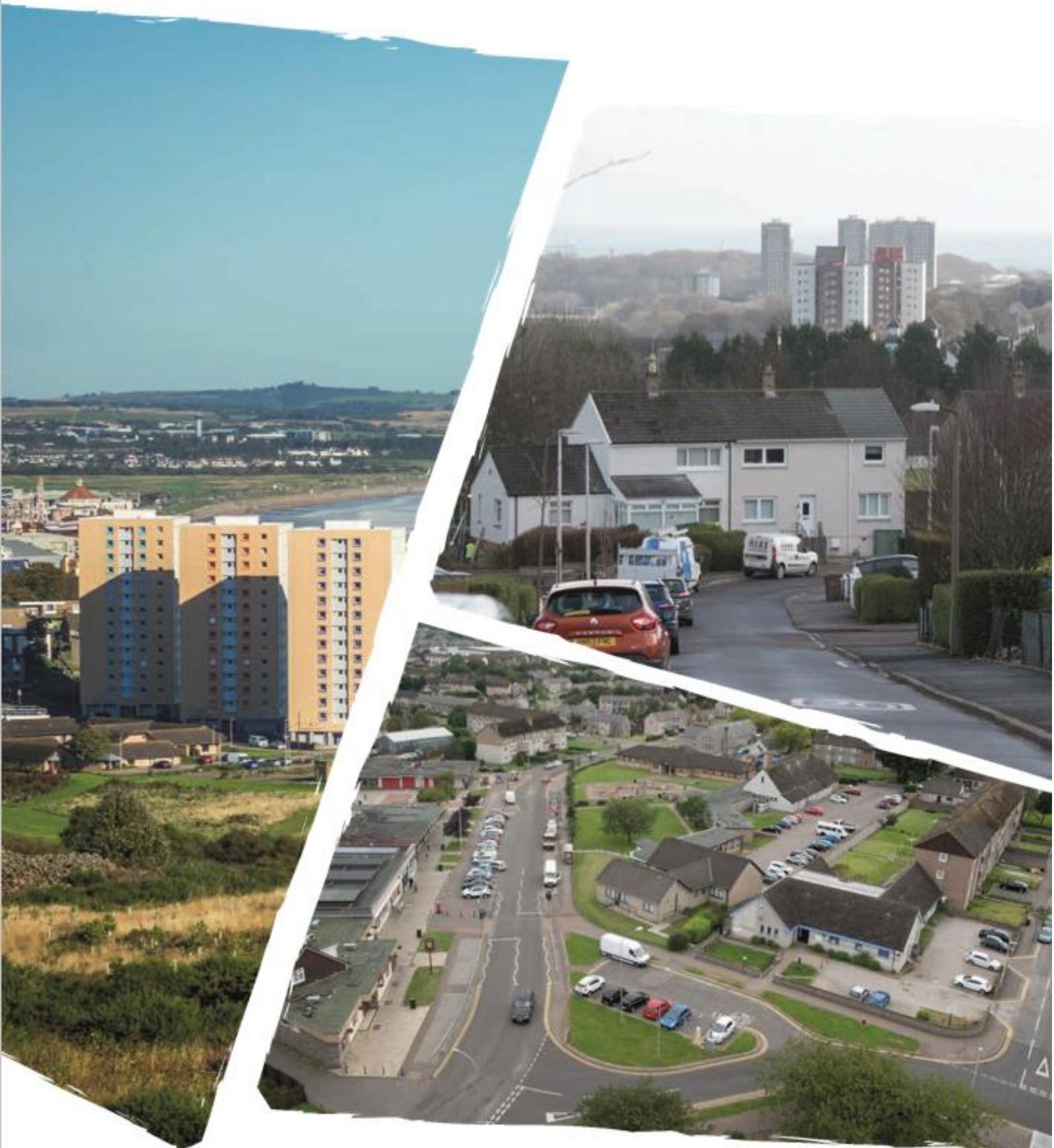


What is important to you?

Community Planning Aberdeen Simulator Full Results



Community Planning
Aberdeen

Public engagement on priorities for LOIP refresh

1.1. Background

Community Planning Aberdeen (CPA) is the name of the local partnership of public, private and third sector organisations working together and with communities to improve outcomes for people across the City.

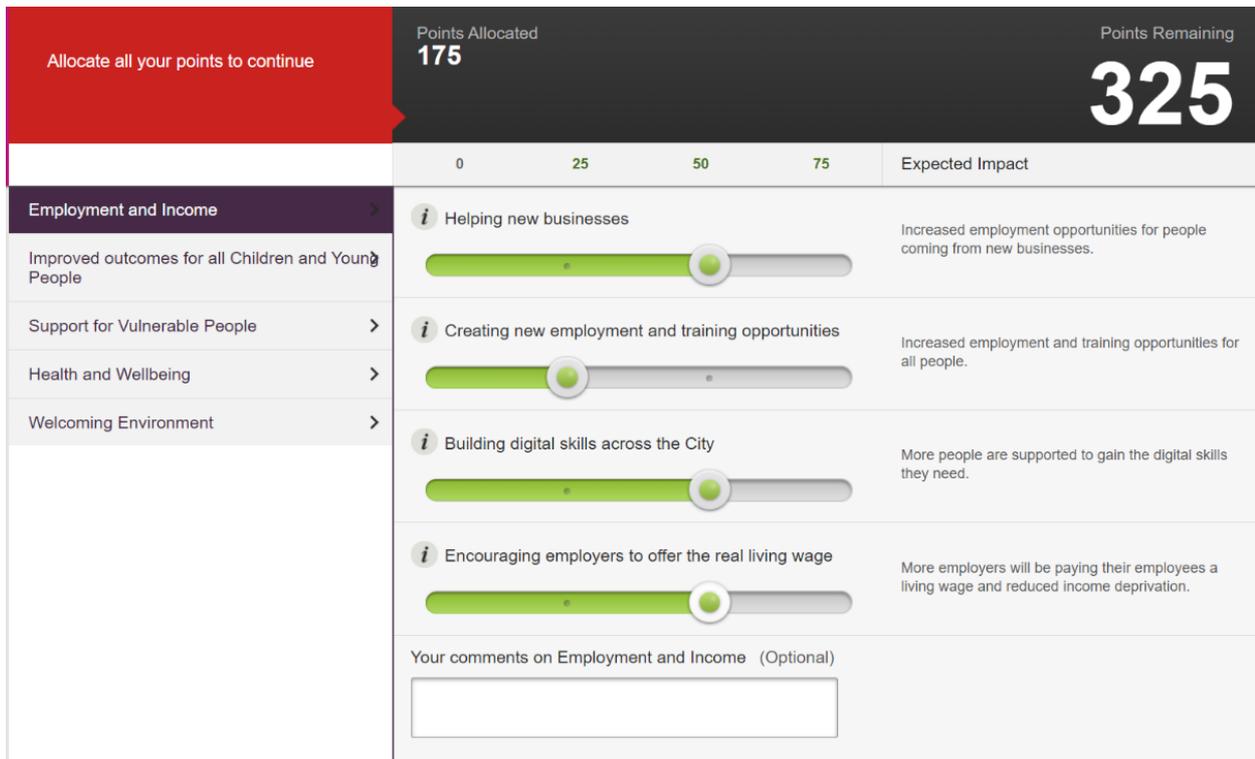
CPA are undertaking a refresh of the Local Outcome Improvement Plan (LOIP). The LOIP was first published in August 2016 and is refreshed every two years to ensure it reflects current circumstances and that the Partnership remains focussed on the priority issues for the City to achieve the vision of Aberdeen as 'a place where all people can prosper'. The last refresh was in February 2019 and over the last two years the Partnership's six Outcome Improvement Groups have been working towards the Stretch Outcomes.

Notably, COVID-19 has taken its toll on the people, place, and economy of Aberdeen and over the past 12 months we have been working together to respond to the crisis. Looking ahead the Partnership is refocusing on the longer-term recovery of the City to ensure that Aberdeen is a place where all people can prosper, regardless of their background or circumstances.

As part of the refresh process, CPA (Community Planning Aberdeen) wanted to get an understanding of what issues were most important to citizens of Aberdeen and for this to inform the development of the new LOIP. Due to the COVID-19 pandemic and restrictions imposed, the engagement took place online. A values simulator was used. The values simulator was easy to use and allowed citizens to vote on the improvement projects they thought would achieve results for our City. This tool simulated the complex decisions that the Community Planning Partnership must make about which improvement projects are prioritised in the new Local Outcome Improvement Plan. Participants also had the opportunity to give comments and ideas.

1.2. Values Simulator

The values simulator allowed participants to choose from a set of projects and to rank those projects in relation to the importance they have for the participant. Ranking was done by allocating a limited pool of resources to projects by attaching points to individual projects. Each participant had a maximum of 500 points to allocate. For each project, the participant chose how many points to allocate in 25 point increments up to a maximum of 75 points (0 points, 25 points, 50 points and 75 points). Limiting the total number of points participants have available to allocate forced them to choose which projects they feel are most important to them, thus reflecting the participant's hierarchy of values. For example, if the participant allocated 50 points to tackling food poverty and 25 to green spaces, it showed that tackling food poverty was more important than green spaces for that participant. In allocating many points to some projects, other projects would have a reduced allocation. In this way the simulator showed the expected impact of allocating resources against other competing priorities within community.



1.2.1. Projects included in the values simulator

The categories and improvement projects identified for inclusion in the simulator were a simplified version of the 15 Stretch Outcomes and 120 Improvement Projects within the Aberdeen City Local Outcome Improvement Plan. The information provided was as brief as possible to ensure the tool was simple, quick, and easy to use for members of the public.

Projects were grouped into five categories with each category having several projects with a total of 26 projects. The full list of categories and projects can be viewed at Appendix 9.

Employment and income

- Helping new businesses
- Creating new employment and training opportunities
- Building digital skills across the City
- Encouraging employers to offer the real living wage

Improved outcomes for all children and young people

- Helping young children to reach their developmental milestones
- Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens
- Supporting children and young people with their mental health
- Ensuring care experienced children and young people have the same opportunities and outcomes as other young people
- Keeping children engaged in school
- Educational input and support to children and young people regarding substance misuse

Support for vulnerable people

- Increase awareness of all forms of domestic abuse
- Improving access to housing and support for homeless people
- Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track
- Making sure no one goes without food due to poverty
- Increasing awareness of available financial support

Health and wellbeing

- Supporting people to manage their own health and wellbeing
- Supporting people in distress and reducing suicide rates
- Changing attitudes to reduce smoking
- Supporting people to manage their weight
- Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption
- Changing attitudes towards alcohol

Welcoming environment

- Increasing community resilience and opportunities to volunteer
- Encouraging people to walk and cycle
- Promoting changes to help reduce waste and emissions
- Increasing the number of community-run green spaces

1.2.2. Comments

In addition to the points allocation for specific projects, participants were also given the opportunity to give comments in each of the five categories. These could be related to their choices or more general comments. There was also a Final Comments sections where participants could give any other comments on the exercise.

1.2.3. Participant characteristics

In order to look at whether priorities might vary depending on, for example, where participants live or what age they are, participants were also asked to provide information on several personal characteristics. These were:

- Neighbourhood/locality
- Age group
- Gender identity
- Ethnic group and background

1.3. Engagement – promotion and communications

The engagement took place during March 2021 (simulator opened on 1st March and closed on 31st March). Given Covid19 an engagement approach which would have the best chances of hearing as many voices as possible was deployed. Throughout March 2021 a range of promotion and communication was undertaken from sharing the simulator with Partners, to reaching out to our communities and asking them to share with the people they knew, the groups they were involved with and their friends and family. The simulator was also promoted via social media platforms, press releases, stories in the press and newsletters, and through existing networks and groups.

