Woodside, Tillydrone and Seaton

Draft Locality Plan 2017-27

Community Planning Aberdeen

ABERDEEN CITY COUNCIL
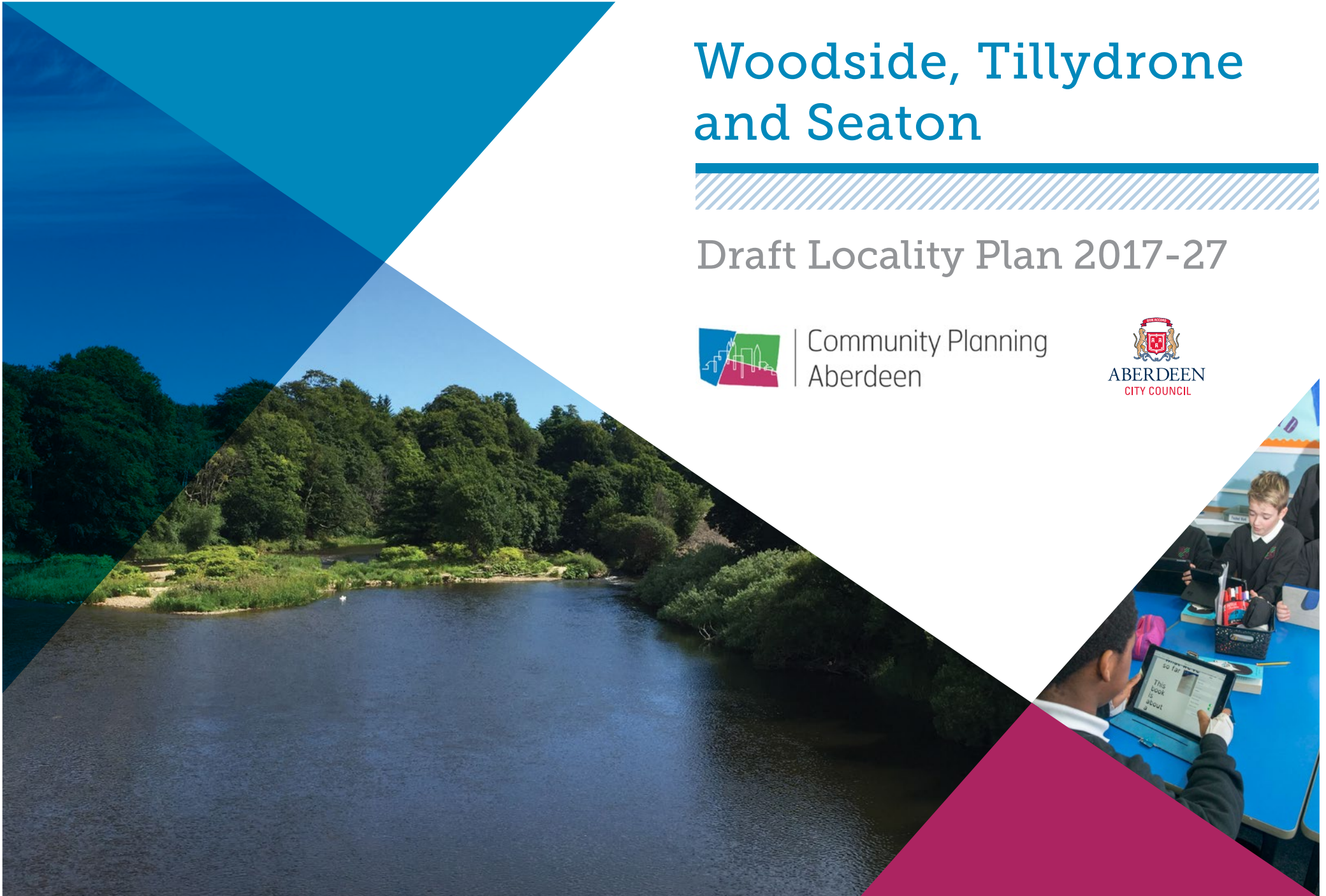
Dear Reader

During 2016, Community Planning Aberdeen started drafting a Locality Plan for Woodside, Tillydrone and Seaton, which sets out the vision of local people for the area. It identifies the priorities of the community and early ideas for making improvement.

The priorities have been developed in partnership with Woodside, Tillydrone and Seaton residents who have put forward their views and ideas through a range of events, consultations and focus groups over the last couple of years.

