

# Central Locality Plan

2021-2026  
*(Updated April 2024)*



## Central Locality Neighbourhoods:

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



Community Planning  
Aberdeen

# Welcome



Welcome to the Central Locality Plan which sets out the priority outcomes we want to achieve by 2026. We will work together with people living and working in the Central Locality to deliver the plan. The plan was first published in July 2021 and has been refreshed in 2024 to ensure it remains relevant and focussed on Central Locality priorities. Moving out of the pandemic, some priorities have changed but many remain the same. As part of the refresh process, we considered feedback gathered through our ‘what matters to you’ community engagement exercise and considered local level data, including progress we have made and areas for improvement reported as part of the Central Locality Annual Report 2022-23. Most importantly, we listened to people living and working across the Central Locality to hear what they think and understand what would make the greatest difference to them. The refreshed plan has been developed by Community Planning Aberdeen, working with members of the Central Locality Empowerment Group and Central Priority Neighbourhood Partnership. The plan supports delivery of the citywide Local Outcome Improvement Plan (LOIP).



## Vision and Priorities

Our collective vision is to ensure that Aberdeen is a place where all can prosper. To achieve this in the Central Locality, we have identified six priorities to be achieved under the four key themes of Economy, People, Place and Community.

ECONOMY	PEOPLE	PLACE	COMMUNITY
1. Reduce the number of People living in poverty (Page 3)	2. Improve Mental Health and Wellbeing of the population. (Page 5)	5. Maximise use of spaces in communities to create opportunities for people to connect and increase physical activity (Page 8)	6. Increase the number of people and groups involved in making improvements and decisions in their community (Page 10)
	3. Ensure people can access services timely through a person-centred approach (Page 6)		
	4. Create Safe and resilient communities (Page 7)		





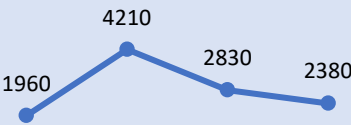
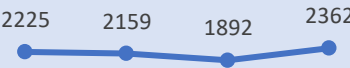
These priorities are relevant to all neighbourhoods within the locality, but we recognise that some neighbourhoods will need more support to achieve improved outcomes. Priority neighbourhoods which experience disadvantage have been identified using the Scottish Index of Multiple Deprivation (SIMD). These neighbourhoods may need additional support to benefit from the same opportunities to thrive and succeed as other neighbourhoods within the locality.

Our priority neighbourhoods within the Central Locality include Tillydrone, Woodside, Seaton, George Street, Stockethill and Ashgrove.

# Our Economy



## What we know now

 <p><b>9.7%</b> of people in the Central Locality worried they would not have enough to eat compared to <b>18%</b> of people living priority neighbourhoods.</p>	 <p><b>7.9%</b> of households in the Central Locality have experienced times when they felt hungry but did not eat compared to <b>12.5%</b> of households in priority neighbourhoods.</p>	 <p><b>34.8%</b> of people in the Central Locality worried they would not be able to heat their home compared to <b>43.1%</b> of people living in priority neighbourhoods</p>
 <p><b>5.4%</b> of households in the Central Locality have had to seek support for paying for heating, compared to <b>8.3%</b> of households in priority neighbourhoods</p>	 <p>1960, 4210, 2830, 2380</p> <p>People on Universal Credit has decreased after a spike in 2021. 49% of claimants live in central locality priority neighbourhoods</p>	 <p>2225, 2159, 1892, 2362</p> <p>Child poverty has increased in the central locality since 2019. 54% of children in low income families live in priority neighbourhoods</p>

Note of caution in considering priority neighbourhood data as sample size is smaller.

