



Community Planning
Aberdeen

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



FOREWORD

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

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

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

Thanks for taking the time to read our Annual Report.



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

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INTRODUCTION



It is hard to believe that we are already at the end of year one of our ten year plan. We have laid the foundations for delivery of the actions within the Locality Plan, and I do hope you will enjoy reading about these in the pages that follow.

I would like to take this opportunity to thank all of our partners across the Community Planning Partnership. We will continue to achieve great things!

Highlights of this year have included, in particular, being selected as Finalists in the SURF Awards for Best Practice in Scottish Community Regeneration for “Middlefield – Scotland’s Most Improved Place”. In addition, we were also placed first for both Collaboration (Oldtown/Marchburn Working Group) and Improving Use of Resources (Heathryfold Park) in Aberdeen City Council’s Star Awards.

On a personal note, it has been both a pleasure and a privilege to serve during such an exciting and challenging year. I am moving on from my role as Locality Manager in August 2018. Your new Locality Manager is Martin Smith, and I know that he looks forward to another year of working together to ensure that our area is a place where all people can prosper.

MESSAGE REQUIRED FROM MARTIN





***Kay Diack, Locality Manager
(Outgoing)***

MAKING SENSE OF THE DATA

How to make sense of the data in this report

Under each priority within this report there is a section called 'Are our changes resulting in improvement?' These sections include run charts which have been prepared using the data available for the improvement measures within the Locality Plan. The purpose of the run charts is to display data over time and help us assess visually whether the changes we are making are resulting in improvement.

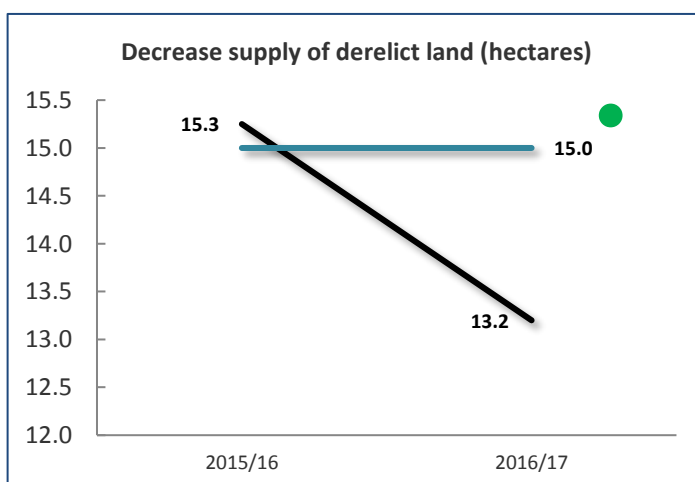
-  The black line shows CPA performance since the Locality Plan was published.
-  The blue line shows the improvement aim set within the Locality Plan for 2017/18 so we can assess if we are on track to achieve our improvement aims set for next year.

We have also used a traffic light system to help you see at a glance, where we think we are in terms of improvement. The significance of the variation in data over time will depend on the improvement measure **and** population size it relates to. For example, for some improvement measures a 0.5% increase may be very significant, whilst for others it may need to be a 5% increase to be considered significant.

In applying the RAG (Red, Amber, Green) we have taken a rounded view of performance, taking into account subject matter expertise, local context and consideration of progress towards our improvement aims to answer the question:

Are our changes resulting in improvement?

- Yes (Data shows improving trend and / or achievement of 2017/18 aim)
- Getting there (Data shows improving trend and / or on track to achieve 2017/18 aim)
- Not yet (Data shows static or declining trend and not on track to achieve 2017/18 aim)

