



Children, Families and Lifelong Learning

Priority Outcome: Empowering Children and Families

Best Start in Life

■ **Utilising multi-agency data, develop an identification system for vulnerable children (pre-birth – 2 years) and families.** If a baby's development falls behind during the first year of life, it is more likely they will fall further behind in subsequent years. We know the factors that contribute to child's development "falling behind", so want to more effectively utilise shared data to identify children where there is a risk they might not experience the Best start in Life.

■ **Provide vulnerable families a "sticky person" and helping them access whole family support.** We want to provide support to these families in the form of a "sticky person". Someone who can build a relationship to help them successfully navigate the early years. Acting as an advocate, an enabler, a doer etc they will ensure they family have all the support they need to enable the child to have the Best start in Life.

Empowered and Resilient

■ **Co-create with children and young people a city centre safe space providing youth activities, communal spaces and access to supportive professionals.** A centralised community hub co-created by children and young people, offering activities and adapting provision of services based on their feedback and self-identified needs. Building and improving relationships with trusted professionals and agencies. It will also offer an opportunity to identify emerging concerns/trends among the youth population.

■ **Create a Child Criminal Exploitation (CCE) intelligence sharing portal for professional to jointly identify at address the potential impact of Organised Crime in our communities.** Where children may be impacted by criminal exploitation, information sharing between professionals working in those environments is essential. This information has not always been easily accessed in a timely manner to prevent potential challenges. This approach would make sure that services can share this information, identify and support young people who may face these challenges before they arise.

■ **Create a Youth Access Point to triage needs, mental health support, family mediation, on-site and scattered housing provision.** A community based, youth-informed zone which will deliver a streamlined pathway for young people to access affordable housing outside the homelessness route. It will do this by triaging needs, mental health support, family mediation, on-site and scattered housing provision, simplify system navigation and offer early-stage engagement to make homelessness RARE, BRIEF & UNREPEATED for Young People.

■ **Develop an App that empowers individuals with new tools and coping strategies to build resilience and cultivate positive habits and lifestyles.** The App will be co-designed with features developed reflecting real world needs and evidence-based techniques to help people navigate challenges, manage anxiety, and process difficult emotions. It aims to make services more easily and immediately accessible and will provide flexibility for people to be able to access support at their convenience.

Attendance, Attainment and Transitions

■ **Create bespoke support programmes for young people who are more likely to disengage from school and not achieve a positive destination.** This proposed approach would provide tailored support to key target groups less likely enter employment, education or training for instance: providing a 'ready for work' curriculum for winter leavers; pathway advocates and multi-agency support for care experienced young people or those from Scottish Index of Multiple Deprivation 1 disengaging from school; and transition planning for those with Additional Support Needs/disabilities including supported employment and educational opportunities.

■ **Establish a Neurodivergent pathway to provide multi agency support to families awaiting an autism diagnosis.** This pathway was successfully piloted in one of our Aberdeen City schools, providing interdisciplinary, health led support to families whose children were identified as neurodivergent. This was provided via the school, helping families get the interim supports they need and speed up the referral/ diagnosis process. We aim to expand this effective model to other schools in the community.

Economic Stability

Priority Outcome: Fair Work Employment for All

Economic Diversification and Just Transition

■ **Create Aberdeen Growth Team and employment pipelines supporting expansion of Growth sectors.** Aberdeen (ABZ) Growth Team will bring together business growth support services on a single online platform, simplifying access to resources and support and strengthening signposting between agencies to ensure appropriate wraparound support. A dedicated employment pipeline for each growth sector, such as the hospitality change below, with a specific focus on target groups, will be available ensuring workforce and skills for new businesses.

■ **Social Economy Accelerator – Boosting Co-operatives and Community Enterprise for Local Wealth.** Set up a programme to support social enterprises, co-operatives, and community-owned businesses – essentially a “social economy accelerator.” This would provide dedicated advice, training, and seed funding to help people start or grow businesses that reinvest in the community and operate on cooperative or social enterprise models. By expanding the social economy, Aberdeen can generate jobs and services and keep wealth local.

■ **Strengthen cultural infrastructure and collaboration to enable UK City of Culture 2033 status.** Develop a system to bring together cultural partners to ensure the city is fully equipped to deliver a compelling, inclusive and sustainable City of Culture bid. Recognising how a strong creative industry help economies thrive, using culture as a catalyst for economic diversification and community engagement. This idea transforms how we view “economy” – it integrates arts, heritage, and creativity into our growth strategy. The bidding process and event year (if successful) will inject investment, create jobs, and boost tourism on an unprecedented scale.

