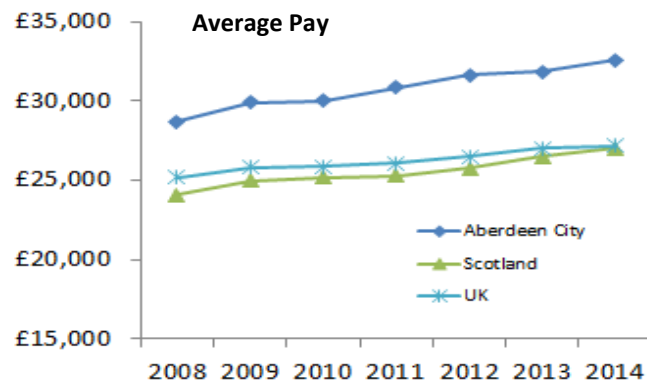
Employment

Employment levels are higher than Scotland, but the downturn in oil in 2014 has resulted in job losses, estimated to reach 35,000 by 2019.



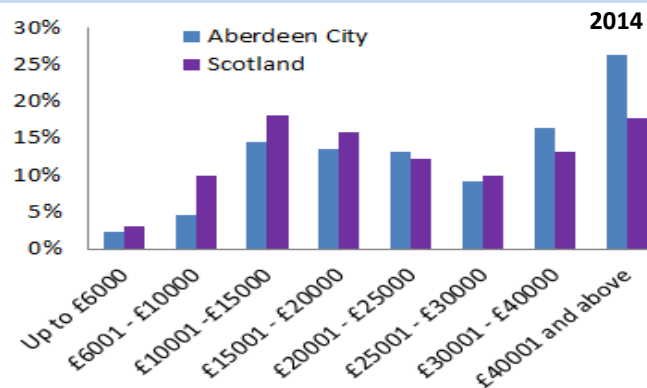
Earnings

People working in Aberdeen enjoy higher rates of pay than Scotland and the UK. Weekly wages in 2014 were 21.7% higher than the Scottish average and annual earnings were 30.5% higher than in 2005.



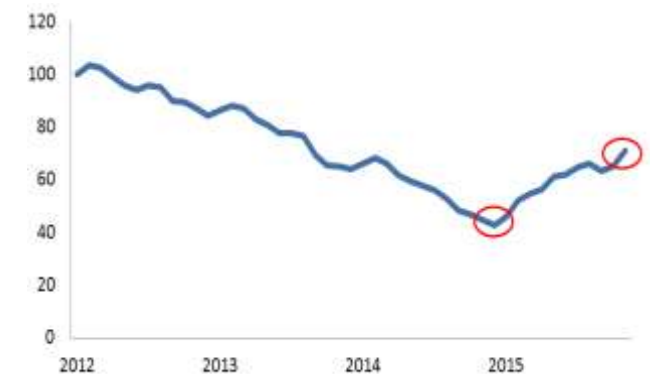
Earnings distribution

The oil and gas industry has resulted in inequality between low and high earners and a significant gender pay gap persists.



Job seekers allowance

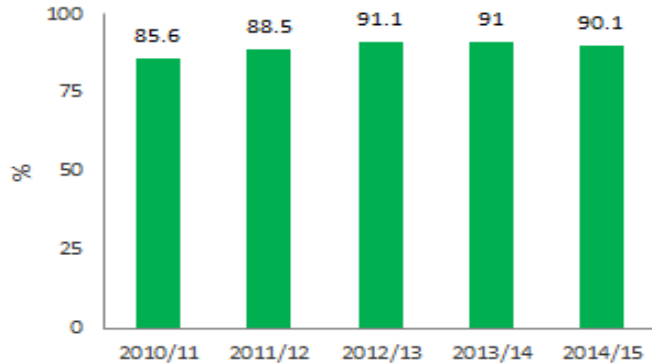
Difficulties faced by the oil and gas sector have resulted in a 58% increase in JSA claimants from Nov 2014 to Nov 2015. It should be noted that not everyone who is eligible to claim JSA will do so.





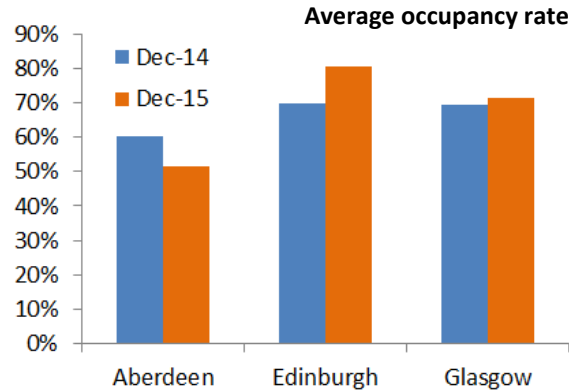
Positive destinations

Overall positive destinations across City schools have continued to increase over the last five years. Positive destinations include higher and further education, employment, training and voluntary work.