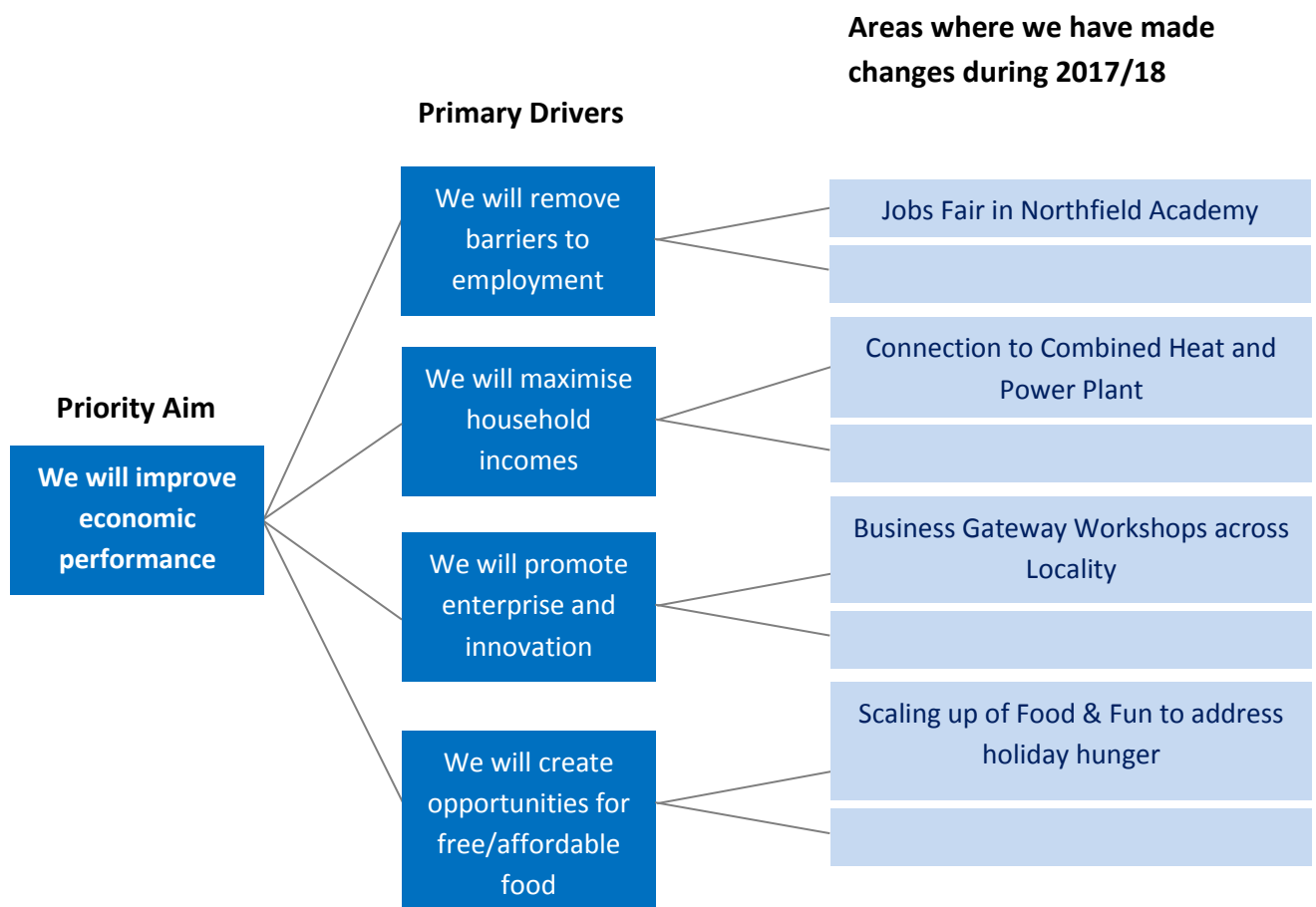


Appendix 1 to this report provides a narrative on each improvement measure provided by the data owners.

PROSPEROUS ECONOMY



Priority: We will improve economic performance



What key changes have we made?

Jobs Fair

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

Combined Heat and Power

The recently completed housing development at Provost Rust Row/Smithfield Gardens has been connected to the Combined Heat and Power Plant, as well as the Middlefield Community Hub. This will result in far more affordable access to utilities which in turn helps to boost disposable household incomes.

Business Gateway

In Autumn 2017, we supported Business Gateway to deliver 3 business start up sessions across the locality. This resulted in a new business for the area, providing baby massage. This then resulted in a successful Participatory Budgeting application and provision of classes at Middlefield Community Project. In addition, the business owner is now attending a networking event for women in business.

Food and Fun

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

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

So far, reported outcomes include:

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

It is critical to note that the partnership developed for this work has been absolutely pivotal, and without the support of CFine, Aberdeen Football Club Community Trust, Active Schools Aberdeen, Russell Anderson Foundation and Sport Aberdeen working in partnership with Aberdeen City Council, none of the aforementioned would have been possible.

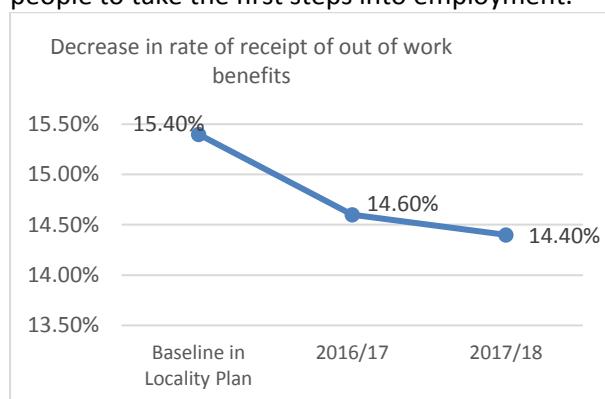
Are our changes resulting in improvement?

— Performance — 17/18 improvement aim

● Yes
● Getting there
● Not yet

Jobs Fair

We can demonstrate that there is reduction in the number of people in our Locality who are claiming out of work benefits. This is really positive and we will continue to build on supporting people to take the first steps into employment.



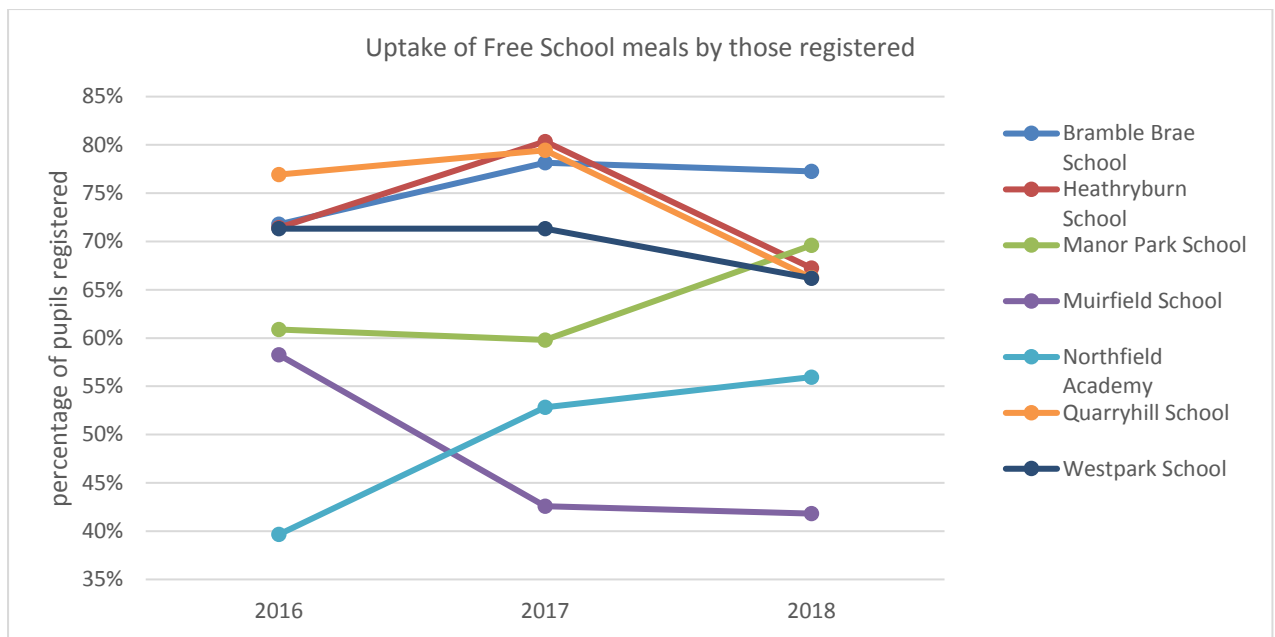
Combined Heat and Power

We now have 234 homes in Middlefield connected to the Combined Heat and Power (CHP) plant. Middlefield Community Hub is also connected.