Employment and Employability Support for Priority Groups

■ **Establish a joined up community based “outreach” employability support model, providing support alongside other services.** This integrated outreach model brings together all employability support providers ensuring that employability support is available in trusted, community-based locations, making help accessible for priority groups and those furthest from employment. By delivering employment assistance alongside financial and other services, it ensures individuals facing barriers receive comprehensive support tailored to their needs, ultimately enhancing opportunities and fostering inclusion within priority neighbourhoods.

■ **Develop a community based hospitality training opportunity and linked employment.** This change supports people facing barriers to employment for example single parents, people with convictions, by partnering with businesses to offer practical training in food preparation and front-of-house service. Participants will develop confidence, teamwork, and work skills in a real-world environment. With accredited qualifications and hands-on experience, the opportunity provides a direct pathway to jobs.

■ **Sustained work experience opportunities as part of the curriculum offer.** The new work experience programme has a focus on young people disengaging from school, and promotes opportunities to gain practical, hands-on experience in real workplace environments throughout the school year. Integrating work placements with classroom studies, over a sustained period, bridges the gap between school learning and workplace skills, helping young people apply knowledge and better prepare for careers in their chosen area.

Creating the Conditions for Fair Work

■ **Create a fair work charter with anchor organisations and employers increasing fair work opportunities for vulnerable groups.** The charter provides a set of consistent employment standards that all employers signing up adhere to. Standards include adoption of the real living wage, inclusive recruitment, good working conditions, opportunities for staff to develop and providing work experience for people in need of employability support. The charter is integrated into procurement and partnership processes and increases fair work opportunities for vulnerable groups.

■ **Develop a Framework for assessing the wellbeing impact across the employability pipeline.** This approach integrates wellbeing considerations into recruitment, training, and support, ensuring that every stage of the employability pipeline considers an individual’s wellbeing. The framework helps create fairer job opportunities and supports long-term success for individuals entering or progressing in employment. This also means assessing the wellbeing impact of projects and ensuring they are implemented in a way that also supports health, equality, and environmental aspirations.

■ **Develop a localised employability accreditation recognising life skills and supporting people to secure new jobs.** A local accreditation recognising key skills individuals have which demonstrate their work readiness and talent. This accreditation is accepted by employers across Aberdeen. It enables people, particularly those with few or no qualifications, or limited job history, to build a curriculum vitae and evidence abilities to employers. This supports people to both gain a job and move to new opportunities.

■ **Introduce elder consultants to support intergenerational learning.** Introduce phased retirement roles for older workers—allowing them to mentor people while transitioning gradually. Elder consultants would protect their final salary and pension entitlements, while enabling reduced hours or responsibilities and therefore enabling them to mentor people during those hours. This approach retains and transfers valuable expertise, supports wellbeing, and fosters intergenerational learning. It signals that age is an asset, not a barrier.

Communities and Housing

Priority Outcome: Nurturing Thriving Communities

Universal Access to Life's Basic Necessities

■ **Homes – Wraparound support service which prioritises relationships over processes.** Holistic support that focuses on people, rather than set processes. Staff are enabled to listen and understand individuals' experiences, and have the flex to coordinate support in a way which is tailored to the person's needs to get the best long term outcome. This allows the person to access support through a single trusted contact and tell their story only once.

■ **Food – Food surplus used for food sharing and providing community meals.** While food provision remains necessary for people in need, this approach uses surplus food to enable out-of-hours access through, for example, community fridges. Surplus food can also be used to provide community meals that build stronger social networks and reduce isolation as well as create opportunities for people to build their cooking and budgeting skills and access wraparound support.

■ **Income – Cash first approach along with standardised income maximisation advice.** Shift to a cash first approach to ensure, whenever possible, people get money or vouchers to enable them to access goods or services they choose. Pairing this with standardised income maximisation advice means people not only get immediate, dignified help but also the tools and support to secure longer-term financial stability.

Shared Community Resources

■ **Multi-agency partnership to create safe, secure and welcoming homes for people.** Social and private sector landlords working together with partners to offer homes suitable for all people and ensure they have the support they need to sustain their tenancies and make homelessness rare, brief and unrepeatable. For example, young people will be supported to move from their parent's home without applying as homeless. Partners will work together to provide furnished homes for people with multiple disadvantages.

■ **Pooled budgets across sectors to optimise resources available to support improvement in communities.** Pooling budgets across public, private, and third sectors creates a shared investment pot that can fund innovative, community-led projects that respond to local need. By combining resources and decision-making, partners can back initiatives that regenerate places and tackle inequality—ensuring investment is targeted, long-term, and shaped by the people and communities it aims to benefit.

