

APPENDIX 1

Aberdeenshire Community Planning Partnership

Local Outcomes Improvement Plan (LOIP)

Annual Report April 2022 – March 2023

Text Only Version

[Graphic denoting progress from 2017 to 2027 inserted here]

Our Partners

[Page with logos of CPP Partners]

This document can be made available in other languages, large print, and audio format upon request

If you have a question or would like to become more involved in community planning in Aberdeenshire, please contact us via email at communityplanning@ouraberdeenshire.org.uk

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<https://www.ouraberdeenshire.org.uk/>

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Foreword

As Chair of the Aberdeenshire Community Planning Partnership, I am delighted to introduce Aberdeenshire's Local Outcomes Improvement Plan Annual Report 2022-2023. The report provides an overview of Aberdeenshire Community Planning Partnership LOIP's progress from 1 April 2022 – 31 March 2023.

Community Planning means the public, private and voluntary sectors working together to deliver better services in Aberdeenshire.

Our vision is to support the “best quality of life for everyone in Aberdeenshire”. Partners work together at a strategic and local level to deliver our priorities through the Local Outcomes Improvement Plan and the Locality Plans.

We hope this annual report gives a clear insight into our performance over the last twelve months as well as acknowledging where we need to improve.

Communities across Aberdeenshire were engaged in the development of the priorities to ensure that they are the right ones for Aberdeenshire and that they make the biggest difference to people's lives.

The key achievements this year include:

- Grow at the Vinery – [Banff Vinery](#) is a community space managed by Aberdeen Foyer with both indoor and outdoor settings that provide opportunities for children, young people and families to take part in valuable health and wellbeing activities. Restored and regenerated with help from the Scottish Government, Aberdeenshire Council and the lead provider, local charity Aberdeen Foyer, this new community space officially opened on Saturday 27 August 2022. The Vinery provides opportunities for people to try new things, develop confidence, learn new life skills, and broaden their experiences in a welcoming and accessible facility. Activities are focused around improving health and wellbeing through mindfulness, exercise, therapeutic sessions, training, and accredited learning. The facility includes an open plan kitchen space and café area providing opportunities for community learning, cooking and workshops that make good use of the garden area's fresh produce to create healthy nutritious foods.
- Fraserburgh Community Council Resilience Group Food Larder – opened in April 2021 and has steadily built up a membership of over seventy members. Run by volunteers and operating out of a temporary location made available by a local business, membership is open to residents of Fraserburgh and the surrounding area enabling weekly visits to stock up on key items. During 2022/2023. The initiative achieved its short-term plan is to provide an inviting and non-stigmatised shopping experience, partnership work continues to achieve the long-term plan to secure a larger, permanent building with a view to enhancing the service available to members.
- The Healthy Living Active Living project completed a valuable and informative community engagement programme during 2021-2022 that involved community groups across Aberdeenshire to find out what keeps people well

and what challenges they have. The feedback provided a wealth of insights, experience, understanding and enthusiasm to support community involvement in bringing about change and co-develop an action plan that aims create environments across Aberdeenshire that support people make healthier choices about food and lead more active lives to live well.

During 2022 – 2023 we worked in partnership to develop co-ordinated, effective, efficient services to meet the needs of our communities and deliver better outcomes for all. This annual report therefore also highlights the projects and initiatives that we will focus on in 2023 – 2024.

[Picture of Cllr Stirling inserted here. Insert signatures when signed off]

**Councillor Anne Stirling
Chair of the Aberdeenshire Community Planning Partnership Board
Deputy Leader of Aberdeenshire Council**

[Picture of Caroline inserted here. Insert signatures when signed off]

**Caroline Hiscox
Deputy Chair of the Aberdeenshire Community Planning Partnership Board
NHS Grampian Chief Executive**

Introduction

Under Sections 8 and 12 of the Community Empowerment (Scotland) Act 2015, Community Planning Partnerships (CPPs) are required to publish annual reports which describe progress made towards ambitions in their LOIP and Locality Plans.

The plan, developed jointly by community planning partners, is based on what communities have said are the issues for them. The plan sets the strategic direction for community planning based on three priority workstreams to ensure residents across all parts of Aberdeenshire have a voice. The plan focuses on priorities and actions which address poverty and inequality, and which are problematic issues that can only be addressed by collaborative working by partners. The plan provides the framework within which every partner can make an active contribution to meeting the agreed shared priorities.

