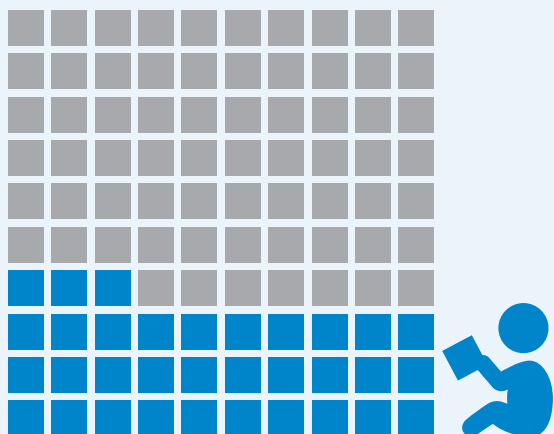


Our Locality contains Cummings Park, Heathryfold, Mastrick, Middlefield and Northfield.

Economy

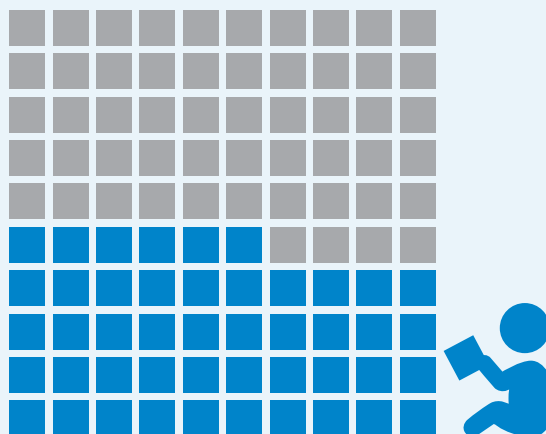
There are parts of all five neighbourhoods where more than a third of children (under 16) are living in poverty.



33% of Our Locality

18% Aberdeen

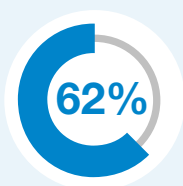
At the eastern side of the Middlefield neighbourhood, more than 46% of children under the age of 16 are living in poverty.



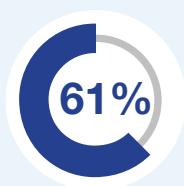
46% East side of Middlefield

18% Aberdeen

Unemployment is rising in Our Locality - the number of people claiming out-of-work benefits has risen by 62% between June 2014 and June 2016.



Our Locality



Aberdeen

'Health and social care activities' and 'Wholesale and retail trade, repair of motor vehicles and motorcycles' are the largest employing sectors in the area. These sectors often offer low-paid, low skilled work, often on zero hours contracts.



Median household income



£17,442 Middlefield

£24,375 Heathryfold

£30,735 Aberdeen City

£60,250 Cults, Bieldside and Milltimber

Around a fifth of the adult population of Our Locality are unemployed, in parts of Middlefield it is almost one in every three adults.



Our Locality

Middlefield

People

11% of people claiming working age benefits in Our Locality are lone parents compared to 7% in Aberdeen.



Adults who have no formal qualifications



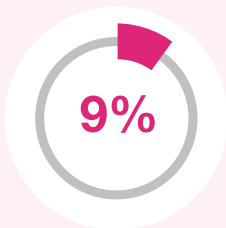
1 in 3 adults in Our Locality

1 in 5 adults in Aberdeen

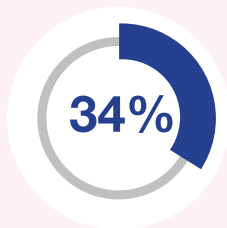
In Our Locality, 13% have a degree level qualification or above.

In Aberdeen, more than a third have degree level qualification or above.

Around a quarter of the population of Our Locality are income deprived, but again it is more concentrated in some areas than in others – in parts of Heathryfold, 9% of the population are income deprived while in others it is 34%.