Community assistance hubs and satellites to provide coordinated, consistent and accessible support. Community assistance hubs, supported by smaller satellite sites, connect and enhance existing community spaces to offer consistent and easily accessible support across the City, particularly in less affluent neighbourhoods. Bringing multiple partners together, physically and through digital platforms, they will create a single access point for advice, services, resources, and activities that help people build relationships, skills, and resilience.

Empowering Diverse Communities

■ **Community Contracts to shift more power to communities to deliver local priorities.** A Community Contract is a formal agreement where residents and partners share power, resources, and responsibility for delivering local priorities. More than a plan, it commits all parties to specific actions and contributions. In Aberdeen, it would strengthen locality planning, increase community control, align priorities with resources, and ensure greater accountability for action.

■ **People Panel made up of people with lived experience and diverse perspectives to input into decisions.** People panels bring together individuals with diverse lived experiences and perspectives to directly shape the work of Community Planning Aberdeen. Building on panels and equality forums already in place across the city, an overarching panel could engage marginalised communities on all city priority issues to ensure decisions reflect real life experience and promote fairness.



Neighbourhood and Environment

Priority Outcome: Creating Resilient and Adaptive Environments

Cohesion

■ **Establish a systematic learning system to enable, energise & spread success in and across neighbourhoods.** Reciprocal learning is needed across and between communities/agencies to grow and spread great ideas. Done systematically, this is more than awareness raising and informal networking but is part of a governance structure for learning. Learning communities are a path to improving outcomes for people. They cannot happen by chance and need time investment from stakeholders.

■ **Strengthening 'community anchors' in capacity building, peer support & encouraging a volunteer movement.** Community anchors are large organisations (e.g. universities, NHS, local authorities), often rooted in a specific locality, that play a vital role in the local community's well-being. Anchors will provide a support system for volunteering (and the third sector more widely) by building on existing business skills development, with initiatives that help people support each other practically and socially, drawing on personal experiences. Community anchors can also influence risk sharing arrangements with statutory authorities, making volunteer schemes more attractive to participants and organisers.

■ **Stimulate a social movement on climate and environment to encourage people (especially young people) to push for change – can we become a 'City for Nature'.** Community engagement revealed thirst for greater involvement in local environmental activities. Mobilising people to take actions for themselves and acknowledging this through an accreditation framework (e.g. City for Nature). Communities pushing for change will help public/private sectors to make those changes

Built Environment

■ **Develop an inward investment model for infrastructure, particularly walkways and cycle paths, connected through integrated transport & joined up journeys.** Design a systematic approach to collaborative funding applications – agencies and communities – to improve local success through collective power. E.g. collaborative funding applications for safe walking routes and paths

■ **Co-design and develop a practical local living approach with neighbourhoods.** Co-designing and co-location of services, particularly in our priority neighbourhoods, will improve quality of life by enabling residents to access everything they need within a short walk or cycle ride from home. Our efforts will be as much about how we encourage communities to see the positives in this as the success in incrementally providing more local services.

■ **Co-develop community energy solutions with neighbourhoods (solar, heat, power).** Community energy solutions improve sustainability and reduce costs, particularly beneficial for low income households. Using the knowledge of policy, skills and experience in community organisations, alongside our potential as anchor organisations, we can make a big difference to individual families and the environment.

Natural Environment

■ **Create a network of green byways/wildlife corridors connecting green space for people and nature.** Networks for walking/cycling provide protection from other traffic and are useful to wildlife/biodiversity. Co-create with local people to ensure correct placement and linkages.

■ **Creation of 'pocket parks' and land for growing food enabled through mature public/private/community partnerships & enterprise.** Pocket parks are often created on small pieces of land where development of larger parks is limited. They deter visual signs of urban neglect by discouraging vandalism and beautification efforts can increase a neighbourhood's aesthetic appeal. Their creation encourages public participation and can foster community pride and empower residents to tackle additional neighbourhood improvement projects e.g. food growing and enterprise.

■ **Establishment of soakaways in gardens and roads building on the successes of mature partnerships and trust.** Soakaways help to drain away excess rainwater. By enabling effective drainage of rainwater, soakaways reduce flood risk, improve climate resilience, and support local infrastructure change. Our learning for climate improvement, our social movement for change and our enterprise philosophy will help us to make changes domestically and push for change in local infrastructure policies.

