

Central Locality Plan

Summary 2021-26



Community Planning
Aberdeen

Ashgrove, City Centre, Froghall, George St, Hanover, Hilton, Midstocket, Old Aberdeen, Powis, Rosemount, Tillydrone, Seaton, Stockethill, Sunnybank, West End and Woodside

Our Priorities

Our Economy

1.Reduce the Number of People living in poverty through the creation of opportunities for employment and skills and create solutions to tackle food and fuel poverty.

Earnings in 2017,
medium annual
household income
ranged from £19,209
to £50,609



Our ideas about how we will achieve this together.


Support our communities who experience poverty.	Strengthen opportunities for Business Growth.	Develop approaches to support employment opportunities.
<ul style="list-style-type: none"> • Sustain and develop community food provision including food pantries. • Support communities with financial inclusion. • Support English as Second Language (ESOL) families to access services. 	<ul style="list-style-type: none"> • Support development of Social Enterprises and small businesses. • Utilise empty premises to encourage new businesses. • Grow the number of job opportunities in the locality. • Strengthen relationships with local businesses. 	<ul style="list-style-type: none"> • Making childcare more affordable and accessible to increase parental employment • Support and develop employment opportunities for adults and young people. • Encourage employers in the locality to sign up to the Real Living Wage.
What we hope to achieve		
<ul style="list-style-type: none"> • Decrease the number of households in fuel poverty. 	<ul style="list-style-type: none"> • Support 50 people to start a business. • Increase the number of responsible businesses 	<ul style="list-style-type: none"> • Increase the number of Modern and Graduate Apprenticeships and

<ul style="list-style-type: none"> • Increase community food growing. 	<p>working with Community Planning Aberdeen (CPA).</p>	<p>increase to 80% those who will successfully complete their apprenticeship.</p> <ul style="list-style-type: none"> • Increase employer sign up to the Real Living Wage.
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2.Ensure people have the digital means to ensure they do not miss out on opportunities.

<p>Create opportunities to upskill individual's digital skills</p>
<p>Improve digital access and increase skill base across the community (to include those with a level of current knowledge).</p>
<p>What we hope to achieve</p>
<p>Increase the number of people within Aberdeen City qualified with ICT and Digital skills.</p>

Our People



In 2018, 34% of 13-year-olds and 39% of 15 year-olds had an overall 'borderline/abnormal' score for **Mental Health and Wellbeing**

3.Improve Mental Wellbeing of the Population

Our ideas about how we will achieve this together.

Improve Health and Wellbeing	Create opportunities to upskill knowledge and understanding	Create local safe spaces to support outside activities
<ul style="list-style-type: none"> • Increase priority family's intervention. • Identify and promote opportunities to communities' to volunteer. • Promote and improve accessible, active travel. • Encourage the use of green spaces for healthy benefits. 	<ul style="list-style-type: none"> • Use digital tools to support Mental Health and Wellbeing for young people. • Upskilling communities and partners knowledge of Suicide Prevention. • Support Community groups to understand community Health and Wellbeing. 	<ul style="list-style-type: none"> • develop and promote community safety initiatives. • Encourage the use of green spaces for healthy activities. • Create opportunities for activities (young people). • Creating opportunities for those who identify as isolated to take part in activities.

What we hope to achieve		
<ul style="list-style-type: none"> • Increase uptake of parenting and family support. • Increase the number of 10 to 16-year-olds in target areas of the city who access youth activities. 	<ul style="list-style-type: none"> • Increase the use of digital wellbeing resources for children and young people. • Reduce the rolling 3-year average number of suicides. 	<ul style="list-style-type: none"> • Children and young people have free access to physical activity. • Increase % of people who walk as one mode of travel. • Increase % of people who cycle as one mode of travel. • Increase the number of communities run green spaces.

4. Ensure People can access services timely through a person-centred approach where the needs of the whole population are considered.

Our ideas about how we will achieve this together.

Increase knowledge and understanding of Health Provision in Locality	Innovative approaches to health issues
<ul style="list-style-type: none"> • Awareness of services and signposting. • Upskilling communities and partners knowledge of Healthy Weight Management. 	<ul style="list-style-type: none"> • Test use of on-line tobacco training to raise issue of second-hand smoke and smoking in pregnancy with parents. • Support Community groups to understand community Health and Wellbeing. • Developing assets and programmes to encourage outdoor activity.
What we hope to achieve	
<ul style="list-style-type: none"> • Support people to feel confident to promote wellbeing and good health choices. • Upskilling communities and partners knowledge of Healthy Weight Management. 	<ul style="list-style-type: none"> • Increase opportunities for people to increase their contribution to communities. • Reduce tobacco smoking. • Refer people living with COPD or other respiratory conditions.

5.Create safe and resilient communities where hate crime will not be tolerated and develop initiatives which reduce the impact of substance use and anti-social behaviour.

Our ideas about how we will achieve this together.

<p>Create educational opportunities.</p> <ul style="list-style-type: none"> • Working with Police Scotland and other partners on educating perpetrators of hate crimes. • Develop and promote community safety initiatives locally. 	<p>Support those affected by substance use.</p> <ul style="list-style-type: none"> • Development of activities to promote recovery. • Raise awareness of substance use service and provision.
<p>What we hope to achieve</p>	
<ul style="list-style-type: none"> • Increase the number of staff who feel confident about how to refer a child for support. • Increase the rate in which hate crimes are reported to police by 2023. 	<ul style="list-style-type: none"> • Increase opportunities for individuals who have been at risk of Blood Borne Viruses, being tested and accessing treatment. • Increase the number of people undertaking recovery from substance use.

Our Place

6.Maximise the spaces in communities to create opportunities for people to connect and increase physical activity.

Connectivity is a major issue for people who are lonely and isolated.



Our ideas about how we will achieve this together.

<p>Tackle waste in our communities</p> <ul style="list-style-type: none"> • Increase uptake of recycling options and reduce fly tipping. 	<p>Develop resilience plans</p> <ul style="list-style-type: none"> • Develop flood and community resilience plans.
<p>What We hope to achieve</p>	
<ul style="list-style-type: none"> • Reduce the generation of waste in Aberdeen. 	<ul style="list-style-type: none"> • Community led resilience plans in place for areas most vulnerable to flooding. • Leading to resilience plans in place across all areas of Aberdeen.

If you are interested in getting involved in helping achieve these aims in your local community, follow this link to find out more: [Our Communities - Community Planning Aberdeen](#) or email localityplanning@aberdeencity.gov.uk