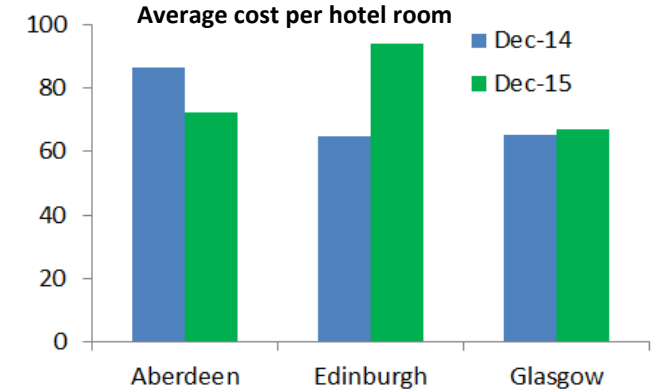
Hotel occupancy rates

The downturn in the oil and gas sector is having a significant impact on hotel occupancy rates which in turn has an impact on the wider economy.



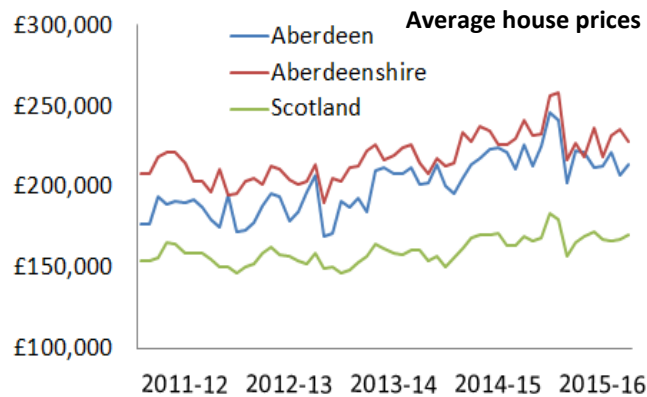
Hotel prices

Hotel prices have also decreased due to the downturn in oil and gas. The average cost per room fell 19.8% to £72.13 in Dec 15 compared to the year before.



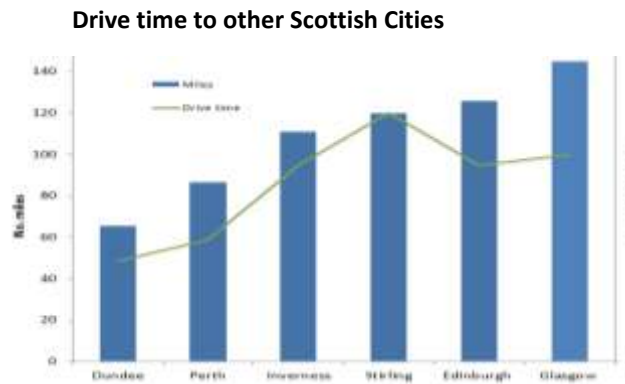
Affordable housing

A shortage of housing means house prices and rents are high, which makes it difficult to attract people into the area.



Transport connectivity

Better road, rail, sea and air transport links will reduce the cost of doing business in the city and is critical to economic development.



Public transport

A survey of senior business leaders found that lack of flexibility, routes and timetabling were the main reasons for not using public transport.

Survey of journey times needed to encourage a move from the car to rail links

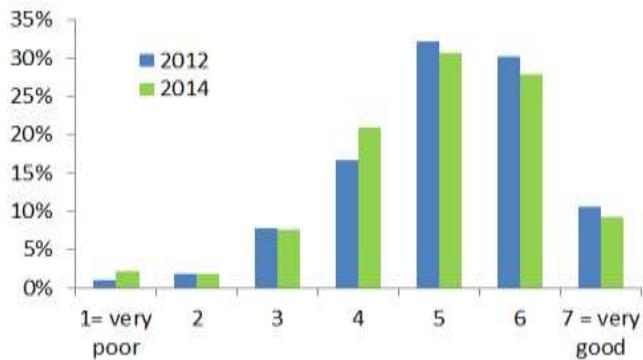
	Average journey time by train (hours)	Would ensure you travelled by rail not car (hours)	Aspirational time for rail service (hours)
Edinburgh	2.3	1.44	1.38
Glasgow	2.44	1.55	1.47
Inverness	2.2	1.34	1.25

Place



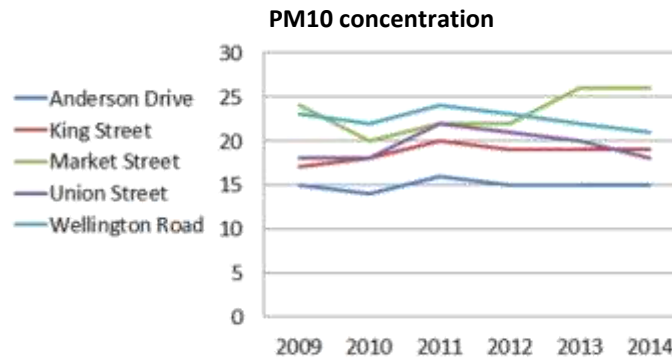
Quality of life

Our City Voice survey indicates that residents enjoy a good quality of life, although there has been a drop in ratings since 2012. Also, 95% of people say the area they live in is very or fairly good (SHS).