■ **Creation of circular neighbourhoods using incentives, rewards & recognition.** Circular neighbourhoods empower individuals, schools and local food and beverage businesses to adopt sustainable, eco-friendly, circular practices. Through a system of incentives, rewards, and public recognition, communities and businesses are motivated to sort organic waste at source, to compost, embrace repairing and optimise the use of resources, energy and water. This approach fosters environmental stewardship and local pride, creating resilient neighbourhoods.

Health and Social Care

Priority Outcome: Improving Healthy Life Expectancy

Increase Focus on Prevention Activity

■ **Shared agreement to allocate a % of budgets to activities that prevent poor health.** Committing a portion of each community planning partner's budget to prevention activity encourages collective responsibility and prioritises preventative action. This shared investment ensures all partners contribute to addressing root causes of poor health, promoting wellbeing, and ultimately reducing future healthcare costs, keeping prevention central to planning and fostering a proactive approach to community health improvement.

■ **Limit the promotion and sale of food and drink products with high fat, sugar or salt by partners enabling and promoting healthy food choices.** Achieving a healthy weight improves overall health and can prevent the onset of weight related long term conditions. Enabling healthy food choices in places such as schools and work canteens will support individuals to make healthy food choices, a behaviour that will hopefully be continued and spread in their home and social life.

■ **Whole system, rights-based prevention framework and measurable standards.** Drug and alcohol use has a major impact on our health and wellbeing. This change will mean all Community Planning partners work together on a city-wide substance use prevention strategy, so fewer people are harmed by substance use. By working together, we will tackle the social determinants of harmful substance use more effectively. This will include staff training and consistent harm reduction efforts tailored to people's community, age, location, personal circumstances, and risk.

■ **Support to prevent gambling-related harm.** Gambling harm can impact individual and family wellbeing. Currently there is limited support to help people locally. To prevent gambling harm, this change will establish local support, including peer support – making sure no one faces it alone. It will be free of stigma, sensitive to trauma and joined up.

Improve Access to Services and Support

■ **Agreement to share premises to improve access to health, social care and community led activities.** Currently health and social care service delivery is mainly limited to premises that either Aberdeen City Council or NHS Grampian own. Expanding access to a greater number of premises will enable services and community led activities to be delivered more locally—improving access, increasing participation, reducing social isolation and fostering integration, particularly for people living in our priority neighbourhoods.

■ **Peer Support practices to help people manage long term conditions.** Peer Support involves people sharing experiences, encouragement, and practical advice. At present there is no consistent peer support system available. We propose to develop a consistent system of Peer Support practices to help people manage long term conditions. This aims to foster connections, build confidence, reduce isolation, and empower individuals to better handle their health challenges together.

■ **Single Named Support Model for people with complex needs.** People with complex needs often struggle to access multiple services like housing, health, social care, employment, and benefits. This change introduces a single named person to guide and support them—helping with appointments, digital access, assessments, and navigating services. It means people won't have to repeat their story, and they'll receive consistent, compassionate support that helps them stay involved in shaping their own lives.

■ **Wraparound support for young people at risk of harm from substance use and/ or criminal exploitation.** Due to life circumstances some young people can be at higher risk from harmful substance use and / or exploitation. This work will involve providing wrap around support from youth justice, substance use services, and other partners. The change aims to improve how these services collaborate, making sure that the young person's needs are always the main focus in planning and delivering care.

Develop Community Safety and Cohesion

■ **Health diversion for substance related offences.** Some people who use harmful substances to cope with life end up in the criminal justice system. This change will connect people who have committed substance-related offences with recovery and support services instead of repeatedly sending them through the criminal justice system. It focuses on recovery and reducing harm, aiming to improve lives and prevent future offences. The goal is to treat substance use as a public health issue, not just a legal one.

■ **Inclusion Ambassadors and Active Bystander Communities to reduce stigma and improve safety.** Inclusion Ambassadors foster diversity and inclusion by listening, identifying barriers, and advocating for equitable change. Active Bystander Communities empower individuals to challenge inappropriate behaviour and create safe, respectful spaces. Both work together to break down stigma, support those excluded, and shift social norms toward greater equity, safety, and a welcoming environment where every voice is valued.

■ **Equally Safe at Work Bronze Accreditation**
Community Planning Partners commit to Equally Safe at Work (Bronze)—part of Equally Safe, Scotland's strategy to end violence against women and girls—and turn clear standards on dignity, reporting, flexible work and equal pay into daily practice. With a named lead, a plan and data, we aim for workplaces where people speak up early, women progress fairly, pay gaps narrow, and trust grows.