For people who may not be able to easily access the simulator online, organisations and their staff were asked to think about how they could support their service users to use the online tool. For example, staff were encouraged to offer to talk them through the exercise on a one-to-one basis or facilitate a group session where people could be guided on what to do.

1.4. Analysis methods

1.4.1. Scores

Based on points allocated by participants, average (mean) scores were calculated for each of the projects within the five categories. The higher the mean score, the more important these projects were considered by participants. Projects were then ranked by mean score.

Mean scores were also calculated for each of the subgroups (locality, age group, gender identity, ethnic background, and neighbourhood) to look at differences in priorities across these groups. Basic descriptive analysis was used to look at how the ranking of projects varied across the groups, e.g., whether a particular project ranked higher or lower in different areas of the city. Additionally, statistical tests were run to look at whether differences in mean scores between groups were statistically significant. This is then useful for giving an indication of where differences may lie. For example, a significant difference in mean scores for **Helping new businesses** by age group suggests that not all age groups place the same importance on this project. Due to the small numbers in some of the demographic groups, some of the categories were 'collapsed' for this analysis

- Gender identity – 'in another way' and 'prefer not to say' were collapsed into a distinct group
- Ethnic background – collapsed to groups of 'White Scottish or British,' 'White Other' and 'Any Other Ethnic Group'

For the subgroup analysis, those who did not answer the demographic questions were analysed as a separate group.

1.4.2. Comments

The comments were then processed using themed and sentiment analysis along with finding ideas and suggestions made by participants per category.

1.4.2.1 Themed analysis

Analysis was undertaken to identify the main themes or topics that appeared from the comments within each of the five categories. Initial scanning of comments identified the cross-cutting nature of many comments, for example, comments within the **Employment and Income** or **Welcoming Environment** categories may also have referred to the impact of income levels or green space on health and well-being. To fully capture these comments, it was decided to theme the comments across the categories.

1.4.2.2 Sentiment analysis

In addition to the themed analysis, sentiment analysis was undertaken. Sentiment analysis discovers the general tone of the comments - positive or negative.

This was also done using the QDA (Qualitative Data Analysis), but using a different algorithm, one that searches for expressions of sentiment in the comments and a different sequence - software creates the sentiment and researcher corrects the sentiment if needed. QDA looks at the sentiment of words in isolation and context is not considered. Sentiment analysis, like most text analysis tools, does not recognise: sarcasm, double meanings, slang, dialect variations, idioms, or ambiguity. Sentiment scoring uses a scoring system. Each word having sentiment has a pre-defined score. Each sentiment word is represented on a scale ranging from very positive, moderately positive, neutral, moderately negative, very negative. The score of words can change if they are preceded by a modifier (for example, more or somewhat) which intensifies the sentiment. Words with a score that fall within the neutral range are not coded. It is possible to have the same sentence coded as positive and negative sentiment, because the analysis process looks at words in isolation.

Once the sentiment analysis has been completed by the QDA (Qualitative Data Analysis), the researcher reviewed the analysis and recoded where necessary. Sentiment analysis is a complex process and a combination of QDA outputs and researcher inputs are going to give a more accurate result.

1.4.2.3 Ideas and suggestions

While, as could be expected, most of the comments related directly to the categories/projects that were included in the Simulator, in some cases comments related to issues that were not in the Simulator. 'Gap' analysis was undertaken to identify issues that participants may have felt was important but were not covered by the projects that were specified within the Simulator. Additionally, participants may have provided ideas or suggestions for specific areas of focus.

2. Results

2.1. Who took part?

A total of 2,642 people took part in the Simulator exercise. While not all participants answered all demographic questions, most did - although this varied by question. Neighbourhood/locality data was not given by 169 participants, age data was not given by 82 participants, gender identity data was not given by 69 participants and ethnic group, or background data was not given by 228 participants.

In general, there was broad representation across demographic groups. Most participants were female (58.5%). The most common participant age groups were 45-54 years (22.9% of participants) and 35-44 years (21.9%) with small numbers of participants in the youngest and oldest age groups (0.5% of participants were under 18 years and 0.9% of participants were aged 80 years or over). Participants were predominately White Scottish (66.6%) or Other White British (9.8%). Other White groups accounted for 10.9% of participants and 4.1% were from other ethnic groups.

Central had the highest proportion of respondents (37%), followed by the South locality (29.6%) and the North locality had the lowest proportion at 27%. All neighbourhoods of the city were represented. The neighbourhoods with the highest proportion of participants were City Centre (6.9% of respondents) and Torry (6.1%) and the neighbourhoods with the lowest proportion of participants were Heathryfold, Hanover, Denmore and Cummings Park which each had less than 1%.

Table 1 gives a summary of participant characteristics, along with the percentages for the city as a whole to look at where under/over representation of groups may exist. Shaded areas indicate where groups may not be representative of the population. A table showing responses by neighbourhood is presented in Appendix 1.

Table 1

Over-represented Under-represented

Group	Category	Number	Percentage	Aberdeen City population %
Locality	North	713	27.0%	31.2%
	South	782	29.6%	33.8%
	Central	978	37.0%	35.1%
	Not answered	169	6.4%	
Age group	Under 18	13	0.5%	18.0%
	19-24	106	4.0%	9.3%
	25-34	473	17.9%	18.9%
	35-44	578	21.9%	14.0%
	45-54	606	22.9%	12.3%
	55-59	312	11.8%	6.1%
	60-64	179	6.8%	5.5%
	65-69	139	5.3%	4.6%
	70-79	131	5.0%	6.9%
	80 or over	23	0.9%	4.3%
Not answered	82	3.1%		
Gender identity	Man/boy	940	35.6%	49.8%
	Woman/girl	1546	58.5%	50.2%
	In another way	10	0.4%	
	Prefer not to say	77	2.9%	
	Not answered	69	2.6%	
Ethnic group	White Scottish	1759	66.6%	75.3%
	Other White British	260	9.8%	7.6%
	White Irish	31	1.2%	1.0%
	Gypsy or Traveller	<5	0.1%	0.1%
	White Polish	91	3.4%	3.2%
	Any other White	163	6.2%	3.2%
	Indian, Indian Scottish, or Indian British	12	0.5%	0.7%
	Pakistani, Pakistani Scottish or Pakistani British	8	0.3%	0.5%
	Bangladeshi, Bangladeshi Scottish or Bangladeshi British	<5	0.1%	1.5%
	Chinese, Chinese Scottish or Chinese British	8	0.3%	0.3%
	Any other Asian	15	0.6%	1.0%
	African, African Scottish, or African British	19	0.7%	1.0%
	Any other African	<5	0.1%	2.2%
	Black, Black Scottish, or Black British	<5	0.1%	<0.1%
	Arab, Arab Scottish or Arab British	<5	0.2%	0.1%
	Any other ethnic group	15	0.6%	0.4%
	Any mixed or multiple ethnic groups	18	0.7%	0.2%
	Not answered	228	8.6%	

Source: Data for Aberdeen City population estimates for locality, gender and age group are based on National Records of Scotland, 2019 Mid-Year Estimates. Percentages for Ethnic groups are from 2011 Census.

2.2. Summary results – Mean scores for all participants

There was substantial variation in how projects were scored by participants, with mean scores for individual projects ranging from a low of 6.7 to a high of 31.5.

The five highest ranking projects were:

1. Supporting children and young people with their mental health (31.5)
2. Making sure no-one goes without food due to poverty (31.1)
3. Creating new employment and training opportunities (30.3)
4. Encouraging employers to offer the real living wage (29.5)
5. Supporting people in distress and reducing suicide rates (26.8)

The five lowest ranking projects were:

1. Changing attitudes to reduce smoking (6.7)
2. Changing attitudes towards alcohol (7.6)
3. Increasing community resilience and opportunities to volunteer (11.3)
4. Support people to manage their own weight (12.3)
5. Educational input and support to children and young people regarding substance misuse (14.0)

Chart 1 shows the mean scores for all projects.



2.3. Comments – all participants

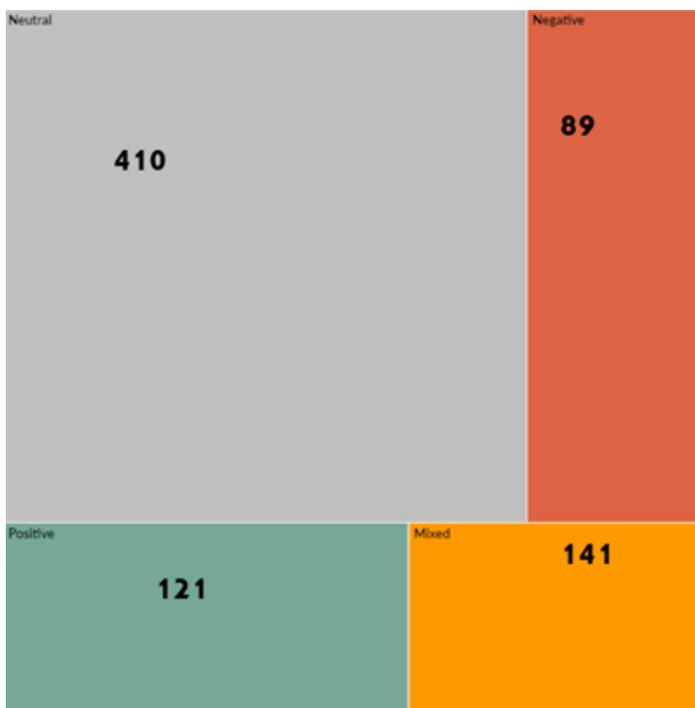
A total of 685 comments were received across the five categories. In addition, a further 76 comments were given in the 'Final Comments' section making 761 comments in total which resulted in a total of 70 themes.

2.3.1. Themes

The 761 comments identified across the simulators five categories and final comments section generated a total of 70 themes. The themes are analysed by locality in detail later in this document. The top five most common themes across the five categories were:

Theme	
1.	People
2.	Spaces
3.	Wage
4.	Health
5.	Support

2.3.2. Sentiment analysis



As above the software looks at the comments and decides if the comment is saying something 'good' (positive) or 'bad' (negative) or if there is not an opinion either way in which case its thought of as neutral. Mixed comments simply mean the comments has a balance of 'good' and 'bad' information. Of the 761 comments 121 positive, 410 neutral, 89 negative and 141 mixed.

2.3.3. Issues and ideas/suggestions [Gap(s) analysis]

Several issues and ideas/suggestions were identified. These are presented in relation to the category they relate to (although the comment may have been made in one of the other categories).