Air quality

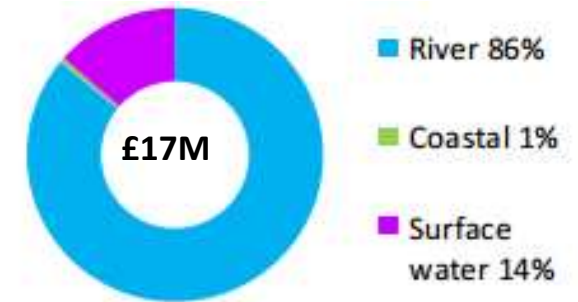
Air pollution caused by traffic congestion is linked to asthma and mortality. Whilst CO2 emissions reduced by 14% between 2005 and 2013, particulate pollution (PM10) remains a problem in busy areas.



Flooding

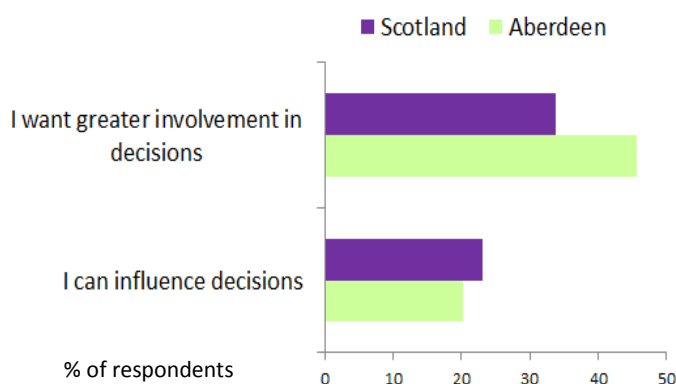
80% of the flood risk within North East Scotland is in the City. Approx. 8,100 residential and 2,000 non-residential properties are at risk of flooding. Annual average damages are £17M pa.

Annual average damages by flood source



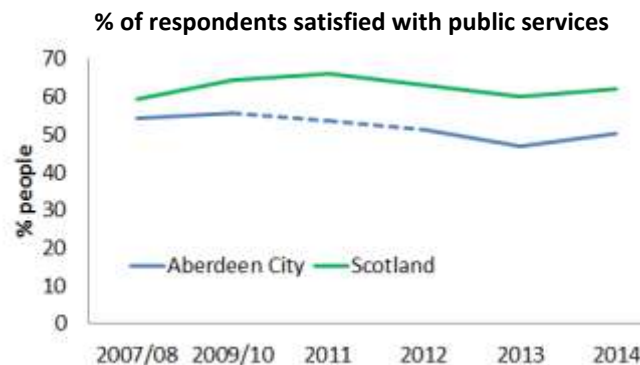
Community empowerment

Aberdeen has many active and engaged communities. There is an opportunity to get people more involved in making decisions about public services. This desire is most evident in the age group 16 - 39.



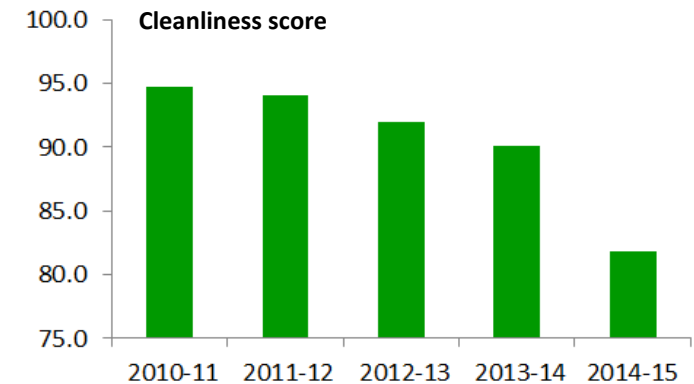
Satisfaction with public services

Satisfaction with local health services, schools and public transport is lower than across the country, with public transport being the main reason given for the difference.



