

Our Economy

23 January 2024
at 3pm



Aberdeen - 'A place where all people can prosper' Prosperous Economy Online Stakeholder Session



Community Planning
Aberdeen

Outcomes from this session



- Understanding where we are with the development process for the refreshed Local Outcome Improvement Plan
- Why we are taking undertaking a refresh at this time
- Presentation of our suggested priorities and how these have been informed by data and insights
- Opportunity for feedback and discussion
- Review of next steps

LOIP/Locality Plans Refresh 2023 Approach



Data and Insight Led – Key Stages So Far

Population Needs
Assessment 2023

Annual Outcome
Improvement
Reports

Professional
Judgement

Stakeholder,
Community and
Public Involvement



Initial proposals developed

Data Review and Community Engagement



Skills Development Scotland

Data Matrix

Full Data Matrix

The Data Matrix offers data from a variety of sources in a visually engaging format.

The data covers three themes:

- Skills Supply:** the supply of people within the labour market
- Skills Demand:** the demand for skills within the labour market
- Skills Mismatches:** where there is a gap between the demand for skills and the supply of skills within the labour market

The Data Matrix is updated frequently when public data is released.

Aberdeen City Population Needs Assessment

October 2023

Community Planning Aberdeen

Community Planning Aberdeen

Your Neighbourhood, Your City, Your Plans:
What matters to you?

Community Planning Aberdeen's
Local Outcome Improvement Plan and Locality Plans
for North, South and Central Refresh
Engagement Report - 2023

DRAFT 27 NOVEMBER 2023

REGIONAL ECONOMIC STRATEGY

A sustainable economic future for the North East of Scotland

May 2023 Draft

ONE Aberdeenshire COUNCIL #ABZdeal

Annual Outcome Improvement Report

2022/2023

Community Planning Aberdeen

Our Prosperous Economy Priorities



Reducing people worried about not having enough food to eat






Working towards a 74% employment rate by 2026

Poverty – what we know



What the data is telling us..

- 8.4% of City Voice respondents (Dec 22) said that they were worried they would not have enough food to eat, up from 6.5% in Aug 21
- 32% of City Voice respondents (Dec 22) reported being worried they would not be able to heat their home – up from 10% in Aug 2021 
- Across four foodbanks in Aberdeen, almost 62,000 emergency food parcels were distributed in 2022/23, averaging over 5,000 parcels every month 
- In Scotland in 2019/22 an estimated 21% of people were living in relative poverty after housing costs and it is estimated that 57% of those in relative poverty are in working households
- Provisional data for 2022/23 shows there were 1,772 homelessness applications in the year – an increase of 26.1% from 2021/22. 

What the community is telling us could be better..

- Better insulation and more energy efficient homes 
- Type and availability of housing with more affordable housing available – rent vacant properties
- Access to affordable food, such as food banks. “in the central locality there are no big supermarkets in the community, mini versions can be expensive.”(Central locality only) 
- Affordability of public transport – reducing transport poverty 
- Increases to, and improvements for, making neighbourhoods ‘look’ better was suggested which could help build community spirit and community pride.

Reducing Poverty



Current LOIP: No one will suffer due to poverty

Proposal: 20% reduction in the percentage of people who report that during the last 12 months they have been worried they would not have enough to eat by 2026

Rationale: Challenge on credibility of current Stretch Outcome




Key improvement activity:

- Access to affordable food/cash first approach
- Improving energy efficiency and reducing fuel poverty
- Maximising income and access to support – uptake of benefits and financial assessments for people presenting as homeless

Employment – what we know



What the data is telling us..

- In 2023, the employment rate was 71.2%, compared to 74.8% across Scotland, while Economic Inactivity was at 25.5% 
- The employment rate for ethnic minorities was 64.5% in 2023, lower than the citywide average
- According to the Department for Digital, Culture and Sport, in 2021, 48% of businesses were recruiting for roles that required data skills 
- 18,578 people were on Universal Credit in Aberdeen (November 2023) – up from 18,082 in November 2022
- Median gross weekly pay for full-time workers living in Aberdeen (2023) was £710.90, slightly higher than the equivalent for Scotland (£702.40). As of 2022, 93.3% of the working population in the city were paid at real living wage or above.
- The percentage of leavers successfully achieving a Modern Apprenticeship fell from 72.6% (21-22) to 71.8% in 2022-23 

What the community is telling us could be better..

- Increasing type and range of job opportunities available (North and Central)
- Improving local employment support and training opportunities especially for retraining and skills development. “more access to apprenticeships” having “more training centres” and there being “more funding for training.”
- Volunteering opportunities and also communication around volunteering opportunities. (North) 
- Support to set up new businesses.
- Encouraging sponsorship, investment, and incentives, such as “lower rent to fill empty shops” and providing “competitive rents and rates for business” and encouraging “business start-ups.” 
(South and Central)

Increasing our employment rate



Current LOIP: 2 Stretch Outcomes – Focusing on:

- 400 unemployed residents supported into Fair Work
- 500 residents upskilled/ reskilled to move into economic opportunities - achieved

Proposal: 1 Stretch Outcome focusing on working towards an employment rate of 74%

Rationale: Widening scope, reflecting on the decline in employment rate to 71.2% and bringing employment opportunities and training together

Key improvement activity:

- Real Living Wage – Increasing employer sign up and achieving accreditation
- Supporting people into sustained, good quality employment
 - *Ethnic minority, health and social care jobs, priority neighbourhoods and people over 50*
- Supporting business start up to help people reduce/come off benefits
- Workforce development/reducing skills gaps
 - *Upskill people experiencing digital barriers to apply for employment opportunities*
 - *Supporting young parents into training/employment*

What do you think?



- Does this reflect data available?
- Are these the right priorities?
- Are we missing anything from your perspective?
- Is there anything you can do to support any of these projects?

Notes from Session



Notes from the Economy Stakeholder session can be accessed at:

<https://communityplanningaberdeen.org.uk/wp-content/uploads/2024/01/Economy-Stakeholder-Session-Comments-230124.pdf>

Next Steps



- We will consider feedback from wide range of stakeholders (you, community groups, public health, partners)
- Firm up final proposals by end of January 2024
- Consultation on the draft document during February 2024
- Final draft LOIP available in April 2024
- CPA Board meeting to approve refreshed – 29 April 2024