

Aberdeen City Locality Plans 2017-2027



Community Planning
Aberdeen

Cummings Park, Heathryfold, Northfield, Mastrick and Middlefield

Approximately

20,500

people live in the Cummings Park, Heathryfold, Northfield, Mastrick and Middlefield area.

Our assets

Within the area, there are many green spaces, a community Hub, Aberdeen Treasure Hub, community centres, schools and places of worship providing opportunities for education, exercise and social contact across the ages.



Challenges within our community

Compared to other areas in Aberdeen, people living in this community have –



Poorer health
among older
adults



Shorter life
expectancy

7 years shorter
on average



Lower educational attainment

1 in 3 adults have
no formal
qualification



Child Poverty

46% v 18%

East Middlefield Aberdeen City



Average lower income levels

£17,442 Middlefield
£24,375 Heathryfold
£30,735 Aberdeen City

Community Voice

You have said you want to see:

Better access to health services

Better internet access
and use of technology
in the area

Better opportunities to go
outdoors – cleaning up,
repairing play areas and
making them safe, fixing
potholes, increasing dog
waste bins

More developing and engaging
of our young people

Better links with
employers

Creating opportunities for
more shops in the area



Your Priorities

Our People



1. Better access to services

We will work with the community to improve access for local services, focussing on the following areas:

- a. Stopping Smoking
- b. Drug abuse
- c. Alcohol issues
- d. Anti-social behaviour and crimes
- e. Mental health problems

How we will achieve this together

We will work together to increase access to local services for the people most in need, and increase training and educational opportunities for anyone who needs them. We will offer intensive family support and help to families who need it most.

What we will achieve together

- Reduce the rate of hospital admissions as a result of alcohol and drugs
- Increase access to stop smoking, alcohol, drugs, antisocial behaviour, mental health and family services
- Increase the number of people taking part in community activities

2. Community engagement and participation

We will work together to help people to feel included in their community. We will support and help people to develop and grow community projects.

How we will achieve this together

We will work together to use local assets (e.g. skills, knowledge, connections and potential in a community) to develop new or existing projects or groups e.g. Circles of Community, The Allotment Market Stall and so on.

What we will achieve together

- Deliver projects to build on strong community spirit
- Increase the number of people participating in community activities

Our Place



3. Improve Housing

We will work together to improve housing for all of us in the community.

How we will achieve this together

We will find out what is needed to make our homes better (e.g. warm, dry and the right size) and work in partnership with the council, housing associations and building companies to ensure that our new and existing homes meet these needs.

What we will achieve together

- Improve the quality of new and existing homes in the community
- Ensure that everyone is living in warm, dry, right sized and affordable homes

4. Travel and Transport

We will work together to improve road safety and get more of us walking and cycling, and using public transport.

How we will achieve this together

We will improve road safety to make it more appealing and safe for us to walk and cycle in the area. We will also work with the council and bus companies to improve public transport within the community.

What we will achieve together

- More of us will want to and feel safe walking and cycling
- Affordable public transport to get us where we need to go on time

5. Environment and Facilities

We will work together to have clean and well-maintained places to go in our local community.

How we will achieve this together

We will look at ways to improve our community spaces and facilities, and encourage everyone to keep our community clean.

What we will achieve together

- Local facilities and parks will be well used and enjoyed by everyone in the community
- Reduced waste in the community

Your Priorities

Our Economy



6. Employability and Income

Working together we will improve and increase job opportunities from a young age. Working together we will increase incomes for people in our community.

How we will achieve this together

We will support families to improve reading and writing skills to help our young people to have the best start in life. We will work together to identify, support and raise awareness of education and employment support services, including money advice services. We will use local assets to increase job opportunities and encourage self-employment and entrepreneurship.

What we will achieve together

- Improve reading, writing and number skills in young children and their families through programmes such as Parents as Early Education Partners (PEEP), Early talk, Book Bug and Talk Boost.
- Increase the number of school leavers going on to further education, training or employment
- Increase the number of new business start ups
- Increase the number of people getting jobs
- Increase self-employment opportunities, in particular in childcare
- Increase affordable local childcare to further support families in returning to work.
- Increase the number of people accessing money advice services

See Appendix 1 for:
**What Works? -
Evidence of Effectiveness**

7. Shopping

We will improve access to and availability of shops in the area.

How we will achieve this together

We will improve road safety to make it more appealing and safe for us to walk and cycle in the area. We will also work with the council and bus companies to improve public transport within the community.

What we will achieve together

- Increase the number of people, including families, having access to affordable and healthy food
- Improve access to shops for people living with a disability

Our Technology



8. Computers and Internet

We will improve access to computers and the internet which we can use to share local information.

How we will achieve this together

We will work together to improve internet access across the community. We will provide training in computer skills for all, with a focus on internet safety and security for our local children and young people.

What we will achieve together

- Increase the number of homes with access to the internet
- People will have the skills to use computers and the internet safely
- Development of an online website where local information and communications can be found