### Priority 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.


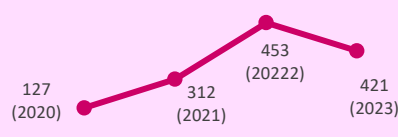



Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Support our communities who experience poverty</b>				
<ul style="list-style-type: none"> <li>Sustain and develop community food provision including food pantries.</li> <li>Support communities with financial inclusion.</li> <li>Support English as Second Language (ESOL) families to access services.</li> <li>Insulation and retrofitting of housing to reduce fuel bills</li> </ul>	<p>Tillydrone, Seaton, Woodside, Ashgrove, Stockethill &amp; George Street</p> <p>Locality Wide</p>	<p>CFINE, Fersands and Sandilands SCIO, Seaton Management Committee, NESCAN, STAR Flat, The Lighthouse, Freshwellness, Aberdeen Lads Club</p>	<p>No. people accessing foodbanks referred to cash first initiatives (IP1.3)</p> <p>Uptake in unclaimed benefits (IP1.4)</p> <p>No. of socially rented households in fuel poverty (IP 1.2)</p>	<p>Stretch Outcome 1: Poverty Improvement projects 1.1-1.4</p>

Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Strengthen opportunities for Business Growth</b>				
<ul style="list-style-type: none"> <li>• Support development of Social Enterprises and small businesses.</li> <li>• Utilise empty premises to encourage new businesses.</li> <li>• Grow the number of job opportunities in the locality</li> <li>• Strengthen relationships with local businesses.</li> <li>• Visually improve the area to encourage use/business</li> </ul>	Tillydrone, Seaton, Woodside, Ashgrove, Stockethill & George Street	SHMU Business Gateway Aberdeen Lads Club	No. of people supported to start up a social enterprise/ business (IP 2.5)	Stretch Outcome 2: Employability Improvement projects 2.3, 2.4 and 2.5  Stretch Outcome 15: Open Space and Built Environment Improvement project 15.5
<b>Support development of employment opportunities.</b>				
<ul style="list-style-type: none"> <li>• Making childcare more affordable and accessible to increase parental employment</li> <li>• Support and develop employment opportunities for adults and young people.</li> <li>• Encourage employers in the locality to sign up to the Real Living Wage.</li> <li>• More access to apprenticeships and training</li> <li>• Support with digital skills for work (not just beginners)</li> </ul>	Tillydrone, Seaton, Woodside, Ashgrove, Stockethill & George Street  Locality Wide	Pathways STAR Flat SHMU Printfield Project Fersands and Sandilands SCIO Tilly Flat Aberdeen Lads Club	No. of young parents supported into training or employment (IP 2.6)  No. of people supported with digital skills to apply for employment (IP2.7)  No. of people supported into good quality employment (IP 2.1)	Stretch Outcome 2: Employability. All improvement projects.  Stretch Outcome 6: Positive Destinations. Improvement projects 6.3-6.6  Stretch Outcome 9: Community Justice. Improvement project 9.1

# Our People



## What we know now

 <p><b>94.3%</b> of school leavers from Central Locality schools achieved an initial positive destination in 2022-23. This is compared to 89.6% for schools in priority neighbourhoods. The Aberdeen City average is 93.6%.</p>	 <p>No. of referrals each month to NHSG's children and adolescent mental health services increasing. <i>(Data only available at city wide level)</i></p>	 <p>The rate of death from suicide in the Central Locality is <b>10.5 per 100,000</b>, this is below the citywide average of 11.1 per 100,000 of the population. <i>(Data not available at neighbourhood level)</i></p>															
 <p><b>31.5%</b> of people in the Central Locality said they didn't know how many units are in the alcoholic drinks they consume. <b>43.2%</b> of people living in the Central Locality said they didn't think about units at all. Compared to 45.2% and 37.5% in priority neighbourhoods.</p>	 <p>The rate of drug related hospital stays for the Central Locality in 2022 was 249.6 per 100,000. This is a slight increase from 244.3 per 100,000 of the population in 2021. <i>(Data not available at neighbourhood level)</i></p>	<table border="1" data-bbox="1085 795 1436 884"> <tr> <td></td> <td>80.2</td> <td>80.3</td> <td>80.1</td> <td>80.0</td> </tr> <tr> <td>F</td> <td>75.1</td> <td>75.5</td> <td>75.5</td> <td>75.5</td> </tr> <tr> <td>M</td> <td></td> <td></td> <td></td> <td></td> </tr> </table> <p>Life Expectancy has stayed stable in the Central Locality since 2018 for males and females. But it is lower in priority neighbourhoods at 78.1 (F) and 72.8 (M)</p>		80.2	80.3	80.1	80.0	F	75.1	75.5	75.5	75.5	M				
	80.2	80.3	80.1	80.0													
F	75.1	75.5	75.5	75.5													
M																	