Cleanliness

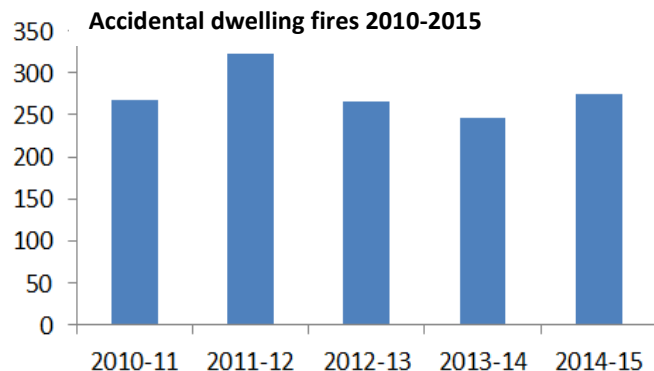
Aberdeen City's cleanliness score is falling, and was ranked lowest against Scotland's other major cities Edinburgh, Glasgow and Dundee in 2014/15. Recycling however continues to improve.





Fire

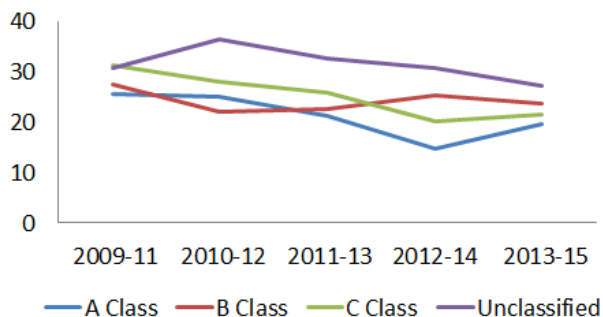
Accidental dwelling fires have remained fairly static over the past 5 years. Those living in the 20% most deprived areas are 10 times more likely to have an accidental dwelling fire than those living in the least deprived.



Roads

In general, maintenance of Aberdeen's roads is better now than five years ago. Roads in Aberdeen are also in better condition than in Edinburgh and Glasgow.

40% of roads requiring maintenance 2009-15



Deprived communities

Despite Aberdeen's resilient economy there are communities living with multiple deprivation.

SIMD Areas 0-15%

- Cummings Park
- Mastrick
- Middlefield
- Northfield
- Seaton
- Tillydrone
- Torry
- Woodside
- Stockethill

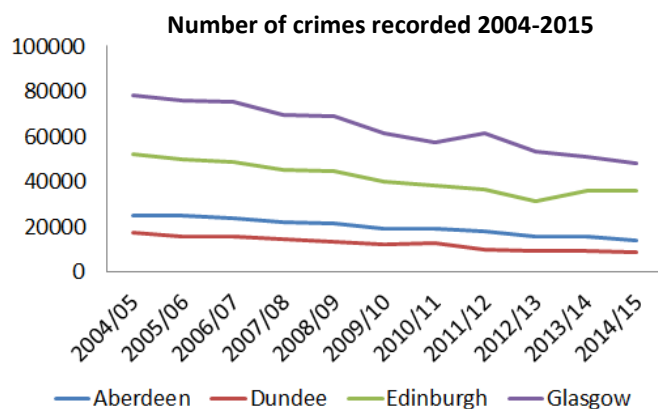
SIMD Areas 15-20%

- Kincorth, Leggart & Nigg
- Sheddocksley;
- George Street
- Ashgrove



Crime

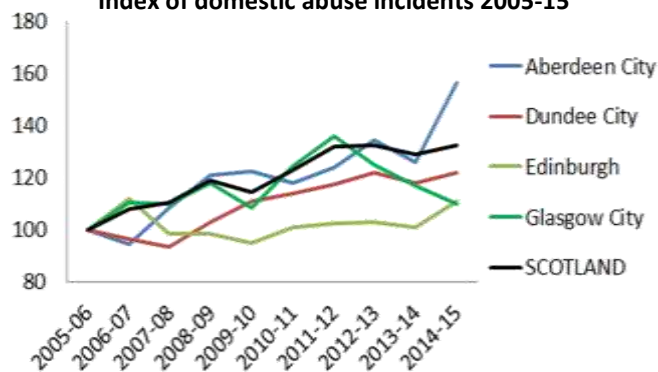
Crime has reduced by almost 44% in Aberdeen between 2004 and 2015, but it still has the third highest rate of crime in Scotland. Crimes of dishonesty account for 54% of all crimes recorded.



Domestic violence

Incidents of domestic abuse in Aberdeen continue to rise and at a greater rate than other major Scottish Cities. Factors include high detection rates, the diverse population and the economic downturn.