Category	Ideas/other issues participants thought were important
Employment and Income	Open training up to all, not just specific groups (including people with disabilities or autism)
	Living wage – link to cost of living/should be mandatory/offer incentives or support to employers
	Diversify away from oil & gas and focus on other areas e.g., green/renewable/tourism
	Prioritise local businesses
	Make use of empty retail space/diversification of shopping areas
	Improve internet access for all
	Encourage and develop night economy through using licensing to support diverse types of businesses.
Improvements for Children and young people	Focus on parental responsibilities
	Support families as a single unit
	Free or low-cost childcare
	More support for Young People with disabilities or additional support needs
	There is a disconnect between the world of work and school
	Making sure things go right for children seems more important than preventing things from going wrong
	Project about keeping children safe online
	COVID-19 – impact on mental health/attainment/opportunities
	More facilities (e.g., community centres) open in the evening for teenagers/more youth work
	Promote more outdoor activities to boost wellbeing, fitness, and mindfulness
	Provide access to quality green spaces and nature for all school children
Support for our vulnerable	Person-centred housing options for disabled people
	More for disabled people e.g., better access, tackle discrimination/hate crime, better opportunities for employment/participation
	More guidance and information to let people know what is available
	More services should be made available for young offenders
	Help people build skills and confidence e.g., budget management
Your health and wellbeing	Tackle poverty to reduce drug and alcohol consumption
	Create community outdoor gym equipment in parks to all access to gyms for all
	Greater mental health support for people suffering from a wider range of mental health problems such as OCD and eating disorders
	Improve access to cheap, affordable nutritional food
	Engaging with culture and creative activity to help with health and wellbeing
	Greater availability of non-licensed premises/activities in the evening
	Drop-in centres to speak to someone straight away
Encourage people to manage and understand their own health	
Your environment (s)	Free Wi-Fi and access to digital devices for all
	Pedestrian 1 st perspective needed within the City
	Air quality is missing
	Use lighting in our green spaces and the beach so they can be used all year round
	Enable communities to work together for community allotments, shared gardens etc.
	Regenerate empty buildings – can lead to jobs and access to services
	Improve cycle infrastructure
	Plant more trees
	Encourage recycling and reduction in fly tipping and litter
Recycling options for people with no access to transport	

3. Results for demographic groups – mean scores

Due to the substantial number of projects, the description of the results for the demographic groups will focus on the highest-ranking projects for each group to try to give an overview of where priorities lie within these groups. In addition, a summary of where significant differences in mean scores were found for each of the groups will also be given. This is not restricted to the highest-ranking projects. Tables giving mean scores for all projects for all groups are given in appendices.

3.1.1. Results by locality

Overall, mean scores were broadly similar across the three locality areas, with the top 5 ranking items all ranking in the top 5 for each of the locality areas. There were, however, differences in ranking of these items. For example, the most important item for South was **creating new employment and training opportunities** and for North and Central the highest ranked was **supporting children and young people with their mental health**. **Changing attitudes to reducing smoking** and **changing attitudes towards alcohol** were the lowest ranking items for all three localities. Table 2 shows the top 5 ranked items for each of the localities.

Table 2

Locality	Rank	Item
North	1	Supporting children and young people with their mental health
	2	Making sure no-one goes without food due to poverty
	3	Creating new employment and training opportunities
	4	Encouraging employers to offer the real living wage
	5	Supporting people in distress and reducing suicide rates
South	1	Creating new employment and training opportunities
	2	Supporting children and young people with their mental health
	3	Making sure no-one goes without food due to poverty
	4	Encouraging employers to offer the real living wage
	5	Supporting people in distress and reducing suicide rates
Central	1	Supporting children and young people with their mental health
	2	Encouraging employers to offer the real living wage
	3	Making sure no-one goes without food due to poverty
	4	Creating new employment and training opportunities
	5	Supporting people in distress and reducing suicide rates

There were 5 projects where there were significant differences in mean scores by locality.

The South locality had lower mean scores than either North or Central for:

- Encouraging employers to offer the real living wage

The North locality had lower mean scores compared to both South and Central for:

- encouraging people to walk and cycle
- promoting changes to help reduce waste and emissions
- increasing the number of community-run green spaces

and a higher mean score for:

- increase awareness of all form of domestic abuse

Appendix 2 gives a summary of mean scores and rankings for each of the three locality areas as well as overall scores and rankings. Cells within the table have been highlighted to give an indication of where differences in mean scores may lie.

3.1.2. Results by age group

In most cases, the 'top 5' ranked items overall, also all ranked in the top five for all age groups – although again there were differences in ranking. For example, while **supporting children and young people with their mental health** was the highest-ranking item age groups 19-24 years, 25-34 years, and 35-44 years, it ranked 5th for those under 18 years, those aged 65-69 years and those aged 70-79 years. It dropped down to 7th in the ranking for those aged 60-64 years and was 9th for those aged 80 years or over. The highest-ranking item for those under 18 years was **encouraging employers to offer the real living wage**. The highest-ranking item for those aged 45-54 years, 55-59 years and 80 years and over was **making sure no-one goes without food due to poverty** and the highest-ranking item for those aged 60-64 years, 65-69 years and 70-79 years was **creating new employment and training opportunities**.

Interestingly, the top priorities for the oldest and youngest age groups were slightly different from those in the other age groups. For those aged 80 years and over **promoting changes to help reduce waste and emissions** was in the 3rd highest ranked item (compared to 13th overall) and **increasing awareness of all forms of domestic abuse** was ranked 5th highest (compared to 15th overall). Additionally, **helping young people reach a positive destination** was the 4th highest ranking item for the under 18 years age group (compared to 9th highest for overall rankings).

Significant differences in means between age groups was found for 12 items, suggesting greater variation in scoring between age groups than between localities. In many cases these differences seem to lie with the oldest and youngest age groups*.

Those in the youngest age group (under 18 years) had higher mean scores compared to other age groups for:

- Creating new employment and training opportunities (also high in 70-79 year age group)
- Improving access to housing and support for homeless people (also high in 80 years and over age group)
- Helping young people reach a positive destination when they leave school
- Supporting young teens to prevent unplanned pregnancy and provide support for pregnant teens

Those in the youngest age group (under 18 years) had lower mean scores compared to other age groups for:

- Helping young children to reach their developmental milestones (also low in 19-24 year and 80 years and over age groups)
- Keeping children engaged in school (also low in 65-69 years and 80 years and over age groups)
- Supporting people to manage their own health and well-being
- Building digital skills across the city (also low in 80 years and over age group)

Those in the oldest age group (80 years and over) had higher mean scores compared to other ages for:

- Supporting people to manage their own health and well-being

Those in the oldest age group had lower mean scores compared to other ages for:

- Helping new businesses (also low in 55-59 age group)
- Educational input and support to children and young people regarding substance misuse

Those in the 19-24 year age group had higher mean scores than other groups for:

- Supporting children and young people with their mental health (also high in 25-34 year age group)
- Supporting people in distress and reducing suicide rates

Those in the 25-34 year age group also had higher mean scores than other age groups for:

- Helping young children to reach their developmental milestones

Those in the 35-44 year age group had higher mean scores than those in other age groups for:

- Keeping children engaged in school

Those in age groups 60-64 years, 65-69 years and 70-79 years had higher mean scores compared to other groups for:

- Helping new businesses

And those aged 65-69 years and 70-79 years had higher mean scores than other age groups for:

- Building digital skills across the City

Appendix 3 gives the mean scores for each item by age group. Cells within the table have been highlighted to give an indication of where differences may lie.

*Note: caution is required when interpreting these results due to the small numbers in the youngest and oldest age groups (13 participants in under 18 years group and 23 in 80 years or over age group).

3.1.3. Results by gender identity

Again, there was broad agreement in terms of priorities with the top 5 ranked items overall being important to both males and females (with differences in ranking). An exception to this was that males included **helping new businesses** in their top five, moving **supporting people in distress and reducing suicide rates** to 6th place (compared to 1st overall and 1st for females). Also, those in the 'in another way/prefer not to say' group ranked **increasing the number of community-run green spaces** as 4th putting **making sure no one goes without food due to poverty** in 6th place.

There were 15 projects where there were significant differences in mean score by gender.

Males had higher scores than other groups for:

- creating new employment and training opportunities,
- helping new businesses,
- building digital skills across the city and
- changing attitudes to reduce smoking

Males had lower mean scores than other groups for:

- helping young people reach a positive destination when they leave school
- ensuring care experienced children and young people have the same outcomes as other young people

Females had higher mean scores than other groups for:

- supporting children and young people with their mental health
- supporting people in distress and reducing suicide rates
- increasing awareness of all forms of domestic abuse
- supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens
- Educational input and support to children and young people regarding substance misuse

Females had a lower mean score than other groups for:

- promoting changes to help reduce waste and emissions
- encouraging people to walk and cycle

Those in the 'in another way/prefer not to say' group had a higher mean score than other groups for:

- increasing the number of community-run green spaces

and a lower mean score for:

- supporting people to manage their own weight

Appendix 4 shows the mean scores and rankings for each of the items by for males, females and 'other' as well as the overall means and rankings. Cells within the table have been highlighted to give an indication of where differences may lie.

3.1.4. Results by ethnic group

Priorities for the White Scottish or British ethnic group matched the top five highest ranking items overall. For those in the White Other group, **increasing the number of community-run green spaces** and **promoting changes to help reduce waste and emissions** were ranked in the top five (**food poverty** and **supporting people in distress and reducing suicide rates** moved down the rankings). For those in the 'Other' ethnic group, **helping new businesses** was ranked 3rd and **helping young children to reach their developmental milestones** was ranked 5th. **Making sure no one goes without food due to poverty** and **supporting people in distress and reducing suicide rates** moved down to 6th and 7th place, respectively.

There were 12 projects where there were significant differences in mean scores by ethnic group.

Those in the White Scottish or Other White British group had a higher mean score than those in both White Other and Ethnic Other groups for:

- making sure no one goes without food due to poverty
- increase awareness of all forms of domestic abuse

Those in the White Other group had higher mean scores than the White Scottish or British group and Other Ethnic group for

- increasing the number of community-run green spaces
- promoting changes to help reduce waste and emissions
- encouraging people to walk and cycle

And lower mean scores for:

- improving access to housing and support for homeless people

Those in the Other Ethnic group had higher mean scores than the White Scottish or British group and White Other group for:

- creating new employment and training opportunities
- helping new businesses
- building digital skills across the city
- supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens
- changing attitudes to reduce smoking

and lower mean scores for:

- supporting children and young people with their mental health

Those in both the White Other group and the Other Ethnic group had lower mean scores than the White Scottish or British group for:

- supporting people in distress and reducing suicide rates
- supporting people to manage their own health and well-being
- increasing awareness of available financial support

Appendix 5 shows the mean scores and rankings for each of the items by ethnic group as well as the overall means and rankings. Cells within the table have been highlighted to give an indication of where differences may lie.

3.1.5. Results by neighbourhood

Overall, there was broad agreement in terms of priorities across the 37 neighbourhoods, with the top five ranking projects overall being in the top five for many of the neighbourhoods. City Centre, Cove, Garthdee, Hilton, Northfield, Rosemount, Seaton, Sheddocksley, Summerhill and Torry had all five as their highest-ranking projects (with variations in ranking). Most (20) neighbourhoods had four of the top five, six neighbourhoods had 3 in their top five and one had 2 in their top five. These are summarised in Table 3 along with the alternative project(s) that ranked in the top five in each neighbourhood.

Table 3

Number of projects in overall top five	Neighbourhood	Alternative project in top five
4	Balgownie & Donmouth	Improve access to housing and support for homeless people
	Braeside, Mannofield, Broomhill & Seafield	Helping young people reach a positive destination when they leave school
	Bucksburn	Helping young children to reach their developmental milestones
	Cummings Park	Keeping children engaged in school
	Danestone	Increasing the number of community-run green spaces
	Denmore	Helping young children to reach their developmental milestones
	Dyce	Helping young children reach a positive destination when they leave school
	Ferryhill	Promoting changes to help reduce waste and emissions
	Froghall, Powis & Sunnybank	Helping young children to reach their developmental milestones
	George Street	Improving access to housing and support for homeless people
	Hazlehead	Helping new businesses
	Heathryfold	Increasing awareness of available financial support
	Kincorth, Leggart & Nigg	Helping young children to reach their developmental milestones
	Kingswells	Helping young people reach a positive destination when they leave school
	Mastrick	Improving access to housing and support for homeless people
	Midstocket	Encouraging people to walk and cycle
	3	Ashgrove
Culter		Helping young children to reach their developmental milestones Increasing the number of community-run green spaces
Cults, Bieldside & Milltimber		Increasing the number of community-run green spaces Encouraging people to walk and cycle
Hanover		Increasing the number of community-run green spaces Ensuring care experienced children and young people have the same opportunities and outcomes as other young people
Middlefield		Helping young children to reach their developmental milestones Keeping children engaged in school
West End		Increasing the number of community-run green spaces Promoting changes to help reduce waste and emissions
2	Old Aberdeen	Increasing the number of community-run green spaces Promoting changes to help reduce waste and emissions Encouraging people to walk and cycle

Due to the substantial number of neighbourhoods, to allow comparison more easily between neighbourhoods, differences in mean scores were analysed by locality groupings. Comparisons were therefore made between neighbourhoods within each of North, South and Central localities.