The Plan is very much a draft and will be developed further through discussion and debate in the community over the coming months and taken forward by the Locality Partnership being established.

The Locality Partnership will manage and oversee the plan and ensure it delivers change for Woodside, Tillydrone and Seaton, by working in partnership with the community and a range of third sector, private and public services partners. At least 50% of the Partnership will be members of the community and we are about to begin recruiting for community representatives and hope to have first meeting of the Partnership during April 2017

Key Points:

- This draft plan was endorsed February 2017 by Community Planning Aberdeen as a living document and draft which will be developed further by the community and taken forward by the Locality Partnership which will report back to the community and Community Planning Aberdeen;

- This draft plan will be considered by the Council on March 15th;

- We are about to begin taking early comments and feedback on the plan through distribution and discussion across the community;

- We will be working with groups and organisations throughout the coming months to further refine and develop the plan, with the Locality Partnership taking a leading role in this.

Contents

Introduction

Tillydrone, Woodside and Seaton are up and coming areas within Aberdeen with a strong sense of community spirit and a wide range of assets. Woodside recently celebrated 125 years since becoming incorporated in the City of Aberdeen yet still maintains a strong sense of community and identity.

The vision and strategic priorities set out within this ten year Locality Plan provide a clear focus for the future to deliver improvements on those areas where further work is required to ensure people in these communities and young people in particular, have equality of opportunity to develop their full potential.

The aim of the plan is that it brings together everyone who has an impact in delivering against these priorities – a wide range of services across the City Council, but also partners in health, police and other public partners. Essential elements in delivering the plan are both the community projects and networks and third sector providers who deliver services in the area. Across Tillydrone, Woodside and Seaton, there are a significant number of long established community projects which we will work with in delivering the plan. These include the regeneration networks in Woodside and Tillydrone as well as the following:

Fersands and Fountain Community Project
Woodside Fountain Community Centre
Tillydrone Community Flat
Printfield Project
Aberdeen Lads Club
Lighthouse
M26
STAR Flat

Seaton Project
Seaton Rehab
St Machar Parents Support Project
Tillydrone Community Centre

This plan is based on discussions and events which have taken place with community residents, community organisations and service providers across the locality, including the planning event at St Machar Academy on 8th October 2016. The priorities from that event have been circulated and further discussed with a range of groups across the locality. It also links with the Aberdeen City Local Outcome Improvement Plan (LOIP) as well as the Strategic Assessment for Woodside, Tillydrone and Seaton.

There are a number of significant developments across the area including the potential new school in Tillydrone, the redevelopment of Station House Media Unit, a new community hub in Tillydrone, the Community Hydro Facility and digital projects with the University.

Our Vision

'A place where all people can prosper'

- the vision for Aberdeen City.

The vision for our locality is a place where all the residents feel engaged, listened to and informed about decisions made. It's a place where the environment is clean and safe for both children and adults to enjoy. It's a community where the local young people feel engaged and are supported to further their education and have job prospects after leaving school. Local community capacity is increased to further the local needs of individual areas and creates opportunity for first steps back to work. This view of improved joined up working was summed up in a comment at the Locality Planning event at St Machar Academy on 8th October 2016 as follows:

'Stronger partnership working to ensure community needs are met in the right place, at the right time, for the right people'

Community Engagement – what the community says

The people of Woodside, Tillydrone and Seaton describe their area:

" **Good schools** QUIET

PEOPLE CARE ABOUT COMMUNITY

strong community spirit - people look out for each other

vibrant people

community councils that listen

multi-cultural

Lots of play areas

Growing community, with lots of families

Lots of walking areas

CLEAN

SAFE

friendly "

Community Engagement – what the community says

Imagining Aberdeen

Aberdeen City Council asked Children's Parliament to work with children to imagine Aberdeen as a city where all children are healthy, happy, safe and doing their best. This is an extract from the report on phase one of the project with children from Riverbank Primary School.

LIFE AT HOME

Children have been talking about the importance of family. They have considered what help families might need and how to make Aberdeen a good place for families.

As you read this poster ask yourself: What can I do to support families in communities across the city?

Families are important because...
they are always there for you.
they allways listen to you.
they keep you entertianted.
You get to annoy your brother.
they keep encourage you.
You save.
they look after you when times difficult.