ANY STATS ON HOUSEHOLD INCOME FOR AB16?

Food and Fun

We know that there are many children suffering from holiday hunger. We also know that uptake of free school meals is generally low. We wish to work on encouraging people in our locality, to ensure that all of those who are eligible are registered and uptake free school meals.



Improvement Project Case Study



Business Gateway

What is the Aim?

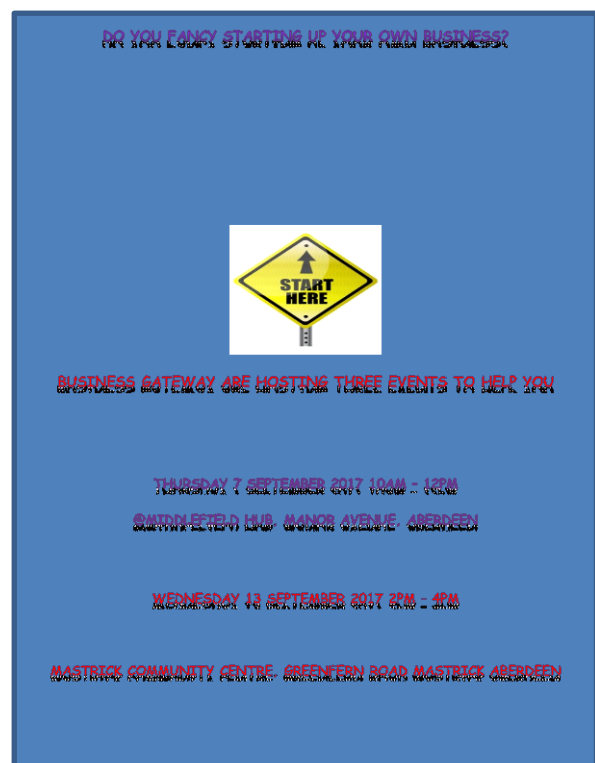
The aim is to improve access to business start-up and enterprise support services in priority localities in Aberdeen and to drive uptake from these areas, with a view to ensuring that priority localities' performance in terms of business start-up through the Business Gateway contract outperforms that of other areas.

How does this support prevention and early intervention?

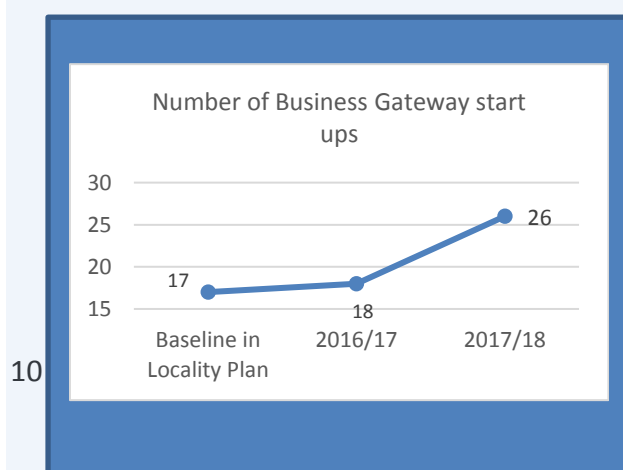
A key element of the proposal is to showcase start-up businesses from within localities so that residents can see what can be achieved and be inspired to progress their own ideas. This will act as a catalyst for encouraging people on to mainstream Business Gateway services, with the aim of ensuring that more mainstream provision is accessed by people from priority localities.

What changes are we currently testing?

The pilot activities will test new approaches to making business support services more visible to priority localities. Qualitative outcomes from the proposed activity will inform future service delivery plans through the Business Gateway contract.