3.1.6 North locality

Significant differences in mean scores by neighbourhood were found for 4 projects:

- **Encouraging employers to offer the real living wage** – mean scores were lowest in Balgownie & Donmouth and Oldmachar and highest in Heathryfold and Denmore
- **Increasing awareness of available financial support** – mean scores were lowest in Kingswells and Dyce and highest in Heathryfold and Mastrick
- **Educational input and support to children and young people regarding substance misuse** – mean scores were lowest in Heathryfold and Danestone and highest in Middlefield and Sheddocksley
- **Encouraging people to walk and cycle** – mean scores were lowest in Cummings Park and Sheddocksley and highest in Kingswells and Balgownie & Donmouth

Appendix 6 shows the mean scores for all neighbourhoods in the North locality along with the overall mean score for the North locality. Cells within the table have been highlighted to give an indication of where differences between neighbourhoods may lie.

3.1.7 South locality

Significant differences in mean scores by neighbourhood were found for 4 projects:

- **Encouraging employers to offer the real living wage** – mean scores were lowest in Ferryhill and Braeside, Mannofield, Broomhill & Seafield and highest in Garthdee and Torry
- **Supporting people in distress and reducing suicide rates** – mean scores were lowest in Cults, Bielside & Milltimber and Culter and highest in Garthdee and Hazlehead
- **Encouraging people to walk and cycle** – mean scores were lowest in Garthdee and Kincorth, Leggart & Nigg and highest in Cults, Bielside and Milltimber and Ferryhill
- **Promoting changes to help reduce waste and emissions** – mean scores were lowest in Kincorth, Leggart & Nigg and Cove and highest in Ferryhill and Braeside, Mannofield, Broomhill & Seafield

Appendix 7 shows the mean scores for all neighbourhoods in the South locality along with the overall mean score for the South locality. Cells within the table have been highlighted to give an indication of where differences between neighbourhoods may lie.

3.1.8 Central locality

Significant differences in mean scores by neighbourhood were found for 9 projects:

- **Encouraging employers to offer the real living wage** – mean scores were lowest for Midsocket and West End and highest for Hanover and Ashgrove
- **Making sure no one goes without food due to poverty** – mean scores were lowest for Old Aberdeen and Froghall, Powis & Sunnybank and highest for Hanover and Midsocket
- **Supporting people in distress and reducing suicide rates** – mean scores were lowest for Hanover and Old Aberdeen and highest for Stockethill, Hilton and City Centre
- **Helping young children to reach their developmental milestones** – mean scores were lowest for City Centre and Hilton and highest for Woodside and Froghall, Powis & Sunnybank
- **Helping new businesses** – mean scores were lowest for Stockethill and Woodside and highest for Old Aberdeen and City Centre

- **Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens** – mean scores were lowest for Midstocket and Hilton and highest for Woodside and Froghall, Powis & Sunnybank
- **Encouraging people to walk and cycle** – mean scores were lowest for Stockethill and highest for Old Aberdeen and Midstocket
- **Increasing the number of community-run green spaces** – means scores were lowest for Woodside and Stockethill and highest for Hanover and Old Aberdeen
- **Increasing community resilience and opportunities to volunteer** – mean scores were lowest in Froghall, Powis & Sunnybank and highest in Old Aberdeen and West End

Appendix 8 shows the mean scores for all neighbourhoods in the Central locality along with the overall mean score for the Central locality. Cells within the table have been highlighted to give an indication of where differences between neighbourhoods may lie.

4. Analysis of comments by locality

To explore differences in viewpoints from different areas of the city, participant comments were grouped by locality (North, South and Central). The following sections give an overview of the main themes and sentiments provided by participants based on the locality they live in.

4.1. Central

The five top themes from comments by participants in the Central locality were Employment, Business, Health, City and Spaces.

4.1.1. Employment and Business

The close relationship between employment and business means that many of the comments referred to both issues. These themes have therefore been taken together for this summary.

Several comments mentioned how support for business could, in turn, lead to better employment opportunities:

“Providing stimulus for new businesses and new services will create greater opportunities for employment” (participant)

“Encouraging new businesses and supporting existing businesses and looking for inward investments are all equally important” (participant)

Some comments said that businesses ought to be self-sustaining and not supported by local or national government.

“This is down to business owners and should not be subsidised by public funds” (participant)

This can be linked to the idea of ensuring that support, if provided, for new businesses does not undermine the integrity of existing business by enabling unfair competition due to subsidies.

Several comments were given which related to the need for support for entering employment, that support should not be restricted to groups (e.g., young people) but be available for all ages/groups (including those with disabilities or autism). Training was also aligned to ‘job security’ for both young and old, with several commenting that training opportunities should be open to everyone.

“Offer more training opportunities, to both teenagers and older people” (participant)

Several comments were also received about the Real Living Wage, with most agreeing that this would be beneficial and some suggesting that a living wage should be the basic minimum threshold for workers.

“If more people are employed & earning a proper wage, this can have a positive effect on reducing poverty, crime etc.” (participant)

Other comments recognised that employers may need aid or be incentivised (rates/rent reductions, longer term contracts) to ensure this minimum rate.

"[...] Incentivise new business ventures with the proviso that these emerging new companies commit to providing a real living wage to their employees." (participant)

4.1.2. Health

Several comments referenced poverty as a key factor in healthy life expectancy. Comments proposed that by reducing poverty, you could in turn, improve mental and physical health.

"Research shows improving wages will improve Health and Wellbeing" (participant)

"Poverty underlies our continuing homelessness and crime crisis - community members need to feel valued, need adequate homes and financial stability" (participant)

Access to Mental health services and supports are a priority in several of the comments made, with the impact of covid-19 on mental health and the importance of addressing this mental health crisis.

"Whatever the cause, if you improve the mental health of children now, they will grow into adults who have less mental health problems in the future" (participant)

"Improve mental health, health and well-being and community life in general" (participant)

4.1.3. City and Spaces

Several comments looked toward getting more people living in the city centre by transforming existing commercial properties into residential and leisure facilities. A vibrant city centre came out as being important in several comments.

"Aberdeen City could repurpose unused buildings and rent them out" (participant)

Several comments also expressed factors that needed to be improved upon to create a vibrant centre, such as improving the active travel infrastructure in the city, traffic management, air quality, smart lighting for open spaces.

Digital connectivity was also highlighted as important in comments and that this should be available to all in the city, with the deployment of Smart City technologies to enhance city environment.

"Connectivity is a major issue for people who are lonely and isolated" (participant)

There were also many comments relating to the importance of open-green spaces and the benefits that increase by having such important city assets in terms of citizen wellbeing.

"More should be done to improve the quality of green space in Aberdeen and offer more opportunities for people to access and enjoy green spaces rather than having green areas where nobody wants to spend any time because there is no infrastructure (benches, playgrounds, installed sports equipment for working out)" (participant)

4.2 Commentary on North locality themes (top 5)

The top five themes from comments by participants in the North locality were People, Spaces, Wage, Community and Health.

4.2.1 People

The comments under the people theme were broad ranging. In summary they focused on enabling, connecting, and supporting people where it was needed.

In terms of enabling, there were several comments which mentioned enabling people to manage their own green spaces within their community as part of a wider initiative and how this could then allow/support people to manage their own lifestyles including their own health.

“We need more facilities such as skate parks in each community, youth clubs, evening classes etc. Classes to meet and engage with likeminded people will help with mental health and feelings of loneliness” (participant)

Where comments suggested that people needed support, some suggested that more awareness and resources were needed to support vulnerable people and families, or that consideration could be given to initiatives where people help one another within a community e.g. a friend scheme. Several comments highlighted a need for employment support across several groups. The importance of support for disabled people was also made in several comments.

“I see nothing here indicating helping disabled people.” (participant)

In terms of connecting people, it was suggested that people needed more facilities, such as skate parks in each community, youth clubs, evening classes etc, to help people connect and engage with each other, which could in turn support reducing social isolation and improving mental wellbeing.

4.2.2 Spaces

The comments in the spaces theme focused on the benefits of supplying child friendly spaces, where both children and adults can be active e.g., skate park and BMX track, shared gardens; and enabling communities to work together to develop community allotments etc. which could in turn improve health and increase biodiversity.

“Enabling communities to work together for community allotments, shared gardens etc. Were there more in the city and suburbs during lockdown, I am sure this would have been a good outlet for those trapped in cramped properties with no/little green space around them and would have helped with mental health.” (participant)

Many of the comments emphasised how covid-19 had highlighted the importance of open/green space and that the provision of welcoming green environment was important and should be kept. Linking to this a number of the ‘spaces’ comments focused on provision of open and green space for leisure and recreation and suggested that building projects in green spaces should be limited. This in turn linked to comments on the built environment where it was suggested that new developments should have a green/environmental focus, for example electric car charging points.

“Encourage all new build homes to have electric car charging facilities built in as standard to allocated parking spaces/driveways to improve access and reduce emissions in the city.” (participant)

4.2.3 Wage

Several comments mentioned that a real living wage should be linked to the cost of living and which in turn could help minimise poverty and help get people back into work. It was also suggested that to ensure a living wage was supplied and did not have unintended consequences, employers may need aid or be incentivised.

“Real living wage is the backbone of a happy environment low wages low esteem” (participant)

However, some comments referenced the current economic challenges resulting from covid-19 and that creating employment and training opportunities required to be the immediate focus.

“More apprentices and opportunities for people of all ages to seek new skills regardless of their qualifications.” (participants)

4.2.4 Community

Within the community theme, there were comments that children were the future of communities and that the focus should be on investing in childhood and social/community care to support families to support themselves. This linked to comments about communities having facilities/activities for children and young people and opportunities for them to get involved in projects which could improve community cohesion. The sense of community and building community cohesion was referenced in several comments, where there was new housing development.

“Kids need community centres they can go too at school in the evening as we used to like a sort of evening class but suited to your likes singing dancing gymnastics drama” (participant)

“More green spaces, community gardens and allotments for citizens” (participant)

There were also comments that communities needed to feel valued, needed adequate homes and financial stability to thrive.

4.2.5 Health

Some of the comments on health referenced that there are already schemes to help reduce smoking and weight loss and felt that support was not needed on these areas and instead a different approach to tackling those areas was required.

“Encouraging people to use the outdoors and to exercise by providing the environment to make this easier for them to do so safely will do more for public health than any health initiative telling them what to do.” (participant)

Mental health featured prominently in the comments relating to health and was highlighted as a key factor in well-being and that it links to many of the other negative factors experienced e.g., dangerous levels of alcohol consumption. Many of the comments suggested that improvements to mental health services was required and that it was important to ‘treat’ the causes and not just the signs and symptoms of distress etc.

“Most people I know that are overweight, are large due to mental health reasons i.e., they comfort eat” (participant)

4.3 Commentary on South locality themes (top 5)

The top five themes from comments by participants in the South locality were People, Spaces, Support, Community and Health.