They love me!
They love you no matter what.
They help you do stuff and encourage you.
They feed you and care for you.
They hug you and tell you bedtime stories.
They take you places.
They listen to you.
They keep you safe and stop you doing anything dangerous.

Families are important because:

A family needs help in hard and sad times.
Some families need more money.
Some families need more food.

FAMILIES

Every family should have a home and garden.
Pick up dog poo.
More parks and play parks.

What help or support do families need?

A befriender can help a family.
Adults need a job.
All families need good nurses + doctors.
All families need good schools for their children.

How can we make Aberdeen a good place for families?

Our community should be safer.
More Police.
More fun for families.
No more drugs and alcohol.
No more racism.
No more setting fires.
Build more houses not offices.
Stop bullying.

How we will work together

Our Locality Partnership will work with existing networks including Woodside and Tillydrone Network and emerging groups in Seaton and consist of representatives from:

- Community
- Police Scotland
- Aberdeen City Council
- Schools
- Third Sector
- Health and Social Care Partnership

A Locality Partnership will be established for each of the Localities to provide local leadership of the plan development and scrutinise overall delivery of progress against improvements.

The Locality Partnerships will have a critical role in facilitating effective joint working between local staff and communities to ensure that delivery of the Locality Plan remains on track and any barriers to effective partnership working are removed. This signals a big change from the traditional planning approach to one which actively seeks out different perspectives and shares responsibility for the success and leadership of the plan across partners and community. This approach is consistent with the communities desire to have increased local influence and control over decision making.

The successful delivery of this plan will require a number of partners and the community to work together to develop action against priorities by analysing evidence of what is working elsewhere, taking risks, piloting and scaling up new ways of working as well as looking at creative ways to resource key actions.

The membership of the Locality Partnership will have at least 50% Community representation and the makeup and recruitment of this will be determined by the community with support from SCDC during the first quarter of 2017 and a rolling programme of support and development will be a priority.

We also recognise that the wider community need to have opportunities to participate in the development and delivery of the plan and we will work with existing local networks, develop regular stakeholder events, community survey's, use digital platforms for engagement as well as developing new ways of engagement as we develop.

How will we know we are getting it right?

1. Our actions will speak louder than words
2. We will have robust reporting against the performance measures which will be clearly communicated, where we are achieving improvements we will celebrate success together and where we not achieving our goals we will increase focus and try out solutions
3. We will try new things, We will learn from our mistakes and we will never give up
4. The Community will feel increasing engaged and involved in the process and we will increase the number of people involved

Our Priorities

These priorities have been developed from the locality planning event at St Machar Academy on 8th October 2016 with follow-up consultation in the community to ratify and develop them.

Our People	Our Place	Our Economy	Our Technology
• Communities are inclusive and safe • Improve health and wellbeing with increased access to healthy food	• To improve transport options • To improve play and public spaces and access to fit for purpose community facilities • To reduce fly-tipping and litter • Ensure high quality housing	• To improve employment opportunities	• To improve access to free wifi • To improve digital skills

Our People

The population of Tillydrone, Seaton and Woodside, and indeed that of Aberdeen City, has risen sharply over the last decade and in 2014 the population of the neighbourhood was estimated at just almost **14,000**; an increase of 12% from 2002.

Population projections based on past birth, death and migration patterns indicate that this trend will continue, however given the current economic climate and recent political developments, there is some degree of uncertainty as to the accuracy of these projections.

The population of Tillydrone, Seaton and Woodside is very diverse, with around a **quarter** of the local population born in a country other than the UK. In particular, more than a **fifth** of the population of Tillydrone were born in another European country – mostly Poland. Linked to this diverse population, a language other than Scots or English is commonly spoken within homes in the locality, and a sizeable proportion of our resident population have some difficulty with the English language. Not only does this present a challenge for the education of both children and adults alike, but it also presents a challenge for public services when engaging with the local community.

Seaton, Tillydrone and Woodside are very family-orientated neighbourhoods and children make up more than **17%** of the combined population. Demand for Early Learning and Childcare is high, and is projected to rise considerable in coming years as the local authority seeks to implement government's commitment to almost **double** the number of funded hours available to all 3 and 4 year olds, and eligible 2 year olds, with an ambition to roll out funded provision to all children aged between 1 and 4.