**Parts of
Heathryfold**



**Other parts
of Our Locality**

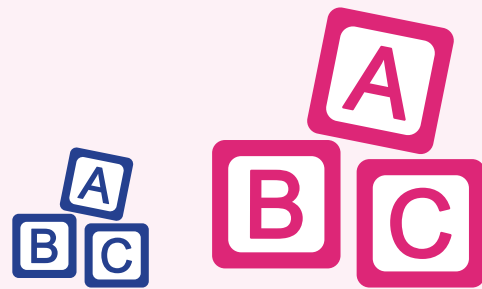
Population projection growth by 2037



32% Northfield

28% Aberdeen

In the future, it is projected that there will be a need to almost double childcare provision across the city, as we implement future policies.



Rates of breastfeeding

At first visit:



33% Our Locality

48.3% Aberdeen

6-8 week review:



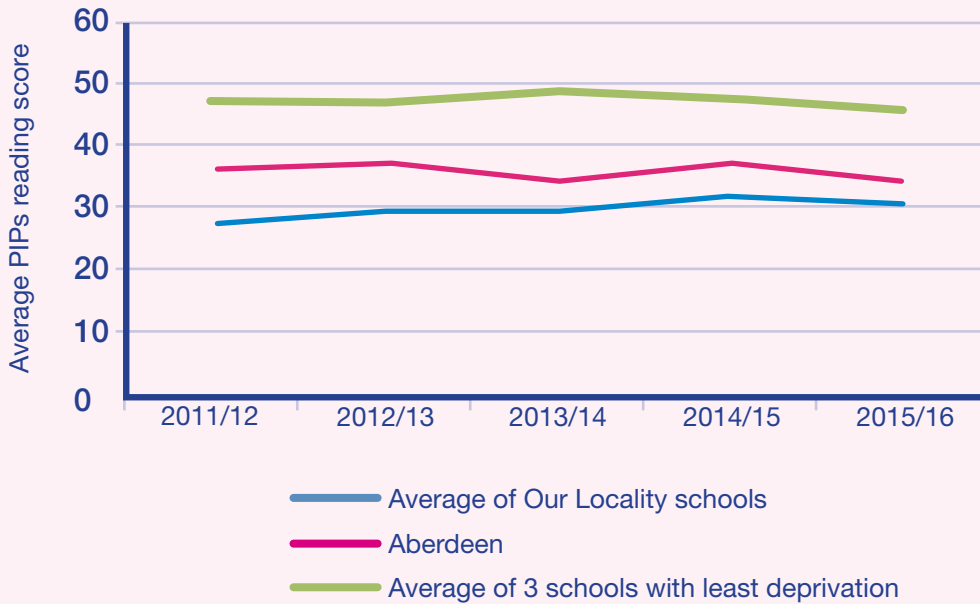
22.5% Our Locality

37.9% Aberdeen

People

Reading ability, start P1 2000/01 - 2015/16

Children starting school in Our Locality generally start further behind than their peers across the city and this gap continues, and sometimes widens throughout the school years.



Reading Skills



Generally, children starting Bramble Brae or Manor Park primary schools start school with lower reading skills than their peers.

Pupils from St Machar are more likely to go on to college, while those from Northfield are more likely to progress into employment.



Northfield



St Machar

School meals



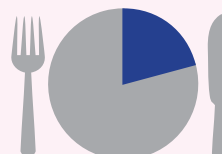
90% of children attending Manor Park Primary School live in an area of deprivation.



13% of children attending Quarryhill Primary School live in an area of deprivation.



less than 42% of P4-P7 pupils are claiming free school meals.



21% of P4-P7 pupils are claiming free school meals.

Manor Park Primary School

Quarryhill Primary School

People

The gap in academic attainment remains throughout the school years, with pupils starting either Northfield Academy or St Machar Academy further behind than their peers at the start of S1.

Average Middle Years Information System (MidYIS) S1 scores in 2015/16 were:



96.4
Aberdeen

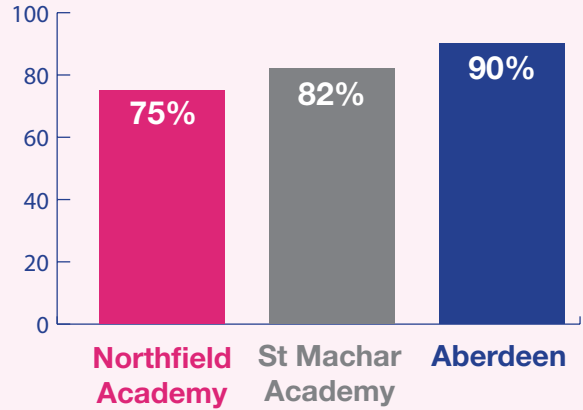


89.8
Northfield
Academy



86.3
St Machar
Academy

75% of pupils from Northfield Academy entered a positive destination (education, employment or training) in 2014/15. This figure was 82% for St Machar Academy pupils and 90% for the city's secondary pupils.