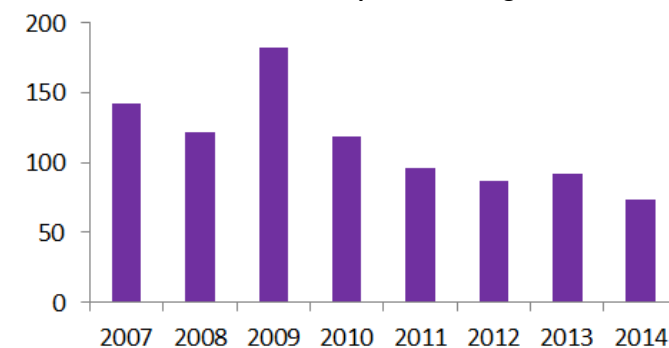
Index of domestic abuse incidents 2005-15



Child protection

The number of children on the Child protection Register in Aberdeen has fallen significantly between 2007 and 2014. This is most likely as a result of earlier and effective interventions.

Children on the child protection register 2004-15

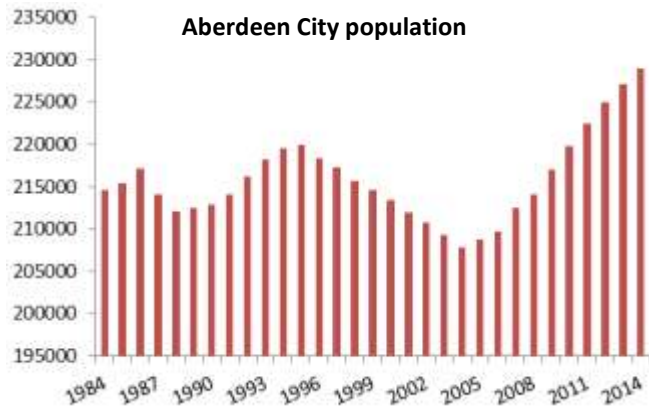


People



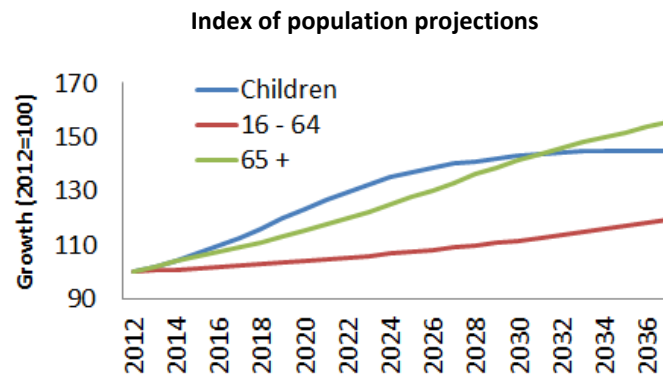
Population growth

The population has risen over the past decade due to strong economic growth. In 2012 it was projected to grow by 28% by 2037, but this doesn't take into account the recent economic downturn.



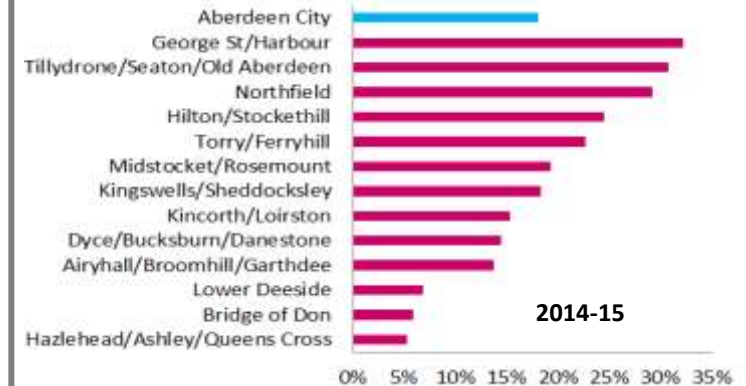
Demographic

The population of Aberdeen is increasing, most notably in the over 65s which is projected to increase by 55% by 2037. The downturn in the economic environment will have an impact on projections.



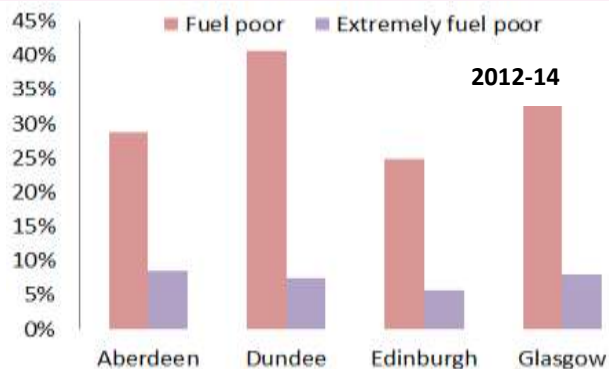
Children living in poverty

Almost 1 in 5 children are living in poverty. In the George Street / Harbour ward, this increases to almost one in three children. The area with the largest number of children living in poverty is Northfield.