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## Priority 2: Improve Mental Wellbeing of the Population

Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Create opportunities to upskill knowledge and understanding</b>				
<ul style="list-style-type: none"> <li>Use digital tools to support Mental Health and Wellbeing for young people.</li> <li>Upskilling communities and partners knowledge of Suicide Prevention.</li> <li>Support Community groups to understand community Health and Wellbeing.</li> <li>Creating opportunities for those who identify as isolated to take part in activities.</li> </ul>	Locality Wide	Sport Aberdeen, STAR FLAT, Fersands and Sandilands SCIO, Aberdeen FC Community Trust, Freshwellness, Aberdeen Lads Club	% of S1-S6 pupils who report they feel confident (IP 4.4)  No. of people engaged in Stay Well, Stay Connected initiatives (IP10.3)	Stretch Outcome 4: Children's Mental Wellbeing Improvement projects 4.4 & 4.5  Stretch Outcome 10: Healthy Life Expectancy Improvement project 10.1 & 10.3

### Priority 3:

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	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Increase knowledge and understanding of health provision in locality</b>				
<ul style="list-style-type: none"> <li>Awareness of services and signposting.</li> <li>Upskilling communities and partners knowledge of Healthy Weight Management.</li> <li>Develop programmes of activities to informally support mental wellbeing</li> </ul>	Locality wide	Fersands and Fountain SCIO  Printfield Project  STAR Flat  Tilly Flat  The Lighthouse  Freshwellness  Aberdeen Lads Club	% the number of people engaged with Stay Well Stay Connected initiatives (IP 10.3)  No. of low-income families supported with healthy eating behaviours and maintaining weight (IP 10.4)	Stretch Outcome 10: Healthy Life Expectancy Improvement project 10.3 & 10.4
<b>Innovative approaches to addressing health issues</b>				
<ul style="list-style-type: none"> <li>Test use of nicotine training</li> <li>Developing assets and activities to encourage outdoor activity</li> <li>Improve physical place to encourage people to use outdoor space</li> <li>Identify and promote opportunities to communities to volunteer</li> </ul>	Locality wide	Sport Aberdeen  STAR Flat  Fersands and Sandilands SCIO  Aberdeen Lads Club	%. of women smoking in pregnancy (IP10.6)  % of young people regularly vaping (IP10.8)  % of people cycling and walking (IP14)  % of citizens who feel they can regularly experience good quality natural space (IP15.1)  No. of community groups making environmental improvements (IP15.1)	Stretch Outcome 10: Healthy Life Expectancy Improvement Projects 10.6 and 10.8  Stretch Outcome 14: Walking and Cycling Improvement Projects 14.1 & 14.2  Stretch Outcome 15: Open Space and Built Environment Improvement project 15.1 and 15.2, 15.5 and 15.6

## Priority 4:

### Create safe and resilient communities

Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Create local safe spaces to support outside activities</b>				
<ul style="list-style-type: none"> <li>Develop and promote community safety initiatives.</li> <li>Create indoor and outdoor opportunities for activities (young people).</li> <li>Encourage the use of green spaces for healthy activities.</li> <li>Road Safety</li> </ul>	Locality wide  Woodside - Tillydrone, Seaton, Woodside, Ashgrove, Stockethill & George Street	Fersands and Sandilands SCIO  SHMU  Sport Aberdeen  Off the Rails Community Garden (Woodside)  The Lighthouse  Freshwellness  Aberdeen Lads Club	% of children who feel safe in their community (IP4.5)  No. of community activities available for young people  No. of youth and adult anti-social behaviour calls to Police Scotland (IP7.5/9.9)  % of people who feel safe using various modes of travel at night (City Voice)	Stretch Outcome 4: Children's Mental Wellbeing Improvement project 4.5  Stretch Outcome 7 and 9: Youth and Community Justice Improvement projects 7.5 & 9.9  Stretch Outcome 15: Open and Built Environment Improvement project 15.1 & 15.2  Stretch Outcome 14: Sustainable Travel; All Projects
<b>Support those affected by alcohol and substance use</b>				
<ul style="list-style-type: none"> <li>Development of activities to promote recovery.</li> <li>Raise awareness of substance use service and provision.</li> </ul>	Locality Wide  Tillydrone, Seaton, Woodside, Ashgrove, Stockethill & George Street	Aberdeen in Recovery  Alcohol and Drugs Action  Woodside Network  The Bridge  DSM Foundation  The Lighthouse Aberdeen Lads Club	No. of women drinking in pregnancy (IP 11.3)  No. of people in priority neighbourhoods receiving alcohol support (IP11.4)  No. of people at stage 5 recovery from drug and alcohol (IP11.7)	Stretch Outcome 11: Alcohol and Drugs Improvement projects 11.3-11.5 and 11.7