In Aberdeen, 38% of school leavers go on to University, but only 13% of school leavers from St Machar Academy do so, and 17% from Northfield Academy.



Pupils from St Machar are more likely to go on to college, while those from Northfield are more likely to progress into employment.

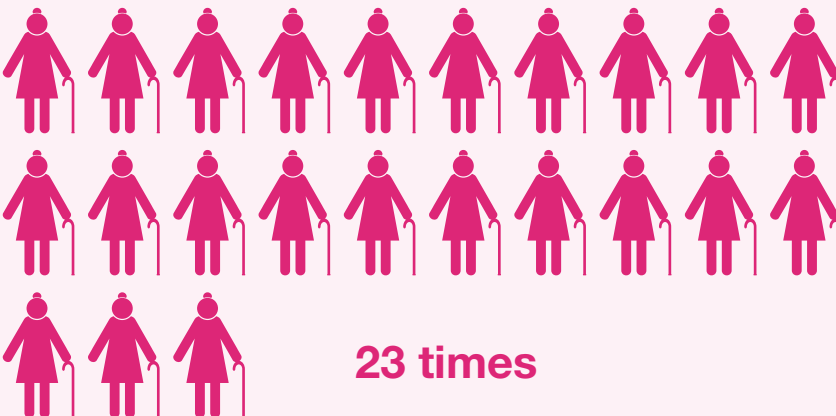


Northfield



St Machar

Older people living in parts of Mastrick are almost 23 times more likely than older people living in parts of Oldmachar to end up admitted to hospital in an emergency.

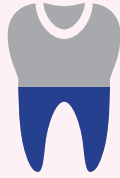


People

In P7, four-fifths of children in Cummings Park are showing signs of dental decay. But in Aberdeen, it is just slightly over a half.

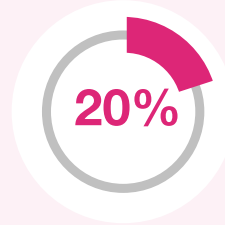


Cummings Park

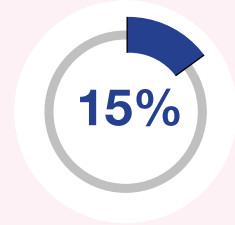


Aberdeen

Rates of prescribed medication for mental ill-health in Mastrick than across the city.



Mastrick



Aberdeen

Teenage pregnancy



11 to 13 times more likely in Our Locality

than in Cults, Bieldside and Milltimber East.

Drug related hospital stays



People in the area are amongst those most likely, in the city, to be hospitalised as a result of poor lifestyle behaviours (such as smoking, drinking and drug misuse).

Life expectancy: Males



74.6 years for Our Locality

73.23 years for Heathryfold

75.73 years for Northfield

77.1 years Aberdeen

84.89 years Braeside, Mannofield, Broomhill and Seafield North.

Life expectancy: Females



79.48 years for Heathryfold

82.88 years for Mastrick

87.02 years Balgownie & Donmouth.

Place

Slightly more than a fifth (21%) of people travel to their place of work or study by bike or on foot. In Aberdeen it is 27%.



21% Our Locality

27% Aberdeen

The following are priorities for local people;



Speeding traffic,
motorcycle
annoyance



Ensuring the area
is child friendly
with sufficiency
of playspaces and
activities



Reducing of general
antisocial behaviour,
including addressing
the misuse of drugs



dispelling the
negative perceptions
of the area



cleanliness and
attractiveness of the
environment



more shops

Significant infrastructure developments are either planned or underway. There are new housing developments in Manor Walk and on the site of the former Smithfield Primary School, the new Community Hub, the Haudagain Improvement Project and also the Aberdeen Treasure Hub.