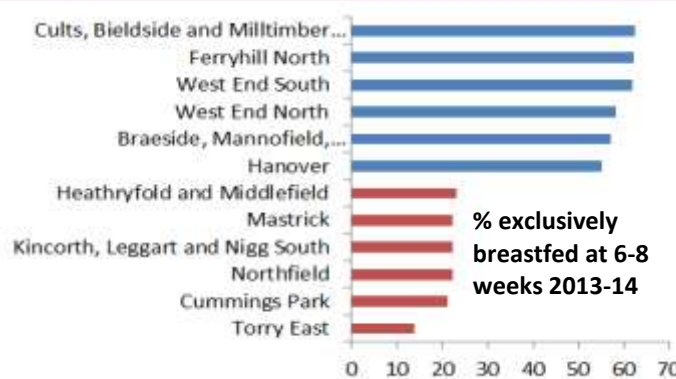
Households in fuel poverty

29% of households are in fuel poverty, which is lower than the national average, but higher than Edinburgh. 9% of households are in extreme fuel poverty, which is higher than Glasgow.



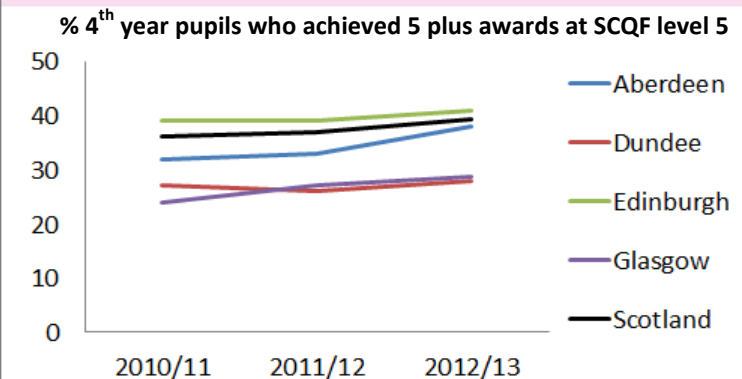
Best start in life

In 2014/15 45.5% children in Aberdeen were exclusively breastfed. Rates are significantly lower in deprived areas. Children who are breastfed are likely to have better health outcomes.



Education

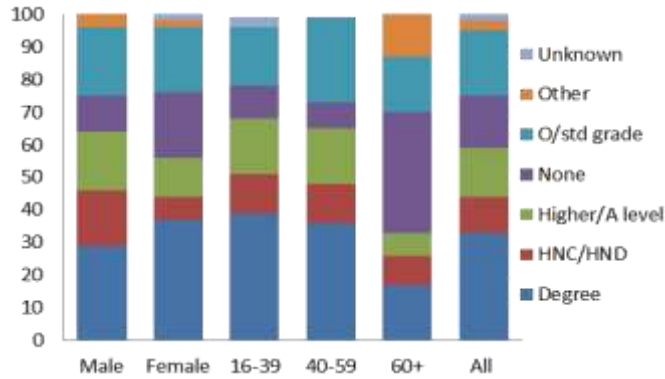
Attainment and achievement has improved over recent years but remains below Scotland and Edinburgh. Unsurprisingly, attainment is generally lower at schools attended by deprived communities.





Qualifications

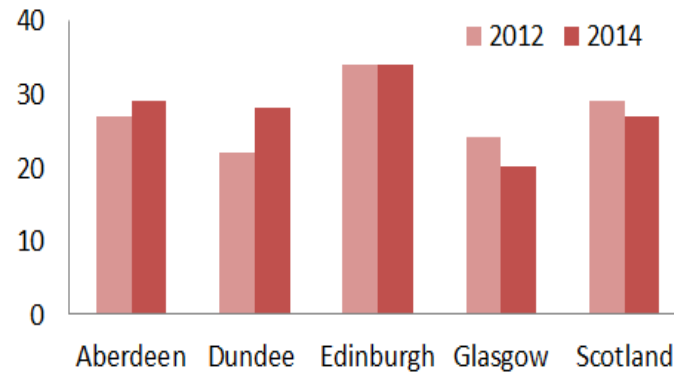
A third of people are educated to degree or professional qualification level which is above Scotland. While more women have a degree, a greater proportion of women have no qualifications.



Volunteering

29% of people volunteered in 2014. More females and people aged 40-64 tend to volunteer. With an increasing population and cuts to public service budgets, the need for volunteers will continue to increase.