Improvement data

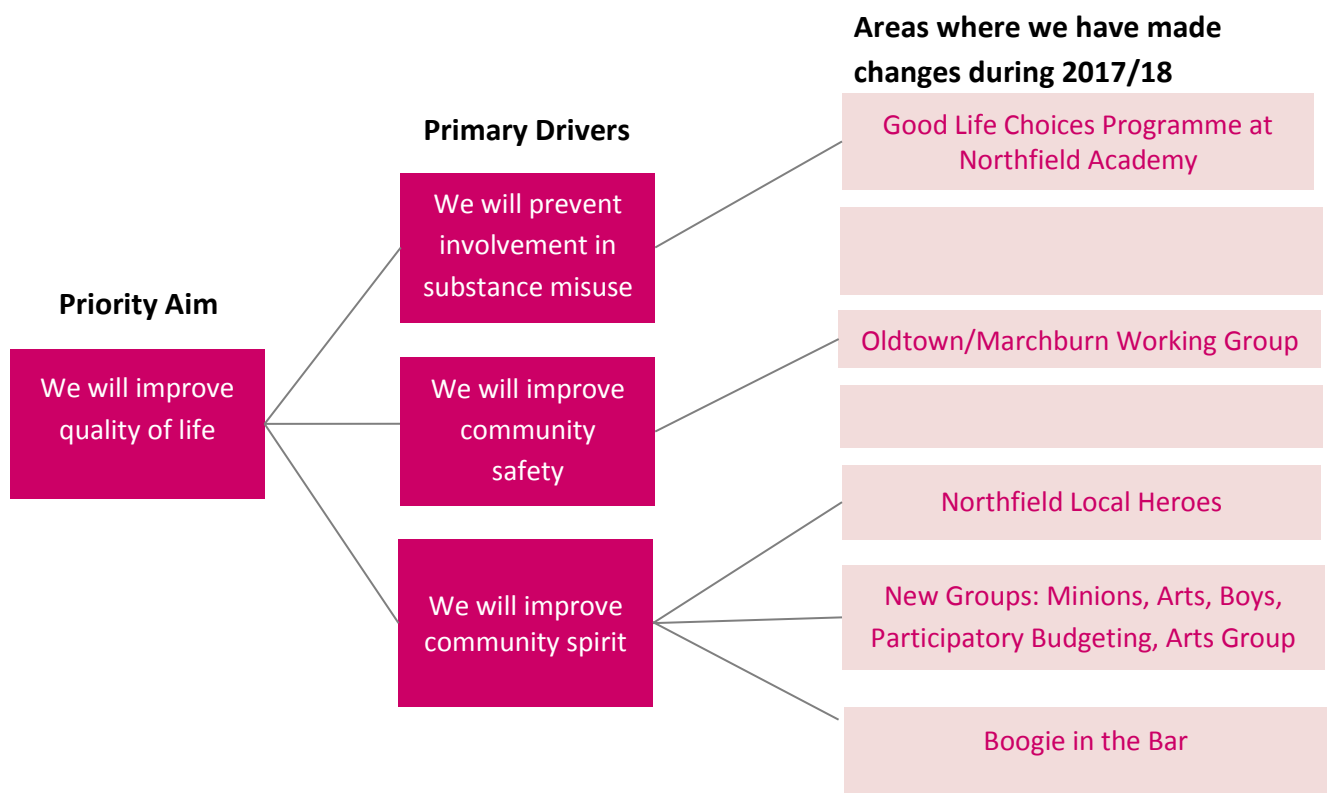


We can demonstrate that there is a clear increase in new business start ups in the locality. Three of these came as a result of the Business Gateway sessions held within the locality.

PROSPEROUS PEOPLE



Priority: We will improve quality of life



What key changes have we made?

Good Life Choices

This is an early intervention programme aimed at working with young people who may be at risk of becoming involved in substance misuse and to promote positive life choices. This programme was launched in Northfield Academy in Summer 2018 and is delivered by our partners Alcohol and Drugs Action and Aberdeen Football Club Community Trust.

Northfield Local Heroes

The main aim of the Local Heroes programme is to celebrate the how local people go above and beyond to make wider Northfield a better place to live and work for themselves, their families and the community as a whole. The year's activity culminated with 'The Very Best of Northfield' event in Summer 2017, where all the Heroes and Champions were recognised, and their efforts celebrated.

New Groups

- **Minions**

This group is made up of local volunteers who established their own parent and toddler group and have been supported by local staff. They are self-motivated and have successfully attracted external funding and raised their profile. The parent and toddler group are open for business 3 mornings a week. They work between Manor Park Centre and Cummings Park Centre.

- **Arts – Project Strive**

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

- **Bramble Brae Boys**

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

- **Participatory Budgeting (PB)**

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

The 2018 event resulted in 11 new projects being funded from the £18,000 pot, bringing a range of new activities and services to the area, including a lunchtime drama group for children, a dementia friendly disco, a new community café and an extension to provision to veterans.

Boogie in the Bar

After the success of Boogie at the Bar at the Foundry we now have our very own event in Northfield at Sunnybank FC Social Club. This is a dementia friendly disco aiming to have fun, tackle social isolation and promote positive mental health and wellbeing. The Sunnybank Social Club agreed to host the disco on a Friday afternoon, once a month. It is free of charge and is supported by staff and volunteers who have been through their dementia awareness training or have an understanding of what it means to be dementia friendly. Those who attend will be able to dance, have a drink, a light lunch and a blether in a safe and friendly environment! Boogie in the Bar at Sunnybank takes place on the first Friday of every month. Partners involved in the project are CLD community development officer, health and wellbeing coordinator, AFCCT, Sunnybank FC social club and local volunteers.

Are our changes resulting in improvement?

— Performance — 17/18 improvement aim

● Yes
● Getting there
● Not yet

Good Life Choices

This programme has only recently launched. So far, 12 young people have engaged with an accredited programme which will run for 3 hours, once a week for 12 weeks. Each session will comprise education and diversionary activities, including sport, art, music or drama. Education activities will cover topics to build resilience, increase awareness of lifestyle factors, and explore future aspirations.

Northfield Local Heroes

The feedback shows that the Local Heroes programme has helped increase community spirit, with almost 80% of people reporting that the programme and event had made them want to become more involved in their community. One respondent felt that “The event highlighted all that is good about Northfield and instilled and encouraged community pride and volunteering”.

This year’s programme has, so far, highlighted 14 local people, ranging from 15 to over 70 years old, who have all been nominated for the extra effort they put in to making their community the best that it can be. Using a social media platform to publicise these dedicated people means literally thousands of people can congratulate the heroes on their achievement. The combined lifetime reach of all local hero posts on Northfield Total Place Facebook from August 2017 to now is over 59,000.

New Groups

Evaluation of the 2016-17 PB projects show that over 1000 local people have participated in, and benefitted from, the new projects funded by PB and many of them did so on an ongoing weekly basis. Over 70 locals also volunteered in these projects and again, many continue to do so.

In November 2017, the area was awarded another £18,000 to be distributed via a PB process. The 2016/2017 steering group attended a central, city-wide group who were looking to manage the process for all areas. Feeling confident that they could take on another round of PB, the 2017 steering group decided that they would prefer to manage the local process themselves, and this decision was upheld by the central, city-wide group. Their clear grasp of the process and understanding of local priorities and needs encouraged three new members (from the city-wide group) to become part of the local steering group.