Generally, people living in Tillydrone, Seaton and Woodside – across all age groups – have poorer life outcomes than peers from less deprived areas of the city; academic attainment tends to be lower, earnings potential lower and life expectancy shorter.

Population projection growth by 2037
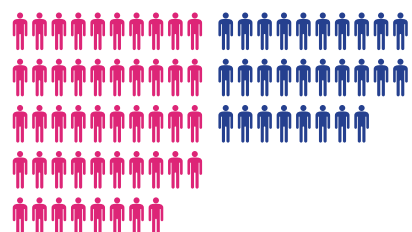
48% Our Locality
28% Aberdeen

Life expectancy for men living in Woodside is almost 9 years less than for men living across the City, for females it's over 6 years.

Life expectancy: Males

72.4 years
Seaton

73.7 years
Tillydrone

68.2 years
Woodside

77.1 years
Aberdeen

Life expectancy: Females
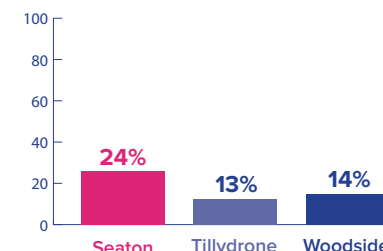
77.1 years
Seaton

78.8 years
Tillydrone

74.9 years
Woodside

81.2 years
Aberdeen

24% of the population of Seaton are aged 16 - 24, in Tillydrone its 13% and in Woodside its 14%.

	24%	13%	14%
	Seaton	Tillydrone	Woodside

10% of the population of the locality have some difficulty with the English language?

10%

OUR PEOPLE

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
Community Priority - Communities are inclusive and safe							
We will build on our strong community spirit and the potential of individuals and families to develop community action Tillydrone, Seaton and Woodside has a positive identity and people feel they belong	There are groups and networks that strengthen the sense of community People are empowered to improve their area and maximise local assets Communities are involved in designing and delivering services	ACC Community projects Third Sector CPA H&SCP Police	No of Local Heroes identified No of Events No of New volunteers % of volunteers feeling able to contribute to their role % of residents aware of community activity % of residents				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
			accessing digital information about the community				
			Increase in number of new projects				
			Value of external funds attracted to locality				
Enhanced social cohesion and socially sustainable communities

People feel able to participate in decisions and help change things for the better | We will work in new ways to ensure engagement of all sections of the community

Delivery of Participatory Budgeting | ACC Schools Community projects Third Sector CPA H&SCP GREC Police Scotland | No of intergenerational projects delivered

% older people feeling less isolated

No of ESOL Learners% participants completing ESOL

No of multi-cultural projects | | | | |

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
			% of community feeling more integrated Funding allocated to PB Projects				
			% of residents having influence & sense of control of shaping the Locality				
			% of residents participating in Locality Planning				
			% of eligible population voting in PB				
We will improve community safety to keep people safe from harm	We will reduce levels of domestic violence in our communities through special partnership operation including improving accessibility of services to support and advise victims of abuse, training and raising	Police Scotland ACC Third Sector Priority Families Community projects	Decrease in Domestic violence Incidents reported				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
	awareness of local people and service to identify and respond to risks, and use of enforcement. We will establish a Priority Families service team in the locality and prioritise its services for local families.						
We will prevent and reduce the levels of substance misuse in our community	We will deliver added value, innovative early intervention and prevention measures for those at risk of alcohol and substance misuse Develop appropriate community interventions and local alcohol support groups. We will train local projects to deliver alcohol brief interventions and make onward referrals to drug and alcohol services Ensure commissioning from the AHSCP is community needs led	H&SCP ACC Community Projects ADP	Number of new Initiatives delivered Increase number of alcohol brief interventions carried out locally % reduction in hospital stays related to alcohol misuse % reduction in hospital stays related to drug misuse				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
Community Priority Improve health and wellbeing with increased access to healthy food							
Sustainable food provision will be developed	Increase uptake of free school meals and breakfast clubs during the year which will includes school holidays. We will develop community food provision to help tackle food insecurity We will develop sustainable food provision by identifying land options for food growing, linking this to a local TAMS (market stall concept) providing cheap healthy food locally	ACC Community Projects Cfine Schools	% Increase uptake of free school meals % of eligible young people accessing free school meals				
We support wellbeing and resilience in communities through physical activity and sport	Communities are actively engaged in the development of sport and activity opportunities, improving access to facilities out with the locality	ACC Active Aberdeen Sport Aberdeen Schools Community Projects	% increased uptake in activity levels among young people and the wider community				
Priority – We will close the attainment gap							
We will close the attainment gap	We will develop the Tillydrone Hub to support the new school and provision to	ACC Schools Community	Reduce the attainment gap between the				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
	deliver additional Childcare and Early Years Places whilst linking to local job opportunities in childcare. Free childcare places are advertised thorough local networks to improve take up and childcare is flexibly available when parents need to access it, which may require looking at non-standard hours due to working patterns Develop appropriate local responses to Early Years needs by delivering interventions such as PEEP, ESOL and Book Bug Develop bespoke and targeted inclusion and attainment initiatives taking a whole community approach, to tackle disengagement at S1 and improve positive destinations from St Machar Academy.	projects Third sector	highest and lowest achieving 20% Decrease Unauthorised absences Improve attendance % of children within each SIMD quintile will have successfully achieved CFE third level literacy and numeracy				