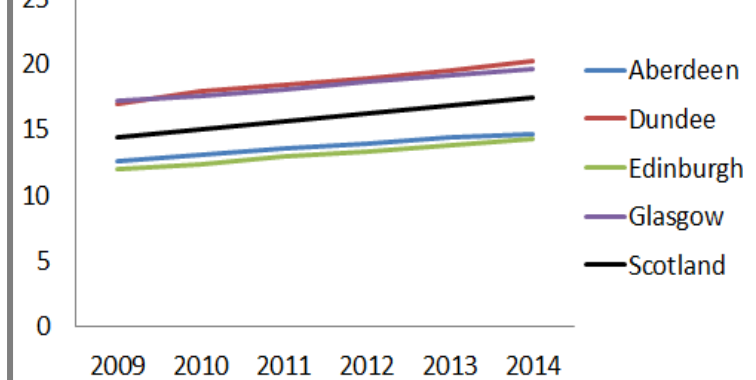
% of people who provided unpaid help



Mental Health

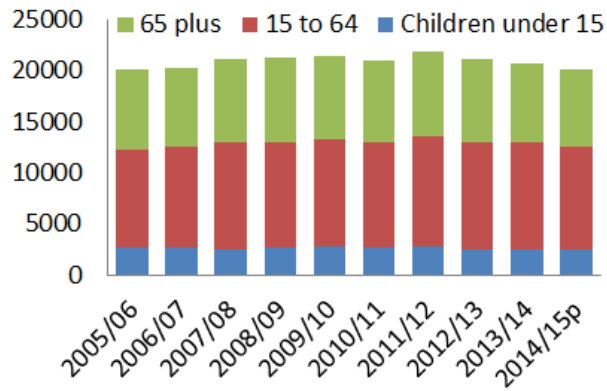
Almost 15% of Aberdeen's population is prescribed drugs for anxiety, depression or psychosis. This is an increasing trend, which is mirrored nationally. There is a risk that the economic downturn will increase numbers.

% of people prescribed drugs for mental health



Emergency admissions

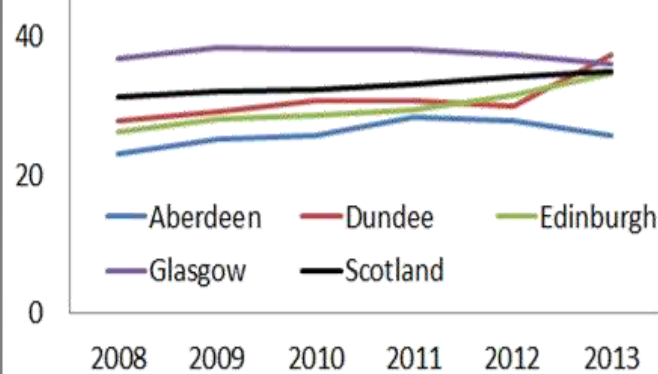
Over 65s account for more than a third of emergency admissions to hospital in Aberdeen City.



Older people living in the community

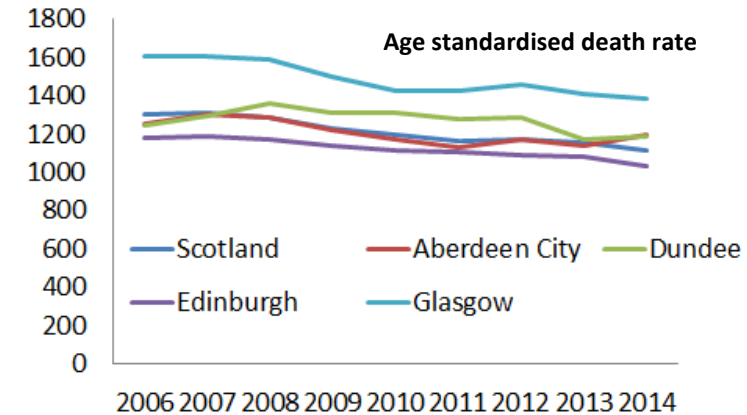
The older population is widespread thorough the city and the proportion of over 65s varies widely. In areas such as Hazlehead and Dyce, 1 in 5 people is aged 65 or over.

% of 65+ with level care needs cared at home 2008-13



Life and death

Life expectancy in the city is broadly similar to the national picture at 81 years, but the death rate is higher. In 2014, the age standardised death rate in Aberdeen City was higher than the national rate for the first time since 2006.



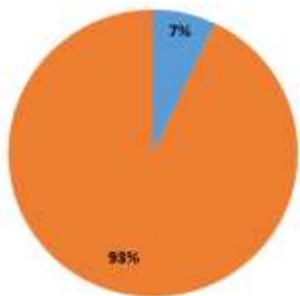
Technology



Digital connectivity

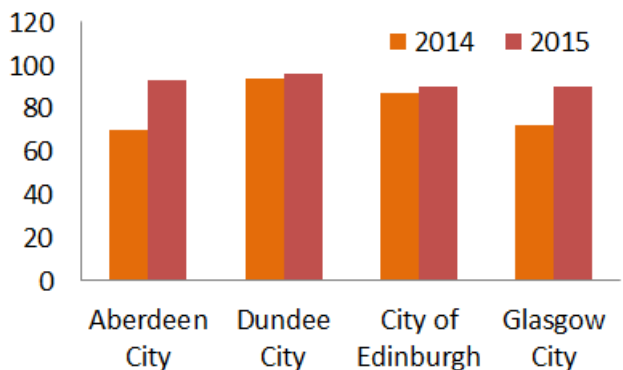
Internet and broadband is increasingly viewed as a tool imperative to public services, the third and private sector, communities and individuals.