## What we know now



**66.5%** of Central Locality respondents to the City Voice survey reported being satisfied or fairly satisfied with the overall quality of green/open spaces, compared to **70.2%** of people living in priority neighbourhoods.



**16.8%** of people in the Central Locality cycled in the last year compared to 13.7% of people living in priority neighbourhoods. **91.6%** of people in the Central Locality walked in the last year compared to 96.1% of people living in priority neighbourhoods.



**62.5%** of people in the Central Locality are worried about their home and community being vulnerable to severe weather compared to 68.4% of people living in priority neighbourhoods. **6.1%** of people in the Central Locality agreed that the community has taken steps to prepare against this compared to 6.4% in priority neighbourhoods.

Note of caution in considering priority neighbourhood data as sample size is smaller.

## Priority 5

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

Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Tackle waste in our communities</b>				
<ul style="list-style-type: none"> <li>Increase uptake of recycling options and reduce fly tipping.</li> <li>Increase community litter picks</li> <li>Encourage responsible dog ownership</li> </ul>	Tillydrone, Seaton, Woodside, Ashgrove, Stockethill & George Street  Locality Wide	Sport Aberdeen  Freshwellness  Aberdeen Lads Club	Reduce generation of household waste (IP 13.2)  No of community groups delivering environmental improvements in their area (IP15.4)	Stretch Outcome 13: Climate Change Improvement Project 13.2  Stretch Outcome 15: Open Space and Built Environment Improvement project 15.4
<b>Develop resilience plans</b>				
<ul style="list-style-type: none"> <li>Develop flood and community resilience plans.</li> </ul>	The Green, Merchant Quarter, Holburn Street, Footdee	Community Councils in the Central Locality	No. of resilience plans in place across the locality (13.3)	Stretch Outcome 13: Climate Change Improvement project 13.3









Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Support Greenspace Development</b>				
<ul style="list-style-type: none"> <li>• Encourage walking and cycling</li> <li>• Grow more wildflowers</li> <li>• Create space for community growing space and allotments</li> <li>• Create food growing initiatives</li> </ul>	Locality Wide	Sport Aberdeen  NESCAN,  Earth and Worms,  Fersands and Sandilands SCIO  STAR Flat  Freshwellness  Aberdeen Lads Club	No. of people who walk/cycle as one mode of travel (IP 14.1 & 14.2)  No. of people experiencing good quality natural space (IP15.1)  No of community groups delivering environmental improvements in their area (IP15.4)	Stretch Outcome: Sustainable Travel Improvement projects 14.1-14.2  Stretch Outcome 15: Open Space and Built Environment Improvement project 15.1, 15.3, 15.4 and 15.5

# Our Community



## What we know now

 <p>32% of people in the Central Locality scored highly* for overall identity and belonging compared to 21.6% of people in central priority neighbourhoods and 38.5% city wide.</p>	 <p>45.8% of people in the Central Locality scored highly* for how welcoming the place is compared to 29.7% of people in priority neighbourhoods and 46.6% city wide.</p>	 <p>16.9% of people in the Central Locality scored highly* for overall influence and sense of control compared to 16.7% of people in priority neighbourhoods and 16.7% city wide.</p>
 <p>43.8% of people in the Central Locality feel part of the community compared to only 54% in priority neighbourhoods and 46% city wide</p>	 <p>27.6% of people in the Central Locality belong to community groups compared to 32.4% in priority neighbourhoods and 24.9% city wide</p>	 <p>In the Central Locality, 11.4% are aware of Locality Plans, 7.6% are aware of Locality Empowerment Groups and 7.6% of Priority Neighbourhood Partnerships.</p>