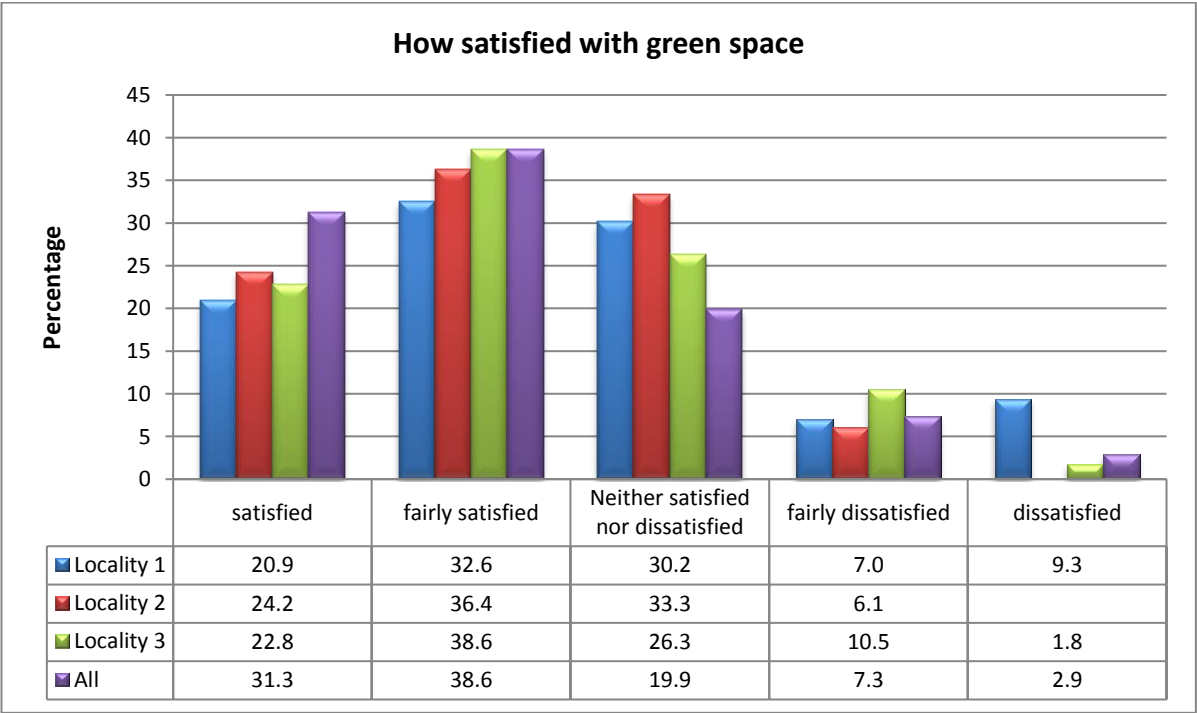
Evaluations from the steering group showed that the members felt an increase in ‘confidence to contribute’ and the feeling that their ‘views are being heard and forming part of the discussion’. Another positive outcome for the group was an increase in ‘relationship building with staff, partners and other community members’. Comments show that the collaborative decision making done within the group is a rewarding experience for the group.

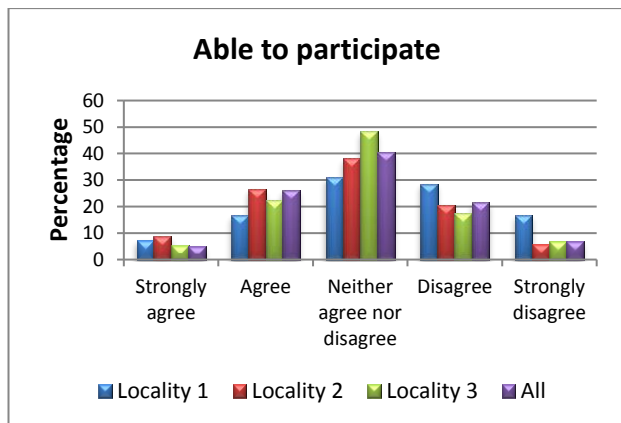
Feedback from the event was very positive with over half of the people present felt more able to influence decisions in their area because of the event. It also inspired new project ideas in almost two thirds of those present.

Boogie in the Bar

Approximately 50 people from the nearby care homes and the local community regularly enjoy a fun afternoon. From Jimmy Shand, Elvis, The Beatles to Status Quo, the participants dance in their chairs, on the dance floor or sing along reliving their youth. One of our favourite quotes is **“Thanks for inviting us. We never get invited anywhere. I’ve had the best day ever”**. One care worker said “They are still talking about it a week later. They absolutely loved it.”

The happiness is clear to see in this lovely photo.





Improvement Project Case Study



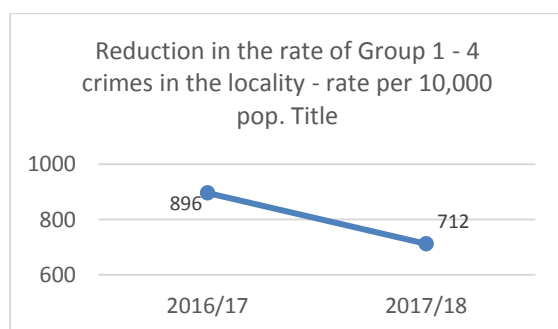
Oldtown/Marchburn

What is the Aim?

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

How does this support prevention and early intervention?

Costs being generated by management of crime and antisocial behaviour will be reduced as crime levels drop. Early intervention work is very important and Police Scotland has personnel with this remit.



the previous year. This work resulted in winning an Aberdeen City Council Star Award for Collaboration.



What changes are we currently testing?