4.3.1 People

Comments within the people theme highlighted the impact of Covid-19 on people and suggested that it was important to learn the lessons of the pandemic. This linked to comments that that post pandemic helping vulnerable people should not be forgotten and that supporting the most vulnerable people was better achieved through partnership working.

Some comments advised that enabling people to take responsibility for themselves where possible was important. Linked to this is the issue of signposting and publicising where to get help so that people can self-help.

“People have to accept responsibility for their own health regarding smoking, drugs alcohol and obesity.” (participant)

The importance of reducing poverty was commented upon and how reducing poverty would help improve society overall.

“Keeping people out of poverty and in employment helps all of society” (participant)

4.3.2 Spaces

In terms of the spaces theme, the importance of green space during COvid-19 was highlighted and in turn that such existing green spaces needed to be kept and supported. In turn it was commented that Aberdeen has a good number of green spaces that could benefit by being community run and this should be promoted.

“Whether enjoying the smell of newly blossomed plants, looking upon a dazzling cherry blossom or enjoying the changing colours of foliage throughout the year, green spaces have afforded a special place.” (participant)

Comments also proposed the repurposing of unused real estate and buildings, and that new building should not happen on green spaces and that such space should be made available to the people of the community.

“Less houses and building sites and more green spaces!” (participant)

Comments also related to food-growing spaces near schools to support wellbeing and a healthy relationship to food and provide homes for nature.

4.3.3 Support

Some comments in the support theme suggested that low-income families needed real support and that supplying support to the communities more generally in relation to poverty would mitigate against other issues relating to inequalities. this linked to comments about support for the whole family.

“Support families. Parenting skills development.” (participant)

Support for children at school was referenced and the expectation that schools would provide the required support to all children across their whole learning experience.

4.3.4 Community

The community theme focused on comments about ways in which to enhance community spirit and ways to support the creation of active and resilient communities. There were several comments which referenced the importance of affordable housing to a sustainable community and that affordable housing was not affordable for all and to support this the repurposing buildings into homes should be researched. This linked to comments that libraries, community centres and other public buildings could be used with extended open hours as community meeting places and places of learning. Where, different community areas could help encourage people to share ideas and tips on managing issues or activities in their areas.

“Homes should be provided for everyone. Use community buildings/hotels/offices etc. Affordable housing is not affordable for a large majority. Builders should have to build council houses as part of their private housing contract.” *(participant)*

Several comments suggested more should be done to encourage young people to take part in community projects.

“Programmes like MCR Pathways that provide support to children, enhance community engagement, and are evidence based to have results of better outcomes should be promoted and considered in long term planning” *(participant)*

4.3.5 Health

Mental health problems were foregrounded in several comments and many suggested that a more integrated approach to wellbeing was needed that included focusing on income, employment, focused activity, nutrient-dense food, housing, education, and mental and physical health together rather than in isolation. This linked to building community empowerment to improve individuals and family's life chances, quality of life, physical and mental health.

“Much of the ills of society come from not having enough financial support and its inherent inequality” *(participant)*

5. Next Steps

- Simulator results dashboard available at <https://communityplanningaberdeen.org.uk/simulator-results>
- A [summary report](#) is available.
- Results analysed by the Partnership and support the development of the refreshed Local Outcome Improvement Plan and Locality Plans.
- LOIP and Locality Plans approved and opportunities to get involved in improvement projects promoted
- Keep up to date with the LOIP Refresh at <https://communityplanningaberdeen.org.uk/loip-refresh2021>

Appendix 1: Responses by neighbourhood

Over-represented

Under-represented

Neighbourhood	Number	Percent	Aberdeen City Percent
Ashgrove	42	1.6%	1.2%
Balgownie & Donmouth	77	2.9%	2.8%
Braeside, Mannofield, Broomhill & Seafield	103	3.9%	5.9%
Bucksburn	73	2.8%	3.7%
City Centre	182	6.9%	2.8%
Cove	60	2.3%	3.0%
Culter	38	1.4%	2.1%
Cults, Bieldside & Milltimber	106	4.0%	5.1%
Cummings Park	18	0.7%	0.8%
Danestone	48	1.8%	1.7%
Denmore	25	0.9%	1.7%
Dyce	75	2.8%	2.8%
Ferryhill	82	3.1%	4.3%
Froghall, Powis & Sunnybank	46	1.7%	2.5%
Garthdee	62	2.3%	2.4%
George Street	40	1.5%	3.1%
Hanover	10	0.4%	3.2%
Hazlehead	62	2.3%	2.5%
Heathryfold	8	0.3%	0.9%
Hilton	49	1.9%	3.4%
Kincorth, Leggart & Nigg	108	4.1%	4.2%
Kingswells	38	1.4%	2.6%
Mastrick	92	3.5%	3.1%
Middlefield	47	1.8%	1.3%
Midsocket	51	1.9%	1.7%
Northfield	76	2.9%	2.3%
Old Aberdeen	35	1.3%	1.5%
Oldmachar	62	2.3%	4.0%
Rosemount	82	3.1%	3.1%
Seaton	107	4.0%	2.4%
Sheddocksley	36	1.4%	1.7%
Stockethill	25	0.9%	1.7%
Summerhill	38	1.4%	1.7%
Tillydrone	92	3.5%	2.4%
Torry	161	6.1%	4.2%
West End	101	3.8%	4.3%
Woodside	116	4.4%	1.7%
Don't know/other/not answered	169	6.4%	

Source: Data for percentage population by neighbourhood for Aberdeen City is based on National Records of Scotland, 2019 Mid-Year Estimates.

High

Low

Appendix 2: Mean scores and ranking by locality area

Item	North (n=713)		South (n=882)		Central (n=978)		Overall (n=2,642)	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
Supporting children and young people with their mental health	1	32.8	2	30.3	1	31.5	1	31.5
Making sure no one goes without food due to poverty	2	32.6	3	30.0	3	30.7	2	31.1
Creating new employment and training opportunities	3	30.9	1	31.5	4	29.0	3	30.3
Encouraging employers to offer the real living wage	4	30.1	4	28.0	2	30.8	4	29.5
Supporting people in distress and reducing suicide rates	5	26.9	5	26.3	5	26.2	5	26.8
Helping young children to reach their developmental milestones	6	24.3	6	23.0	6	22.1	6	22.9
Improving access to housing and support for homeless people	8	22.8	11	20.6	9	21.1	7	21.5
Helping new businesses	12	19.9	7	22.9	7	21.8	8	21.4
Helping young people reach a positive destination when they leave school	7	22.8	12	20.5	11	21.0	9	21.3
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	11	20.2	9	21.5	8	21.2	10	21.0
Increasing the number of community-run green spaces	14	17.7	8	22.4	10	21.0	11	20.3
Keeping children engaged in school	9	21.2	14	20.1	13	19.8	12	20.3
Promoting changes to help reduce waste and emissions	15	17.3	10	20.8	12	20.9	13	19.9
Supporting people to manage their own health and well-being	13	19.4	15	19.2	14	19.2	14	19.6
Increase awareness of all forms of domestic abuse	10	20.6	16	17.3	15	18.8	15	18.8
Encouraging people to walk and cycle	21	14.4	13	20.2	16	18.6	16	18.1
Building digital skills across the City	18	15.2	17	15.2	17	16.1	17	15.4
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	17	15.3	20	14.5	18	15.8	18	15.1
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	19	14.6	19	15.0	22	14.0	19	14.5
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	22	13.0	18	15.1	19	14.8	20	14.4
Increasing awareness of available financial support	16	15.8	21	13.8	21	14.3	21	14.4
Educational input and support to children and young people regarding substance misuse	20	14.5	22	13.0	20	14.4	22	14.0
Supporting people to manage their weight	23	12.9	23	12.8	23	11.5	23	12.3
Increasing community resilience and opportunities to volunteer	24	10.8	24	11.4	24	11.5	24	11.3
Changing attitudes towards alcohol	25	7.4	25	8.3	25	7.2	25	7.6
Changing attitudes to reduce smoking	26	6.8	26	6.3	26	7.0	26	6.7

Note: Table does not include mean scores for participants who did not complete locality information (169 participants)

n = number

Highlighted cells give a sign of where differences in mean scores may lie. Only those projects where a statistically significant difference was found between groups have been highlighted.

High

Low

Appendix 3: Mean scores by age group

Item	<18 (13)	19-24 (106)	25-34 (473)	35-44 (578)	45-54 (606)	55-59 (312)	60-64 (179)	65-69 (139)	70-79 (131)	80+ (23)	Total (2642)
Supporting children and young people with their mental health	28.9	42.5	35.8	32.7	31.6	30.1	24.0	25.7	23.1	22.8	31.5
Making sure no one goes without food due to poverty	32.7	35.4	30.7	30.1	33.0	31.5	29.8	29.5	30.0	37.0	31.1
Creating new employment and training opportunities	34.6	27.4	27.2	31.1	31.6	29.9	32.7	30.9	34.7	26.1	30.3
Encouraging employers to offer the real living wage	34.6	38.2	29.9	29.7	27.8	28.8	30.7	29.1	27.9	32.6	29.5
Supporting people in distress and reducing suicide rates	26.9	32.1	26.6	25.5	27.0	28.6	29.2	27.2	20.6	29.4	26.8
Helping young children to reach their developmental milestones	19.2	18.4	26.0	24.2	21.6	22.1	22.5	21.0	21.2	15.2	22.9
Improving access to housing and support for homeless people	25.0	23.8	19.1	19.1	22.8	23.9	24.7	22.5	22.3	28.3	21.5
Helping new businesses	19.2	22.4	19.7	21.3	22.0	17.6	25.4	24.5	25.0	18.5	21.4
Helping young people reach a positive destination when they leave school	32.7	18.6	23.0	23.8	21.7	19.5	19.7	14.8	17.8	17.4	21.3
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	11.5	21.5	22.9	21.2	19.7	22.0	20.8	17.5	18.9	17.4	21.0
Increasing the number of community-run green spaces	17.3	19.1	19.8	21.5	19.9	21.3	18.7	21.6	20.0	17.4	20.3
Keeping children engaged in school	15.4	19.6	21.7	24.1	20.3	17.2	16.6	14.4	18.3	9.8	20.3
Promoting changes to help reduce waste and emissions	19.2	17.7	20.5	18.2	19.4	20.6	21.1	21.6	22.7	31.5	19.9
Supporting people to manage their own health and well-being	7.7	16.0	18.6	17.7	20.8	20.7	22.2	21.8	18.5	23.9	19.6
Increase awareness of all forms of domestic abuse	17.3	20.5	17.6	17.0	19.6	20.1	18.7	19.6	21.0	29.4	18.8
Encouraging people to walk and cycle	15.4	13.9	18.7	19.9	17.8	15.9	14.9	21.6	16.6	19.6	18.1
Building digital skills across the City	11.5	13.9	12.1	14.8	17.4	14.3	17.6	19.6	19.5	9.8	15.4
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	21.2	15.6	16.8	16.6	13.2	16.2	12.2	14.2	13.4	12.0	15.1
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	13.5	13.4	13.5	12.9	15.5	15.5	15.4	14.6	17.4	17.4	14.5
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	17.3	12.7	14.6	13.9	13.7	14.5	13.3	16.4	18.9	19.6	14.4
Increasing awareness of available financial support	17.3	13.7	14.0	12.6	15.4	14.6	16.9	15.1	15.5	21.7	14.4
Educational input and support to children and young people regarding substance misuse	13.5	12.0	15.9	14.9	13.3	13.1	13.8	13.3	11.5	3.3	14.0
Supporting people to manage their weight	9.6	10.6	11.9	12.2	10.7	13.7	13.6	14.6	15.7	18.5	12.3
Increasing community resilience and opportunities to volunteer	9.6	8.7	9.5	10.5	12.3	12.3	10.6	12.8	14.5	12.0	11.3
Changing attitudes towards alcohol	11.5	5.7	7.2	7.6	6.6	9.5	9.2	8.1	7.3	4.4	7.6
Changing attitudes to reduce smoking	17.3	6.6	6.8	7.1	5.3	6.7	5.7	8.3	8.0	5.4	6.7

Note: table does not include mean scores for those who did not give information on age group (82 participants). Caution is needed in interpreting the data as the numbers in the youngest and oldest age groups are small. Due to lack of space, the table does not include ranking of projects. Number of participants is given in brackets.