\*Scored 5 and above out of a possible 7

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## Priority 6:

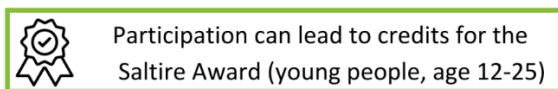
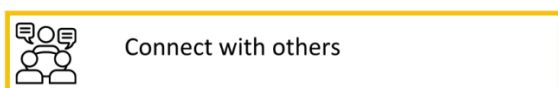
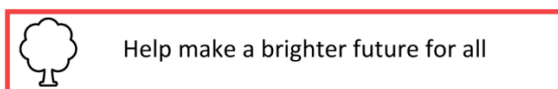
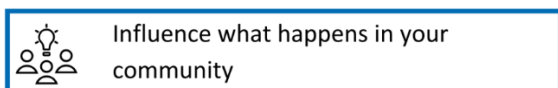
Increase the number of people and groups involved in making improvements and decisions in their community

Our ideas about how we will achieve this together	Where we will test our ideas	Community Partners we will work with	Data that will tell us if we are improving	Link to city wide Local Outcome Improvement Plan
<b>Support people to get involved</b>				
<ul style="list-style-type: none"> <li>• Increase no. and diversity of community members participating in community planning</li> <li>• Support community led organisations to access funding for community led initiatives</li> <li>• Celebrate and increase awareness of community led projects</li> <li>• Ensure information, meetings and events are accessible and easy to understand</li> </ul>	Locality Wide	All community groups and organisations	<p>No of community ideas being tested (IP16.2)</p> <p>No. of people participating in community planning (IP16.3)</p> <p>No. of community led initiatives being supported to access funding (IP16.4)</p> <p>No. of people who feel they can access meetings and events</p>	Stretch Outcome 16: Community Empowerment All improvement projects

# How to get involved

The [Central Locality Empowerment Group](#) and the [Woodside, Tillydrone and Seaton Priority Neighbourhood Partnership](#) are two of the main ways we connect with our local communities in the Central Locality. As a member of a LEG and Priority Neighbourhood Partnership you will be able to provide a voice on behalf of the people and communities across your neighbourhood.

## What's in it for you?



Following a recent training session provided by SCDC in partnership with ACC/AHSCP, the community had this to say about community engagement:

*"Talk to us and talk to us early. Don't make decisions and then get it approved by us. Communities have knowledge and skills to know what's best for us. We're the local experts about our places"*

*"Community Engagement is where people grow"*

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](mailto:localityplanning@aberdeencity.gov.uk).



## Meet your Locality Planning Team

We understand the importance of working with communities to build a thriving environment for everyone. By engaging with local communities through our dedicated locality planning team, we aim to become more receptive, supportive and action oriented. Community input is extremely valuable to this work.

The Locality Planning Team includes staff from Aberdeen City Council and the Aberdeen City Health and Social Care partnership working together to support improved outcome across all our localities and neighbourhoods. In the Central Locality your locality planning contacts are Iain, Jade, Graham and Chris.



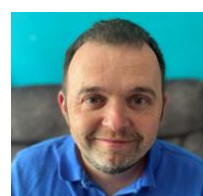
Iain Robertson,  
Transformation  
Programme Manager,  
Aberdeen City Health and  
Social Care Partnership



Jade Leyden,  
Community Development  
Manager, Aberdeen City  
Council



Graham Donald,  
Community Development  
Officer, Aberdeen City  
Council



Chris Smillie, Public  
Health Coordinator,  
ACHSCP

Please take a moment to complete this [survey](#) and let us know how we can enhance our service delivery and collaboration with you. Together we can make a positive impact and create a place where all people can prosper.