Our Place

Seaton, Tillydrone and Woodside are all neighbourhoods that sit to the North / North West of Aberdeen City Centre. The neighbourhoods are, in general, characterised by low cost, often socially rented, accommodation. Collectively, Tillydrone, Seaton and Woodside make up one of the most deprived areas of the city.

There are extensive areas of open and wooded land in the locality, and Seaton Park is a much loved and well utilised park, but the general feeling is that the area and its residents would benefit from a large scale clean-up of open space.

Substance misuse is a concern to local residents, and carelessly discarded drugs litter presents a risk to public health, albeit in reality that risk is very small. Discarded drugs litter often generates fear, anger and frustration, and the presence of drugs litter highlights the wider problem of drug misuse within this community.

Transport is a major contributor to carbon emissions and in Aberdeen there is an exceptionally high level of car ownership and usage which contributes to areas of poor air quality. It is a vicious circle – poor air quality and poor road safety discourages people from walking or cycling, yet reducing reliance on private transport is the best way to improve air quality.

The high levels of car ownership are not seen in every area of the city, and for those that don't own or have access to a car, accessible, affordable and timely public transport is important.

As a result of climate change, extreme weather events are becoming more frequent and intense with warmer, wetter winters and drier, hotter summers. Seaton, Tillydrone and Woodside are all within an area identified by Scottish Environmental Protection Agency (SEPA) as being potentially vulnerable to flooding.

Generally, people living in the locality are proud of the area, enjoying living there and say there is a real sense of community within the area. But there are some issues which the community identify as needing addressed;

Health inequalities, and in particular drugs and alcohol misuse

Environmental issues, such as littering, dog fouling and discarded drugs paraphernalia

21% of people in Our Locality use public transport to travel to their place or work or study, 15% in Aberdeen.

21% Our Locality
15% Aberdeen

OUR PLACE

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
Community Priority: To improve transport options							
Public transport services are frequent and reliable and take people to the places they need to go Roads are safer with less congestion and improved air quality	Promote the use of alternative methods of transport and identify gaps in public transport Deliver local bus forums to bring operators and communities together Review community transport options to access key services, and develop schemes such Thinc and volunteer drivers and investigate options to look at no cost cowheels cars	ACC – Sustainable Travel (Planning) NESTRANS Community Projects ACHSCP Active Aberdeen Nestrans Third Sector	% Increase in resident satisfaction in the ability to get around safely % of population cycling as a main mode of travel % increase in the numbers of residents satisfied with public transport options				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
	for community access to essential services						
Community Priority: To improve play and public spaces and access to fit for purpose community facilities							
There are appropriate spaces and facilities to support play and recreational activities	Improve collaboration between public, private and third sector organisations to maximise assets and undertake a space audit of availability to promote to partners Develop the Tillydrone Community Hub to ensure co-location of activities and services in line with the priorities of the Plan, which will include community facilities such as a community café The programme of improving play parks in the locality will continue with further	ACC Sport Aberdeen Third Sector H&SCP Community projects	Completion of Tillydrone hub New primary school % of residents feeling that facilities meet their needs % Increased satisfaction with greenspace				