Highlighted cells give a sign of where differences in mean scores may lie. Only those projects where a statistically significant difference was found between groups have been highlighted.

High

Low

Appendix 4: Mean scores and rankings by gender identity

Item	Man/boy (n=940)		Woman/girl (n=1546)		Other* (n=87)		Total (n=2642)	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
Supporting children and young people with their mental health	5	24.9	1	35.5	1	33.6	1	31.5
Making sure no one goes without food due to poverty	3	30.5	2	31.8	6	26.4	2	31.1
Creating new employment and training opportunities	1	32.4	3	29.2	3	31.3	3	30.3
Encouraging employers to offer the real living wage	2	31.0	4	28.6	2	31.9	4	29.5
Supporting people in distress and reducing suicide rates	6	24.0	5	28.5	5	26.7	5	26.8
Helping young children to reach their developmental milestones	9	21.9	6	23.6	13	19.8	6	22.9
Improving access to housing and support for homeless people	10	21.5	9	21.7	15	19.5	7	21.5
Helping new businesses	4	26.5	14	18.3	10	21.8	8	21.4
Helping young people reach a positive destination when they leave school	15	19.1	8	22.8	11	21.8	9	21.3
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	16	16.9	7	23.2	8	23.3	10	21.0
Increasing the number of community-run green spaces	11	21.1	12	19.4	4	27.0	11	20.3
Keeping children engaged in school	13	19.2	10	21.0	14	19.5	12	20.3
Promoting changes to help reduce waste and emissions	7	23.1	15	17.7	7	25.0	13	19.9
Supporting people to manage their own health and well-being	12	19.7	13	19.2	12	21.3	14	19.6
Increase awareness of all forms of domestic abuse	17	16.1	11	20.6	16	17.8	15	18.8
Encouraging people to walk and cycle	8	22.3	17	15.1	9	22.7	16	18.1
Building digital skills across the City	14	19.1	22	13.2	17	17.0	17	15.4
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	21	13.5	16	16.2	21	11.5	18	15.1
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	18	15.0	20	14.2	22	11.2	19	14.5
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	19	14.9	21	14.2	18	14.1	20	14.4
Increasing awareness of available financial support	20	14.4	19	14.7	23	10.1	21	14.4
Educational input and support to children and young people regarding substance misuse	22	12.3	18	15.1	20	12.4	22	14.0
Supporting people to manage their weight	23	12.1	23	12.7	26	6.3	23	12.3
Increasing community resilience and opportunities to volunteer	24	11.9	24	10.8	19	12.9	24	11.3
Changing attitudes towards alcohol	25	8.4	25	7.1	25	7.2	25	7.6
Changing attitudes to reduce smoking	26	8.2	26	5.6	24	7.8	26	6.7

* Other includes those who identify 'in another way,' those who 'prefer not to say.' Table does not include results for those who did not answer the gender identity question (number = 69)

n = number

Highlighted cells give a sign of where differences in mean scores may lie. Only those projects where a statistically significant difference was found between groups have been highlighted.

Appendix 5: Mean scores and rankings by ethnic group

Item	White Scottish or British (n=2019)		White Other (n= 287)		Other Ethnic group (n=108)		Total (n=2642)	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
Supporting children and young people with their mental health	2	32.2	2	30.4	4	25.7	1	31.5
Making sure no one goes without food due to poverty	1	33.0	8	23.5	6	22.9	2	31.1
Creating new employment and training opportunities	3	29.6	3	30.2	1	34.5	3	30.3
Encouraging employers to offer the real living wage	4	29.0	1	31.4	2	30.1	4	29.5
Supporting people in distress and reducing suicide rates	5	27.9	12	21.3	7	22.5	5	26.8
Helping young children to reach their developmental milestones	6	22.9	10	22.0	5	25.5	6	22.9
Improving access to housing and support for homeless people	7	22.2	14	18.5	12	20.1	7	21.5
Helping new businesses	11	20.5	7	23.7	3	28.2	8	21.4
Helping young people reach a positive destination when they leave school	8	21.5	11	21.5	9	20.6	9	21.3
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	9	21.0	13	20.0	8	22.2	10	21.0
Increasing the number of community-run green spaces	13	19.5	4	25.4	14	19.9	11	20.3
Keeping children engaged in school	12	19.9	9	22.8	11	20.1	12	20.3
Promoting changes to help reduce waste and emissions	15	19.2	5	24.9	15	18.1	13	19.9
Supporting people to manage their own health and well-being	10	20.5	19	15.3	18	16.2	14	19.6
Increase awareness of all forms of domestic abuse	14	19.5	17	16.2	17	16.7	15	18.8
Encouraging people to walk and cycle	16	16.9	6	24.7	16	16.7	16	18.1
Building digital skills across the City	18	14.9	16	17.2	10	20.6	17	15.4
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	19	14.7	15	17.3	13	20.1	18	15.1
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	20	14.7	21	12.4	20	14.4	19	14.5
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	21	14.5	20	13.6	22	13.4	20	14.4
Increasing awareness of available financial support	17	15.3	24	11.1	24	12.3	21	14.4
Educational input and support to children and young people regarding substance misuse	22	13.7	18	15.9	19	15.5	22	14.0
Supporting people to manage their weight	23	12.3	23	11.9	23	12.3	23	12.3
Increasing community resilience and opportunities to volunteer	24	10.9	22	12.3	21	13.7	24	11.3
Changing attitudes towards alcohol	25	7.6	26	8.0	26	7.4	25	7.6
Changing attitudes to reduce smoking	26	6.1	25	8.5	25	10.4	26	6.7

*Due to small numbers in some groups, ethnic groups were re-categorised. 'White Other' includes White Polish, White Irish, Gypsy/traveller and Any other White. Other Ethnic includes all those who identified as any other ethnic group. Those who did not answer the ethnic background question are not included in the table (n=228).

Highlighted cells give an indication of where differences in mean scores may lie. Only those projects where a statistically significant difference was found between groups have been highlighted.

Appendix 6: Mean Scores by neighbourhood, North Locality

High Low

North locality	Belgownie & Donmouth	Bucksburn	Cummings Park	Danestone	Denmore	Dyce	Heathryfold	Kingswells	Mastrick	Middlefield	Northfield	Oldmachar	Sheddocksley	Summerhill	Total North
Supporting children and young people with their mental health	34.7	32.5	45.8	30.2	35.0	35.7	28.1	26.3	29.6	30.9	34.5	33.1	29.9	35.5	32.8
Making sure no one goes without food due to poverty	33.8	37.3	30.6	31.3	27.0	30.7	40.6	27.6	34.5	23.4	36.2	35.9	28.5	33.6	32.6
Creating new employment and training opportunities	32.1	28.8	27.8	37.0	35.0	33.0	31.3	27.6	31.3	28.7	30.3	30.7	31.3	25.7	30.9
Encouraging employers to offer the real living wage	21.1	29.1	34.7	30.2	37.0	28.0	50.0	26.3	35.6	34.0	33.6	23.0	33.3	30.9	30.1
Supporting people in distress and reducing suicide rates	27.0	24.7	36.1	24.0	29.0	24.3	28.1	24.3	27.5	23.4	30.6	28.6	31.3	24.3	26.9
Helping young children to reach their developmental milestones	26.3	25.7	25.0	24.5	34.0	25.7	15.6	19.7	21.2	30.3	23.7	23.4	23.6	18.4	24.3
Helping young people reach a positive destination when they leave school	22.7	20.2	20.8	22.4	25.0	28.3	12.5	29.6	17.7	24.5	25.3	26.6	16.7	17.8	22.8
Improving access to housing and support for homeless people	27.9	20.2	20.8	20.3	16.0	20.0	28.1	19.1	28.0	21.3	22.0	22.2	23.6	24.3	22.8
Keeping children engaged in school	18.8	20.6	29.2	19.8	27.0	24.0	21.9	23.7	16.3	28.2	20.4	21.0	19.4	20.4	21.2
Increase awareness of all forms of domestic abuse	18.5	19.9	20.8	18.2	17.0	18.0	21.9	13.2	27.7	20.7	24.0	19.4	21.5	19.7	20.6
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	23.4	21.2	18.1	21.9	19.0	22.0	15.6	17.8	16.9	23.9	18.8	25.0	15.3	15.1	20.2
Helping new businesses	20.8	20.9	12.5	22.4	19.0	20.7	25.0	25.0	18.8	18.6	15.5	21.0	20.8	19.1	19.9
Supporting people to manage their own health and well-being	17.5	20.6	11.1	20.3	19.0	20.0	18.8	25.7	16.3	17.0	21.4	19.4	19.4	22.4	19.4
Increasing awareness of available financial support	14.0	16.4	16.7	13.0	13.0	11.0	31.3	9.2	21.7	15.4	19.7	12.1	16.7	19.7	15.8
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	18.2	15.1	22.2	8.3	18.0	13.0	12.5	15.1	14.1	17.6	15.5	17.7	13.9	16.5	15.3
Building digital skills across the City	14.0	11.6	13.9	18.2	9.0	14.3	12.5	19.1	17.4	17.6	15.5	11.7	18.1	17.1	15.2
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	18.2	9.9	13.9	10.4	11.0	13.3	25.0	12.5	18.5	12.2	17.1	13.7	13.2	17.1	14.6
Educational input and support to children and young people regarding substance misuse	13.6	16.1	19.4	8.3	14.0	13.0	3.1	13.2	14.4	23.4	11.2	14.9	21.5	13.2	14.5
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	10.1	13.4	15.3	10.9	12.0	12.7	9.4	15.1	11.7	13.8	10.2	16.1	14.6	21.7	13.0
Supporting people to manage their weight	9.7	16.4	25.0	13.0	9.0	14.7	6.3	13.2	14.1	10.6	11.2	9.3	13.2	15.8	12.9
Changing attitudes towards alcohol	5.8	8.9	4.2	7.8	0.0	8.3	9.4	9.2	6.0	10.1	6.9	5.7	9.0	11.8	7.4
Changing attitudes to reduce smoking	4.9	6.5	6.9	6.8	3.0	5.7	9.4	5.3	6.8	9.6	5.3	7.7	10.4	11.2	6.8
Increasing community resilience and opportunities to volunteer	12.3	12.0	1.4	18.2	13.0	11.7	9.4	14.5	7.1	8.0	8.6	10.9	11.8	10.5	10.8
Encouraging people to walk and cycle	18.2	14.7	5.6	17.2	15.0	14.7	9.4	26.3	13.0	11.7	11.5	15.3	6.9	12.5	14.4
Promoting changes to help reduce waste and emissions	20.5	17.8	8.3	19.3	24.0	19.0	12.5	17.1	16.3	10.1	15.8	21.0	20.1	11.2	17.3
Increasing the number of community-run green spaces	15.9	19.5	13.9	26.0	20.0	18.3	12.5	24.3	17.7	14.9	15.5	14.9	16.0	14.5	17.7

This table shows the mean scores for each of the neighbourhoods in the North locality. Caution should be used when interpreting the results due to the small numbers in some neighbourhoods. Highlighted cells give an indication of where differences in mean scores between neighbourhoods may lie. Only those projects where a statistically significant difference between neighbourhoods was found have been highlighted. (Note: analysis was done by comparing neighbourhoods within the locality – not comparison of all neighbourhoods across the city.)