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

Improvement data

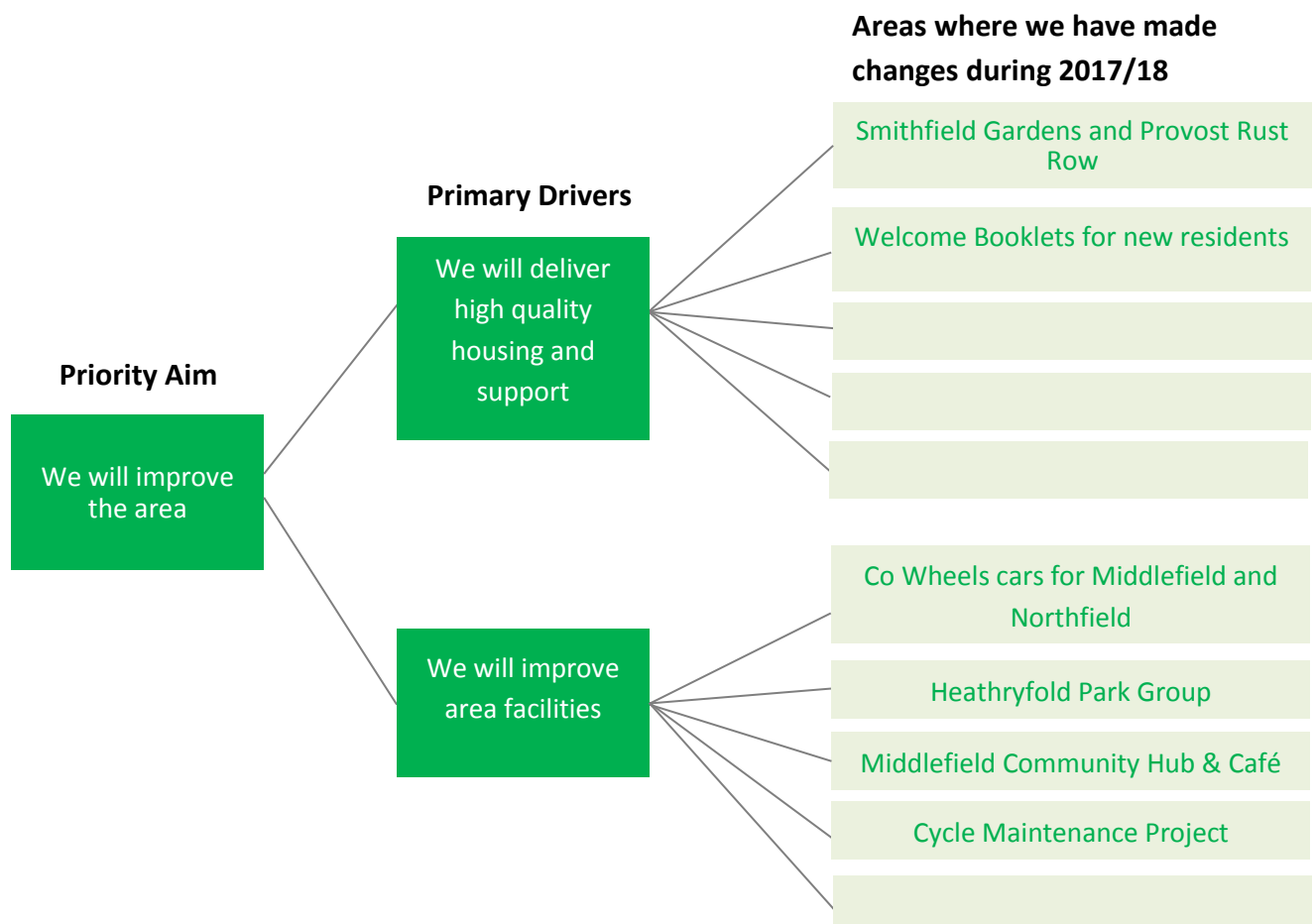
Community Safety Hub data demonstrates that reported crime, youth disorder, antisocial behaviour and wilful fireraising has **reduced by 75%** when compared to the same time period from



PROSPEROUS PLACE



Priority: We will work together to improve the area



What key changes have we made?

Smithfield Gardens and Provost Rust Row

We have completed and allocated 99 new units. These units comprise a mix of two storey dwellings and three/four storey flatted blocks.

Welcome Booklets

We now have a Welcome Booklet for all new tenants moving into the Smithfield Development, offering information about local services in the area, for example local parks, shops, doctors, schools, community centres and churches. These are also available for collection from Manor Park Community Wing.

Co Wheels cars

Co Wheels is an independently-owned car club, providing low emission, hybrid and electric cars on a pay-as-you go basis for organisations and communities.

Heathryfold Park Group

Eight community members and three local elected members have now formed a steering group on the £1.546 million Middlefield greenspace project. They meet monthly and are working with the Project Team regards decision making. The group have been developing their committee skills and will look to formalise once they have increased the group numbers. They have developed their own social media page and are attracting followers week on week.

Middlefield Community Hub & Café

Access to public services has much improved since the new Community Hub opened, and within the hub is a community café. It is run by the Management Committee, and through a very short time, it has developed into a real heart for the community, as a general meeting place, and also a place where elderly and isolated people can meet to eat.

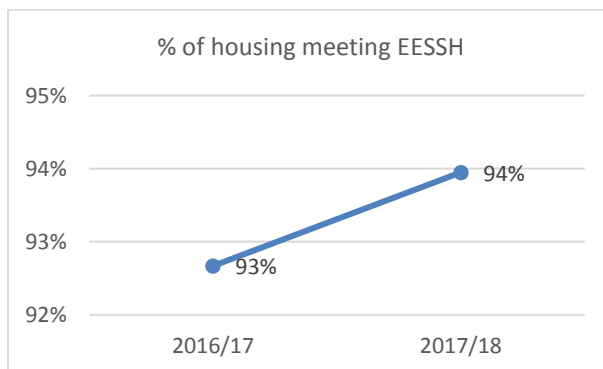
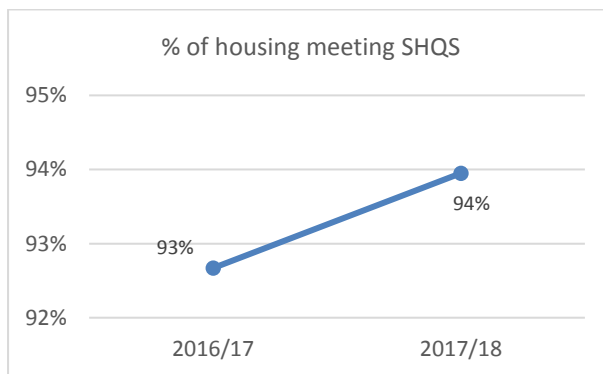
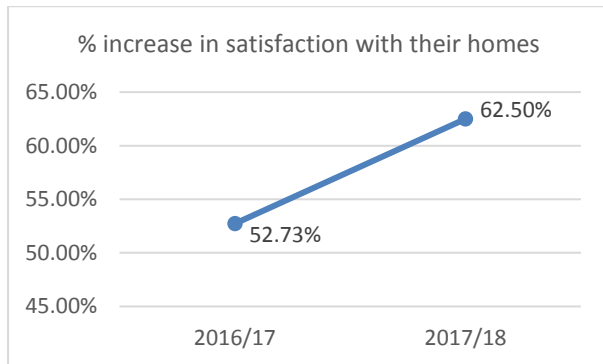
Are our changes resulting in improvement?