19

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
	investment during 17/18						
Community Priority: To tackle reduce fly-tipping and litter							
The community is resilient, tidy and well-maintained	Innovative ways of working to promote recycling and a clean community	ACC Community Projects Third Sector	LEAMS assessments No of community environmental walkabouts Increase in volunteers involvement in keep clean campaigns No of community groups that include Community Resilience within their local plans				
Community Priority: Ensure high quality housing							
We will deliver additional affordable housing in the locality	Identify opportunities in the local	ACC RSLs	% Tenancy sustainment				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures	Base line	2018	2021	2028
We will deliver high quality social housing, estates and housing services	development plan for affordable housing options		% customer satisfaction with housing services % increase in satisfaction with their homes % of housing meeting Scottish quality standards No of affordable homes built per year Decrease in % of people in houses that are over crowded				

21

Our Economy

Tillydrone, Seaton and Woodside are neighbourhoods that lie to the north of Aberdeen City Centre. All three neighbourhoods are widely regarded as being amongst the most deprived in the city.

People living in Tillydrone, Woodside or Seaton are more likely to be unemployed, and unemployment is increasing.

The downturn in the local economy, linked to the drop in global oil prices, the high cost of oil production in the North Sea and the city's over-reliance on the oil and gas sector, has resulted in the number of claimants of out-of-work benefits in the locality rising considerably since the beginning of 2015.

Generally, people in the area that are employed typically work in unskilled or low-skilled occupations, often in low paying industries. As a consequence, the median household income in our area is significantly less than the equivalent for Aberdeen City, and around 16% of the population of the locality are income deprived.

Between 20 and 30% of households in this locality are living in fuel poverty, and around a quarter of children in the area are living in poverty.

Around 14% of the population of Our Locality are unemployed. In parts of Woodside it is 24% of the population.

14%
Our Locality

24%
Parts of Woodside
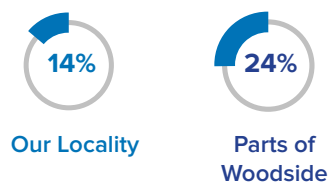
Unemployment is rising in Our Locality. The number of out-of-work benefits claimants in the locality has increased by 64% between Jan 2015 and July 2016, while in the city, the number has more than doubled (119% increase).

64%
Our Locality

119%
Aberdeen

Median household income

£18,155 Seaton
£18,480 Tillydrone
£22,060 Woodside
£30,735 Aberdeen City

OUR ECONOMY

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement	Base line	2018	2021	2028
Community Priority: To improve employment opportunities							
Removal of barriers to accessing employment and employment progression We will maximise the employment, education and training opportunities for all school leaver New Business Start Ups are supported and promoted as viable economic	Effective services that help people to find and keep work are available locally Childcare is affordable and accessible Community benefit clauses are used effectively Business start-up workshops will be delivered by Elevator	ACC DWP SDS Third sector Community projects H&SCP Elevator	% of attendees in employability related programmes progressing to employment,education or training % of people who are employment deprived Decrease in number of people in insecure employment				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement	Base line	2018	2021	2028
opportunities and existing businesses are supported and community assets maximised	in the locality with support from DWP New Enterprise Allowance providers to increase business start-ups from localities. Opportunities to link with eg Child minding opportunities will be supported by the Childminding Association. Working age adults can access locally based education opportunities linked to the employability pipeline and the College will actively engage with the community in order to develop a community-driven, needs-led approach to College community-based learning.		Decrease in rate of receipt of out of work benefits Decrease in claimant count rate No of residents accessing opportunities through city wide community benefit clauses Increase % of young people attaining vocation qualifications at SQF level 5 or above by 2021 % of young people completing Modern Apprenticeships				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement	Base line	2018	2021	2028
			% Increase in young people completing formal and informal Business start-ups from the locality				