Appendix 7: Mean scores by neighbourhood, South locality

	High									Low
South locality	Braeside, Mannofield, Broomhill & Seafield	Cove	Culter	Cults, Bieldside & Milltimber	Ferryhill	Garthdee	Hazlehead	Kincorth, Leggart & Nigg	Torry	Total
Creating new employment and training opportunities	29.9	32.5	30.9	29.3	34.2	30.2	38.3	29.9	31.5	31.5
Supporting children and young people with their mental health	32.5	35.4	28.3	29.5	28.4	32.7	22.6	30.8	30.9	30.3
Making sure no one goes without food due to poverty	33.5	32.5	25.0	29.7	26.5	32.7	33.9	31.9	26.2	30.0
Encouraging employers to offer the real living wage	21.6	28.3	29.0	22.2	17.4	37.1	31.9	32.4	33.1	28.0
Supporting people in distress and reducing suicide rates	26.2	28.8	23.0	20.8	29.0	32.7	30.2	23.2	26.9	26.3
Helping young children to reach their developmental milestones	24.5	26.7	29.0	20.5	17.4	25.8	19.0	24.1	23.5	23.0
Helping new businesses	27.2	25.4	18.4	25.0	25.9	21.4	23.0	19.4	20.0	22.9
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	22.3	21.7	25.0	20.8	19.5	19.0	16.9	23.8	22.5	21.5
Improving access to housing and support for homeless people	21.1	20.8	15.1	23.1	21.3	19.0	23.8	21.1	18.3	20.6
Helping young people reach a positive destination when they leave school	19.7	22.1	24.3	24.3	18.0	19.0	19.4	22.5	18.0	20.5
Keeping children engaged in school	21.4	20.4	23.0	21.2	20.4	19.0	16.9	20.6	19.1	20.1
Supporting people to manage their own health and well-being	19.2	15.4	19.7	19.8	22.0	17.3	21.0	19.7	18.5	19.2
Increase awareness of all forms of domestic abuse	13.6	16.7	16.5	14.6	14.0	20.2	18.2	21.5	19.3	17.3
Building digital skills across the City	13.4	21.3	9.2	14.9	16.8	12.9	14.5	16.9	14.9	15.2
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	15.3	15.0	18.4	13.0	15.6	12.9	19.4	13.0	16.0	15.1
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	15.1	12.9	16.5	16.5	15.2	14.1	15.7	16.0	13.8	15.0
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	12.4	11.3	15.8	13.7	11.0	15.7	11.3	17.4	17.9	14.5
Increasing awareness of available financial support	11.9	11.3	9.9	11.8	11.0	17.7	16.9	16.7	15.1	13.8
Educational input and support to children and young people regarding substance misuse	11.9	14.2	15.1	9.9	10.4	14.1	10.1	16.4	14.6	13.0
Supporting people to manage their weight	9.2	13.3	9.2	14.2	13.4	13.3	12.9	12.5	14.4	12.8
Changing attitudes towards alcohol	8.3	4.6	9.2	8.0	10.1	9.3	7.3	8.8	8.7	8.3
Changing attitudes to reduce smoking	6.8	3.3	4.0	4.3	6.1	7.7	6.9	5.1	9.2	6.3
Increasing community resilience and opportunities to volunteer	12.4	12.9	8.6	13.7	13.1	9.3	10.9	11.1	9.5	11.4
Encouraging people to walk and cycle	24.0	17.1	25.7	27.1	26.5	11.3	19.4	13.9	18.0	20.2
Promoting changes to help reduce waste and emissions	25.2	16.3	24.3	24.8	30.8	17.7	20.2	13.9	17.2	20.8
Increasing the number of community-run green spaces	21.6	20.0	27.0	27.6	26.2	18.2	19.8	17.6	23.0	22.4

This table shows the mean scores for each of the neighbourhoods in the South locality. Caution should be used when interpreting the results due to the small numbers in some neighbourhoods. Highlighted cells give an indication of where differences in mean scores between neighbourhoods may lie. Only those projects where a statistically significant difference between neighbourhoods was found have been highlighted. (Note: analysis was done by comparing neighbourhoods within the locality – not comparison of all neighbourhoods across the city.)

Appendix 8: Mean scores by neighbourhood, Central locality

High Low

Central locality	Ashgrove	City Centre	Froghall, Powis & Sunnybank	George Street	Hanover	Hilton	Midstocket	Old Aberdeen	Rosemount	Seaton	Stockethill	Tillydrone	West End	Woodside	Total
Supporting children and young people with their mental health	30.4	29.7	31.0	27.5	32.5	29.6	33.3	27.9	31.7	29.7	37.0	32.6	30.0	38.6	31.5
Encouraging employers to offer the real living wage	39.9	33.1	31.5	30.6	42.5	32.1	20.6	34.3	27.7	33.9	32.0	34.0	21.0	30.8	30.8
Making sure no one goes without food due to poverty	34.5	31.5	26.1	36.9	42.5	32.7	40.2	21.4	32.6	31.5	36.0	26.9	27.5	26.9	30.7
Creating new employment and training opportunities	23.2	33.2	27.7	18.1	27.5	28.6	30.9	30.7	29.6	32.0	26.0	28.8	27.0	26.9	29.0
Supporting people in distress and reducing suicide rates	21.4	29.4	25.0	26.9	15.0	29.6	29.4	18.6	28.1	29.9	31.0	22.8	24.5	21.8	26.2
Helping young children to reach their developmental milestones	20.2	17.9	27.2	22.5	20.0	18.4	21.6	19.3	22.0	21.5	21.0	22.0	22.0	31.0	22.1
Helping new businesses	19.1	25.8	25.0	16.3	25.0	25.5	21.1	28.6	25.0	19.6	13.0	22.0	20.5	15.7	21.8
Ensuring care experienced children and young people have the same opportunities and outcomes as other young people	19.6	19.2	25.5	21.9	27.5	18.9	21.1	19.3	23.5	17.3	25.0	20.7	20.1	26.9	21.2
Improving access to housing and support for homeless people	21.4	20.9	20.1	26.3	15.0	19.9	25.0	15.0	22.0	20.8	28.0	16.9	23.3	20.7	21.1
Helping young people reach a positive destination when they leave school	25.6	18.5	21.2	17.5	17.5	15.8	19.1	14.3	26.2	21.3	16.0	21.5	23.5	23.9	21.0
Keeping children engaged in school	20.8	18.3	21.7	19.4	27.5	16.8	16.7	17.1	17.7	20.6	22.0	19.8	17.1	26.9	19.8
Supporting people to manage their own health and well-being	14.9	19.6	16.9	20.0	15.0	21.9	15.2	20.0	20.4	20.8	18.0	17.9	21.5	18.3	19.2
Increase awareness of all forms of domestic abuse	19.6	21.3	19.6	22.5	12.5	21.4	17.7	13.6	16.2	19.9	23.0	14.7	18.1	18.3	18.8
Building digital skills across the City	13.7	16.6	16.9	17.5	7.5	21.4	15.7	19.3	17.7	12.6	12.0	17.4	14.6	16.0	16.1
Supporting young teens to prevent unplanned pregnancy and provide support for pregnant young teens	16.7	12.8	22.3	13.1	15.0	11.7	10.8	13.6	12.8	18.0	18.0	17.9	13.9	22.8	15.8
Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	14.3	16.6	16.9	15.6	10.0	14.3	16.7	11.4	14.6	15.9	15.0	13.9	14.4	11.6	14.8
Educational input and support to children and young people regarding substance misuse	9.5	12.5	18.5	13.8	12.5	12.8	11.3	9.3	11.6	16.8	16.0	16.6	13.1	20.0	14.4
Increasing awareness of available financial support	12.5	14.3	13.0	13.1	15.0	17.9	10.3	12.1	12.8	18.9	17.0	16.9	8.7	15.7	14.3
Supporting people who are involved, or are at risk of becoming involved, in offending behaviour to get back on track	16.1	14.4	14.7	21.3	7.5	16.8	15.7	15.0	12.5	13.3	13.0	11.7	11.9	13.4	14.0
Supporting people to manage their weight	13.7	11.4	10.3	10.0	10.0	15.3	9.3	13.6	8.2	10.3	11.0	12.5	16.6	8.8	11.5
Changing attitudes towards alcohol	7.7	6.6	9.8	6.9	7.5	8.2	5.9	7.1	4.3	5.4	7.0	11.7	7.7	6.9	7.2
Changing attitudes to reduce smoking	8.3	5.6	6.5	8.8	10.0	8.7	2.9	7.1	6.7	8.2	7.0	7.1	9.2	6.0	7.0
Increasing community resilience and opportunities to volunteer	10.7	10.9	6.5	10.0	12.5	10.7	11.8	16.4	10.1	11.9	12.0	14.4	14.6	9.1	11.5
Encouraging people to walk and cycle	14.3	18.3	14.7	20.0	22.5	14.3	27.0	29.3	20.4	14.5	10.0	17.9	26.0	14.9	18.6
Promoting changes to help reduce waste and emissions	29.8	21.3	13.6	24.4	15.0	20.4	25.5	35.0	22.6	15.4	20.0	17.7	27.0	14.4	20.9
Increasing the number of community-run green spaces	22.0	20.3	17.9	19.4	35.0	16.3	25.5	30.7	23.2	20.1	14.0	23.9	26.5	13.4	21.0
Increasing community resilience and opportunities to volunteer	10.7	10.9	6.5	10.0	12.5	10.7	11.8	16.4	10.1	11.9	12.0	14.4	14.6	9.1	11.5

This table shows the mean scores for each of the neighbourhoods in the Central locality. Caution should be used when interpreting the results due to the small numbers in some neighbourhoods. Highlighted cells give an indication of where differences in mean scores between neighbourhoods may lie. Only those projects where a statistically significant difference between neighbourhoods was found have been highlighted. (Note: analysis was done by comparing neighbourhoods within the locality – not comparison of all neighbourhoods across the city.)

Appendix 9 - Simulator Content

The categories and improvement projects identified for inclusion in the simulator below are a simplified version of the Stretch Outcomes and Improvement Projects within the Aberdeen City Local Outcome Improvement Plan. The information provided is as succinct as possible to ensure the tool is simple, quick and easy to use for members of the public.

Improvement Category	Improvement projects	 Further information provided when clicking on the icon	Expected Impact
Employment and Income	Helping new businesses	The downturn in the oil and gas industry has resulted in a higher number of businesses closing, with Covid-19 having a further negative impact. New business creation, particularly in growth sectors of digital, creative, food and drink, life sciences, tourism, social care and health and construction is vital in diversifying the economy. This project looks to provide the correct support for those wishing to start or expand their own business which will provide essential employment opportunities for our people.	Increased employment opportunities for people coming from new businesses.
	Creating employment and training opportunities for all	The pandemic has posed additional barriers for people getting into employment. Certain groups (e.g., people with disabilities, people involved in the justice system and older people) already faced significant barriers to employment. This project will provide various pathways into employment and training is vital to ensure equal opportunity for all.	Increased employment and training opportunities for all people.
	Building digital skills across the City	Whilst oil and gas will continue to be important for Aberdeen for many years to come, diversification into other sectors is important for long term prosperity. This opens up new demand for several types of skills. Technological change means that digital skills are increasingly important for connecting with others, accessing information and services and meeting the changing demands of the workplace and economy. This project aims to support people to gain the skills they need.	More people are supported to gain the digital skills they need.
	Encouraging employers to offer the real living wage	The real Living Wage is a UK (United Kingdom) wage rate that is voluntarily paid by businesses and is higher than the Government's minimum. This project looks to increase the number of employers with Living Wage accreditation, offering people receive higher wages and helping tackle pockets of in-work poverty within the City. This would have the added effect of increasing productivity and boosting the City's economy.	More employers will be paying their employees a living wage and reduced income deprivation.