— Performance — 17/18 improvement aim

● Yes
● Getting there
● Not yet

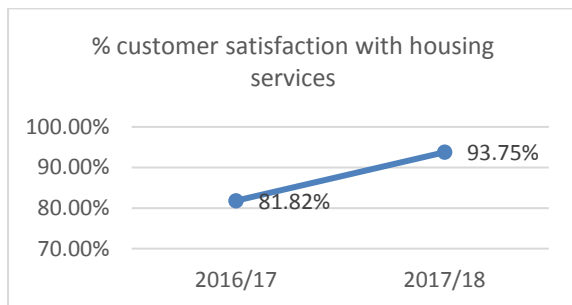
Smithfield Gardens and Provost Rust Row

These properties are now fully occupied. Anecdotal feedback is very positive.



Welcome Booklets

Three tenants from the first 12 allocations completed evaluation questionnaires stating that this was a useful resource.



Co Wheels cars

There are now three such cars available for the community to use in the locality.

Heathryfold Park Group

They have agreed to prioritise some verge protection at the Heathryfold side of the greenspace and have been out visiting play parks to get inspiration for the new play areas to be installed in the park.

They are working with Station House Media Unit (SHMU) to deliver a community newsletter which will inform the local community of the developments in the park and for the first time, the SHMU community magazine will be delivered to the Heathryfold area.

They have been on a litter pick with the new community ranger and are going to ask the schools to develop a logo for the new park after the summer holidays. They will be planning community activities within the park once it has been formally opened.

Middlefield Community Hub & Café

The new Community Café provides support to 10 local volunteers and is open 6 days a week. The menu is varied, home cooked and, importantly, affordable. The community, at the time of design and development, decided the health was an important priority, and therefore no chips or fizzy drinks are available on the menu.

Improvement Project Case Study



Cycle Maintenance Project

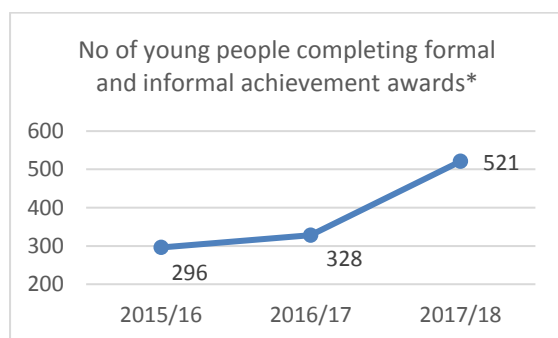
What is the Aim?

The project aims to increase life skills and employability prospects and improve accessibility to bicycles in the locality.

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

How does this support prevention and early intervention?

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

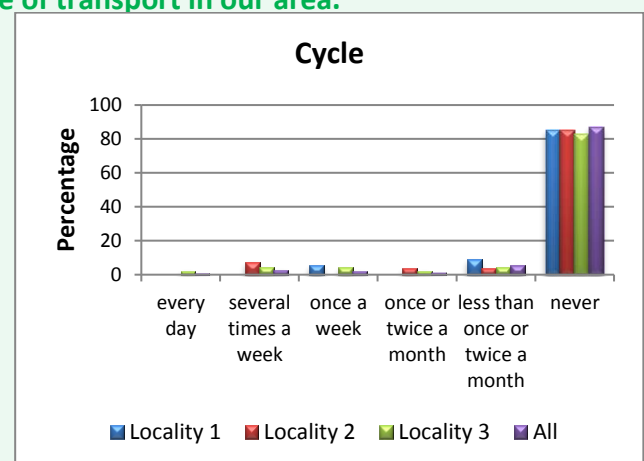


Improvement data

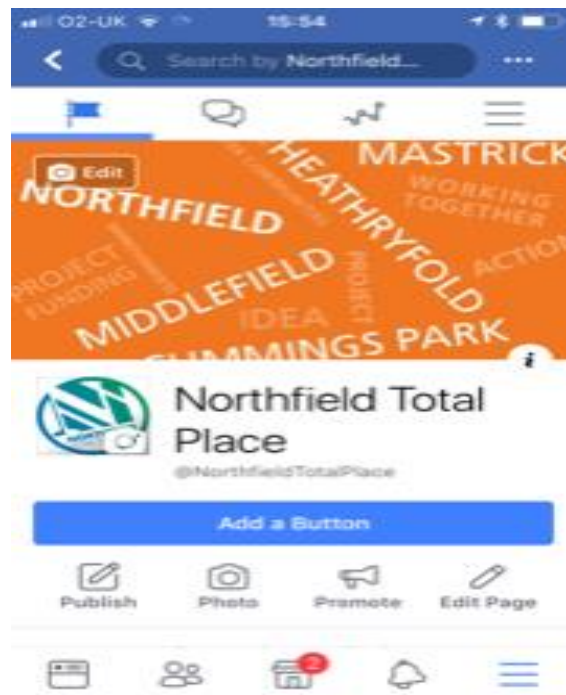
We know that cycling is not a common mode of transport in our area.

What changes are we currently testing?