Our Technology

Technology is playing an increasingly vital role in how we live our lives and access to digital platforms will ensure equal access to services and information.
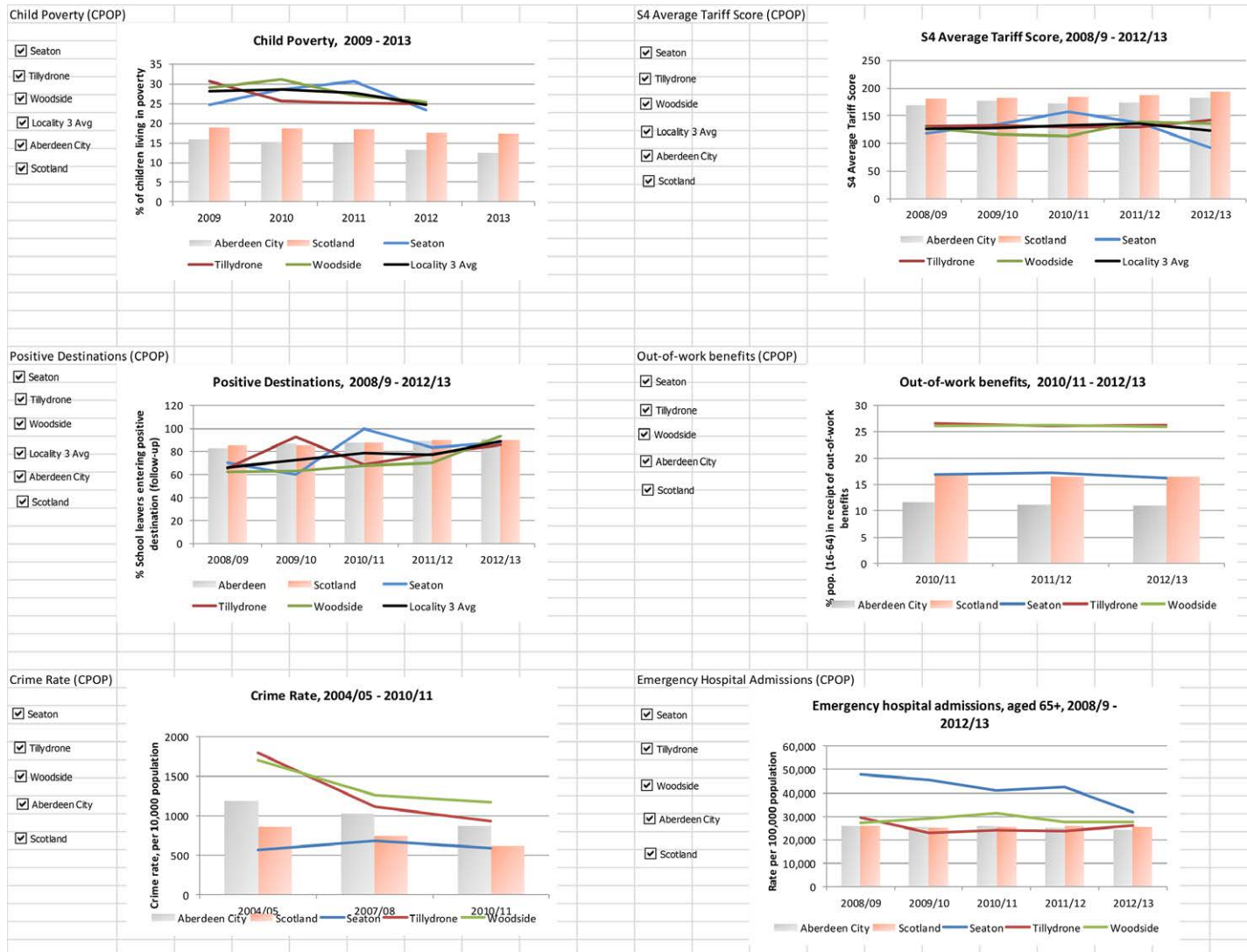
OUR TECHNOLOGY

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures				
Community Priority: To improve access to free wifi							
We will ensure businesses, citizens, the public and third sectors have access to quality wifi and wireless connections	Citizens and visitors need good connections to enhance their experience of the city.	ACC Community projects	Increase in % of households with access to superfast broadband % of households accessing Superfast Broadband No of free community access points % of				

Primary Drivers	Secondary Drivers	Lead Partner	Improvement Aims				
			Improvement Measures				
			residents accessing free WIFI				
Community Priority: To improve digital skills							
Support community capacity building through the use of technology	We will work with partners to ensure access to community technology applications	ACC Community Projects Third sector	No of community projects				
Our citizens will have access to learning opportunities to develop their digital skills	Ensure people have the skills to use technology effectively and safely	ACC Aberdeen College DWP Community Projects Third sector	% of Citizens who feel comfortable using digital tools				

28

Benchmarking with other communities

DRAFT LOCALITY PLAN 2017-27 / Woodside, Tillydrone and Seaton

Further information

Please Contact:

Paul Tytler
Aberdeen City Council
Locality Manager

07905 531186

ptytler@aberdeencity.gov.uk