Improvement Category	Improvement projects	 Further information provided when clicking on the icon	Expected Impact
Improved outcomes for all Children and Young People	Helping children to reach their developmental milestones	There are multiple factors that can impact on a child’s early physical and psychological development. These can include breastfeeding, nutrition, smoking and other substances, mental health and the home environment. There are a range of improvement projects which could help nudge and support families to make healthier choices which give children the best start in life and help ensure they reach their developmental milestones.	Increase in the number of healthy young infants.
	Prevention of and support for pregnant young teens	Whilst it is recognised that teenage pregnancy may be a choice and a positive experience, in many situations teenage pregnancy can be linked to poverty, loneliness, mental health, family conflict and non-completion of education. Young mums are also less likely to complete their education and pursue a positive post-school destination. This project helps ensure young people are supported to achieve, have increased aspirations and have opportunities to flourish into adulthood.	Improved personal and educational outcomes for mother and baby.
	Supporting children and young people with their mental health	Public Health Scotland has reported that the COVID-19 Lockdown has had a negative impact on the sleep, behaviour, mood, physical activity, concentration, and eating for children aged between 2 and 7, with similar outcomes for 18-24 year olds. There has been a 280% increase in referrals to the NHS (National Health Service) Grampian Child and Adolescent Mental Health Service Eating Disorder specialist team in 2020 compared to 2019. We know that the majority of mental health problems in adults start before the age of 18. This project aims to prevent mental health problems from developing by providing support children and young people and their families.	Improved mental wellbeing of children and young people.
	Ensuring care experienced children and young people have the same opportunities as other young people	Young people who experience care are shown to have poorer outcomes than their peers. For example, levels of attainment in education, emotional wellbeing, and reaching a positive destination. This project will look to make improvements to the transition between care placement, dealing with childhood trauma and the quality of professional support that care experienced children and young people receive in order to have a significant and lasting impact on their long-term life chances.	Care experienced children and young people achieve similar outcomes to their peers.
	Keeping children engaged in school	Broken connections with school can lead to future problems for children and young people. Frequently, children and young people who do not go on to a positive destination have been found to have very low attendance rates in school. Not only does this impact of their ability to learn and gain qualifications, but it can also mean	Increased attendance and reduction in exclusions to

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		<p>that they will struggle to remain in college on leaving school. Low attendance at school inhibits out of school activities and the role models that pastimes, such as football, can provide. There is also a correlation between school exclusions and youth offending. This project is about ensuring children and young people receive the support they need to keep engaged with school or in a school setting.</p>	<p>maximise opportunities available to young people through school.</p>
	<p>Educational input and support to children and young people regarding substance misuse</p>	<p>There is evidence to suggest that young people experiencing adverse life challenges may be at risk of developing longer term substance use issues. Data gathered from adults accessing specialist drug treatment report early teenage years as being the key stage for starting drug use. This project is about increasing awareness and support through education to prevent drug and alcohol issues now or in the future for young people.</p>	<p>Fewer young people trying drugs and alcohol to prevent future problems.</p>
	<p>Helping young people reach a positive destination when they leave school</p>	<p>There are many circumstances that can affect whether a young person goes on to a positive destination when they leave school. Such as their upbringing, poverty, the area they live in or whether they have additional support needs. These groups can struggle to have positive outcomes in later life if they are not adequately supported throughout school. This project is about ensuring young people receive that support, whether that is to stay in education or moving into work. The economic downturn in Aberdeen and the COVID-19 Pandemic pose further challenges which impact on the choices and chances of all young people in the city when they leave school, making this improvement project more important than ever.</p>	<p>Increased number of young people who enter and remain in education, employment or training when they leave school.</p>
Support for Vulnerable People	<p>Providing support for trauma and bereavement</p>	<p>There is a strong link between Adverse Childhood Experiences (ACEs) and negative life outcomes. Examples of an ACE (Adverse Childhood Experiences) include all types of abuse in childhood as well as growing up in a house where there is substance misuse, crime and mental illness. Young people with these experiences are more likely to face adversities and engage in similar harmful or risk-taking behaviours. This project raises awareness of ACEs to improve support which is available and provided to young people and adults suffering in many aspects of their life as a result.</p>	<p>Better support for people who suffer as a result of Adverse Childhood Experiences</p>
	<p>Improving access to housing and support for homeless people</p>	<p>Everyone needs good quality housing to live and thrive in and having a home is central to every aspect of our wellbeing, from health to educational attainment to happiness. Yet there were 1,486 applications made to Aberdeen City Council under the homeless persons legislation last year. The health outcomes of homeless people are poor and the COVID-19 pandemic is a stark reminder of the need to reduce rates of homelessness and rough sleeping. This project aims to ensure people have access to a safe and secure home</p>	<p>Reduction in homelessness and improved outcomes for people who have been homeless</p>

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		and are provided with the support they need to sustain their tenancy and live independently.	
	Diverting people from the justice system and supporting people to get back on track	People and families involved in the criminal justice system face stress and stigma throughout the course of arrest, trial, imprisonment and release. They often have difficulty getting the support they need which can lead to reoffending behaviour and reduced chances for the future. There are a range of projects designed to support people involved, or at risk of being involved, in offending behaviour to improve their prospects for the future. This includes diversion from prosecution, support with getting back into employment, and building positive relationships with their families.	Reduction in offending and anti-social behaviours
	Making sure no one goes without food due to poverty	COVID-19 has had a significant impact on food security. This project aims to increase food security and access to healthy food for individuals, families and communities through community pantries and promoting food growing. Community pantries improve access to affordable, nutritional food to help families mitigate the health and well-being effects of low income. Making use of our green space for food growing provides many more benefits for people in addition to access to healthy food. For example, building skills and confidence around food, nutrition, cooking, health and gardening.	Reduction in food poverty and increased access to quality and healthy foods.
	Increasing awareness of available financial support	There are a number of reasons that individual and families may find themselves experiencing poverty: low income or unemployment, ill health, an unexpected change in circumstances and some other factor outwith their control. COVID-19 has brought additional challenges and people may find themselves facing hardship for the first time as a result of the pandemic. Whatever the reason, it is important for people to know that help is available from a wide range of organisations and this project is about using all the touch points we have with members of the public to make sure that happens.	People are receiving the grants, benefits and support they are entitled to.
Health and Wellbeing	Supporting people to manage their own health and well-being	Physical activity, eating healthy and other lifestyle changes can significantly improve health and reduce the risk of developing several diseases like type 2 diabetes, cancer and cardiovascular disease. This project aims to ensure better conversations take place between people who use services and people that provide services about how they can live as well as they can. There are many support groups available to people to improve their knowledge, skills and confidence to manage their own mental and physical health. Small changes can have immediate and long-term health benefits and regular activity can reduce loneliness and improve quality of life.	People are supported to manage their health and happiness.
	Supporting people in distress and	In 2019 there were 25 probable suicides in Aberdeen City (20 male and 5 female). Increasing suicide prevention activities, as well as other supports such as Distress Brief	People in distress or at risk of suicide ask

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	reducing suicide rates	Interventions are vital to saving lives. Providing a compassionate and effective response to people in distress, make it more likely that they will engage with and stay connected to services or support that may benefit them over time. This project improves access to support to people in distress and/or at risk of suicide, to ensure someone asks once and gets help fast.	once and get help fast.
	Changing attitudes to reduce smoking	Smoking continues to be the greatest preventable cause of ill-health and death in Scotland. It causes around 1 in 5 of all deaths and remains the most significant cause of preventable cancer and heart and circulation problems. 150 people per 100,000 of the population in Aberdeen (2016/17-2018/19) suffered from COPD (Chronic obstructive pulmonary disease) This project aims to change attitudes about smoking so that it is taken as seriously as drugs and alcohol and reduces smoking now and in future generations.	Reduction in smoking and poor health as a result of smoking.
	Supporting people to manage their weight	Obesity is not solely about an individual's willpower. It is about what food is available, affordable and convenient to people and their families. This takes into account considerations such as what is possible to buy in the local area, the space the family has to prepare food, the perceived costs in terms of money, time and safety. A wide range of obstacles also exist to participating in physical activity. This project aims to educate and support people to overcome these obstacles to manage their weight more effectively.	Reduction in people overweight and obesity
	Helping people to prevent, stop and recover from dangerous levels of alcohol and drug consumption	High risk alcohol and drug use has a negative impact on physical and mental health for individuals, families, and communities. There is a high correlation between drug and alcohol use and negative outcomes including worklessness and offending behaviour. Aberdeen has many alcohol related hospital admissions and alcohol related deaths. Drug related death is also an avoidable cause of death. This project aims to ensure that there are effective interventions and treatments available to people and that they know how to access the support they need at all stages of recovery.	Reducing harmful and dangerous levels of alcohol and drug consumption
	Changing attitudes towards alcohol	Alcohol is one of five lifestyle behavioural risk factors which contribute to the majority of chronic and non-infectious disease in our population. In the period 2016-19, 25% of adults in Aberdeen City were drinking above the guideline recommendations of 14 units per week. This is higher than the rate for Scotland of 24% but lower than the rate for 2014-17 which was 29%. There are indications that the pandemic and subsequent restrictions have increased levels of alcohol misuse. This project aims to reach all parts of the local population to raise awareness of the risks of alcohol consumption.	Increase in non-drinkers or people drinking low levels of alcohol

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Safe and welcoming Environment	Increasing community resilience and opportunities to volunteer	COVID-19 has shown the vital role of communities and volunteers in responding to crisis and supporting communities in need. Between March and June 2020, 7,000 volunteers across Aberdeen were recruited through national campaigns alone. This is in addition to the volunteering that already takes place, with close to 80,000 people assisting across the City. Volunteering provides many benefits to the volunteer, including a sense of wellbeing, new skills and confidence and reduced social isolation. This project aims to build on the community spirit which arose during COVID-19 and to support communities to have the tools and resilience to respond to all emergency situations, as well as increasing the longer term opportunities available to people to contribute to their local community.	Enhanced community spirit and volunteers enabling communities to respond to emergencies.
	Encouraging people to walk and cycle	When people choose to walk or cycle to get from place to place in their daily life, they get the health benefits of staying physically active and meeting the recommended guideline for physical activity. They are also improving the environment for everyone by reducing the use of vehicle transport. Covid-19 has had an impact on both the number of trips people make and the modes of travel they use, however travel by car remains the highest. This project aims to provide the environment to support people to make the shift from car to walking or cycling.	Improved public health and reduced congestion, and pollution.
	Promoting changes to help reduce waste and emissions	Our climate is getting warmer and there are many positive things we can do to help our planet and care for the environment. For example, using less energy by turning off lights and unplugging things, using low-energy light bulbs, driving less, increasing recycling and use of reusable products. This project aims to reduce waste and carbon emissions by promoting changes we can all make to support the environment and move us away from a disposable culture.	Reduction in CO ₂ emissions and waste
	Increasing the number of communities run green spaces	Having access to parks has many benefits, they can improve physical and mental health, strengthen our communities, and make neighbourhoods more attractive places to live and work. Aberdeen already has many very successful friend groups and community run green spaces. This project aims to build on this success, particularly neighbourhoods where satisfaction and use is low, and work with and encourage members of the community to lead in running green spaces.	Increased satisfaction with parks and green space.

Further Information:

If you have any questions about this report or Community Planning Aberdeen please contact:

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