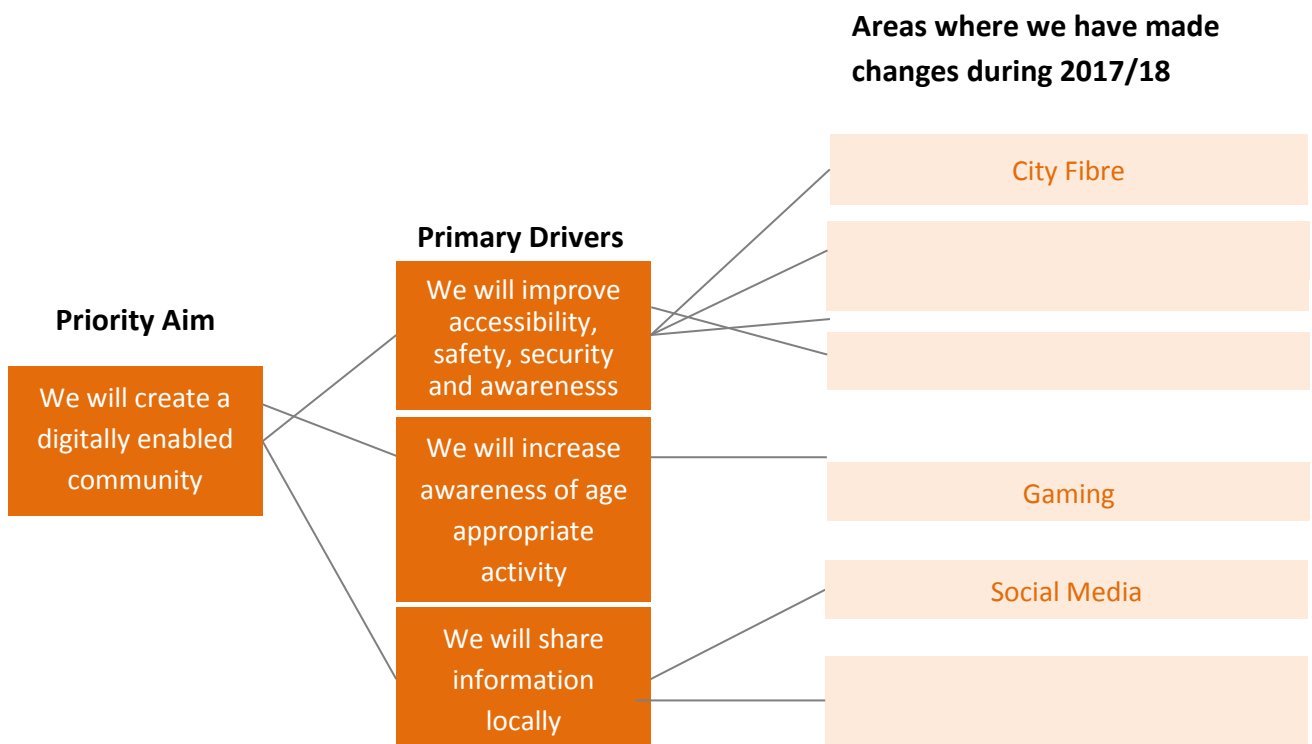
We are testing the demand for a diversionary project in cycle maintenance which will result in accredited awards for participants, as



ENABLING TECHNOLOGY



Priority: Creating a digitally enabled community



What key changes have we made?

City Fibre

The work is being delivered by GCU Ltd on CityFibre's behalf, starting with Cummings Park, with Smithfield starting shortly. The company will use modern build techniques to deploy the network quickly, while working closely with the council and local communities to ensure a fast and successful roll-out with minimum disruption to residents.

Gaming

We have developed a questionnaire for use with parents, in order to gather data on gaming habits amongst children and young people. This will be launched with families during Autumn 2018.

Social Media

We are using our social media channels heavily to promote the locality, our work and our people.

Are our changes resulting in improvement?

— Performance — 17/18 improvement aim

- Yes
- Getting there
- Not yet

City Fibre

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

Gaming

This is a new piece of work and will commence in August 2018 with a parental questionnaire followed by awareness raising sessions.

Social Media

In 2016/17 we had 728 “Likes”. This is currently 952.

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

We work in a very kind hearted community. Our largest reach over the year was for a frozen teddy bear who was lost between Christmas and New Year at Byron Square. This post had a reach of 12,249 people trying to get him home in time for the bells!



Gaming

What is the Aim?

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

What changes are we currently testing?

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

How does this ensure prevention and early intervention?

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

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



Improvement data

Not available at present.

Locality Partnerships

Torry Locality Partnership



Colin Wright, Locality Manager

The Torry Locality Partnership has been recently established. The successful delivery of the Locality Plan for Torry will require a number of partners and the community to work together to develop actions against priorities. Strong leadership is essential for its success and the Locality Partnership has been established to manage and oversee the plan.

Membership

- 1 Aberdeen City Council Representative
- 4 Community Representatives
- 1 Police Scotland Representative
- 1 Big Noise Representative
- 1 AHSCP Representative
- 1 ACVO / Third Sector Representative
- 1 Active Aberdeen Partnership Representative
- 1 Local Head Teacher
- 4 Local Councillors

Cummings Park, Heathryfold, Northfield, Mastrick and Middlefield



Kay Diack, Locality Manager

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

Membership

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

Woodside, Tillydrone and Seaton



Paul Tytler, Locality Manager

The Locality Partnership is working to develop leadership on locality planning activity to achieve improved short, medium and long term outcomes for the locality. Through the ongoing development of the Locality Plan, an ambitious vision has been set reflecting the aspirations of the local community. Working in partnership is essential for these aspirations to be delivered.




Membership

- 4 Community Representatives
- 6 Elected members
- 1 Social Enterprise rep (Station House Media Unit (SHMU))
- 1 Community Organisation Representative
- 1 Youth Council Representative
- 1 Aberdeen City Council Representative
- ACVO
- 1 NHS Representative
- 1 Police Scotland Representative
- 1 Local Head Teacher

Key Contacts

For all enquiries in relation to this report, or about Locality Planning, please contact the Locality Team in the first instance by emailing: “Insert email here”

Locality Managers

Torry	Tillydrone, Seaton, Woodside	Northfield, Mastrick, Middlefield Heathryfold, Cummings Park
		
Colin Wright	Paul Tytler	Kay Diack

Locality Team