93% of people in Aberdeen have next generation internet coverage



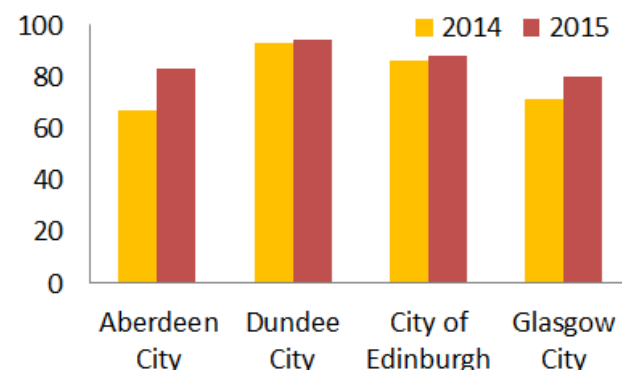
Next generation access availability

Although 93% of our people have internet coverage, Aberdeen is one of the worst performing cities in the UK for digital connectivity in terms of speed.



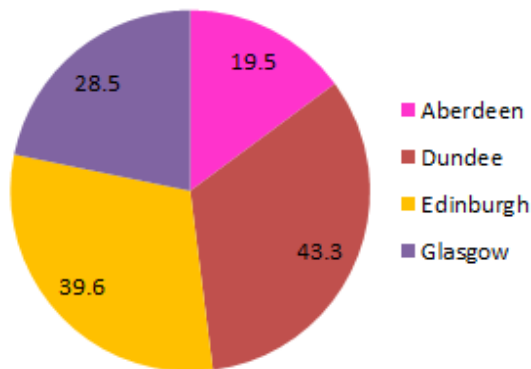
Superfast broadband availability

Superfast broadband can have a significant impact on businesses. The provision of ultrafast broadband has the potential to transform the way we deliver public services.



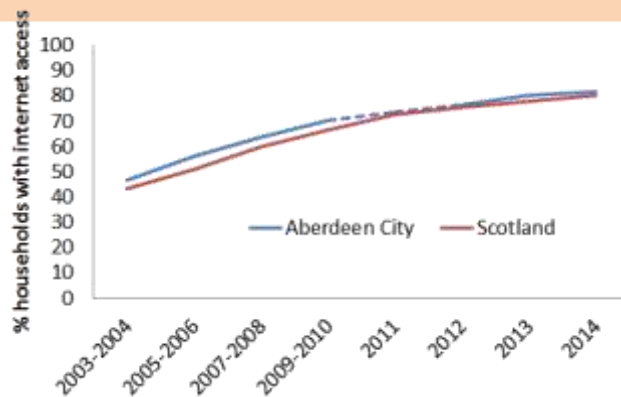
Average download speed (Mbit/s)

Although coverage is spreading, the city still suffers from relatively slow download speeds.



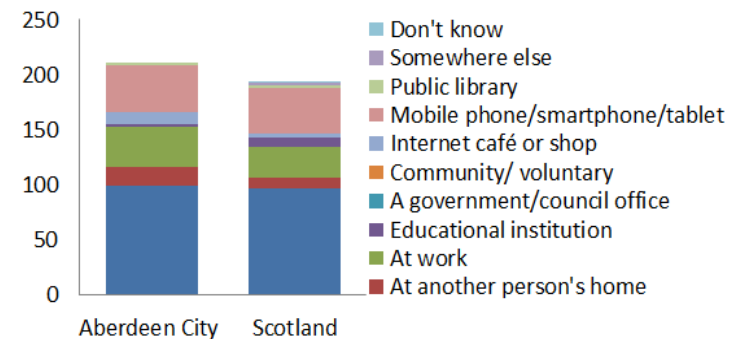
Households with home internet access

Households with internet access at home continues to increase. Being unable to use the internet significantly impacts an individual's chances to access public services and wider opportunities to unlock their potential.



Internet access for personal use

Most people access the internet at home. The use of the internet on mobile phone / smartphone / tablet is increasing. Lack of skills or knowledge of the internet is more likely to be a barrier to those who have never had to use the internet before.



Further information

Aberdeen City Strategic Assessment 2015/16

The full strategic assessment, including sources for all data in this dashboard, can be found [link to be inserted here](#).

Acronyms

The following acronyms have been used within this document.

GVA – Gross Value Added

JSA – Job Seekers Allowance

PM10 – Particulate Matter of 10 Microns in diameter or smaller

SHS – Scottish Household Survey

SIMD – Scottish Index of Multiple Deprivation

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