In March 2017, the Aberdeenshire CPP Board formally agreed three LOIP priorities for Aberdeenshire. To enable the CPP to progress this 10-year plan (2017 – 2027), three Strategic Lead Partnership (SLP) groups were set up to oversee the development of the priorities.

- Changing Aberdeenshire's Relationship with Alcohol
- Reducing Child Poverty, renamed Reducing Poverty in 2021
- Connected and Cohesive Communities (Locality Plans)

Following a three-year review of the LOIP priorities in 2020 the decision was made to remove Changing Aberdeenshire's Relationship with Alcohol as a LOIP priority. It was considered that as the Aberdeenshire Alcohol and Drugs Partnership (ADP) (the strategic lead group for this priority) report directly to the Aberdeenshire Integration Joint Board, the added value as a LOIP priority was limited. The ADP provides an annual report to the CPP Board for scrutiny and assurance on this area. A comprehensive review of data was undertaken and identified health and wellbeing as priority for Aberdeenshire. Our three priorities are:

- Reducing Poverty
- Connected and Cohesive Communities (Locality Plans)
- Health and Wellbeing

Community Planning at A Glance

Reducing Poverty

[Insert Infographic from data in the report]

- 10,249 children and young people are living in poverty – 5,621 are in relative poverty and 4,628 are living in absolute poverty.
- 4,308 children and young people are entitled to free school meals, bridging payments and clothing grants.
- 14,173 people are claiming universal credit – 6,001 are in work.
- Increase in people accessing services resulting in waiting lists to access energy and welfare rights advice.

Health and Wellbeing

[Insert Infographic from data in the report]

Connected and Cohesive Communities

[Insert Infographic from data in the report]

Reducing Poverty Priority

In Aberdeenshire, our approach to tackling poverty focuses on early intervention and prevention; tackling the root causes of poverty and building people's capabilities through income maximisation, employability and promoting positive life chances. A partnership approach is vital in ensuring opportunities and services are accessible and relevant.

The Tackling Poverty and Inequalities strategic group was set up through the Community Planning Partnership to coordinate strategic development to:

- Improve the lives of disadvantaged people across Aberdeenshire.
- Utilise the funding to address poverty holistically.
- Reduce the number of households living in poverty.
- Prevent households falling into poverty.
- Enable children to live poverty free in adult life.
- Improve the wellbeing of people living in poverty.

High level outcomes

Our high-level outcomes are:

- Preventing those on the margins of poverty falling into poverty.
- Reducing the number of people living in poverty by moving those in poverty out of poverty.
- Protecting those living in poverty from its most adverse effects.
- Enabling children to live a poverty-free adult life.
- Future focused economy: ensure our skills and training provision connects to new and emerging job opportunities.

Many of the actions within our Key Performance Indicators at a locality planning level help achieve the high-level outcomes for the Reducing Poverty LOIP priority. Our Key Performance Indicators help track the achievement of the prescribed outcomes.

- Aberdeenshire's population has increased over the last few years – but the rate of growth is slowing.
- Aberdeenshire's population is ageing.
- Aberdeenshire is home to the 4th largest child population (0-18 years) in Scotland relative to total population.
- The child population in Scotland is expected to decrease over the next couple of decades.
- Aberdeenshire's child population is projected to decrease by 9.9% by 2043.
- The overall population is projected to increase by 2.5% by 2043, largely driven by the 55+ age group.

Principles of Tackling Poverty and Inequalities

- Recognise Place¹ and empower communities and individuals to not only influence and inform decisions but co-produce services which meets their needs.

¹ Place is defined as 'A more joined-up, collaborative, and participative approach to services'
<https://www.gov.scot/publications/place-principle-introduction/>

- Ensure a holistic approach is developed through partnership working at a local and or strategic level.
- Improving Health Inequalities.
- Addressing the causes of poverty, not its symptoms.
- Making early interventions for vulnerable individuals, families, and disadvantaged communities.
- Improving employability as a key means of tackling poverty.

Our 2022/2023 Aims

- Continue to develop opportunities for experts with experience, targeting marginalised communities.
- Using a rights-based approach to deliver a project with Council tenants focusing on Fuel Poverty.
- Deliver a research project which explores the additional challenges those living in the more rural and remote areas of Aberdeenshire to give local people a voice in shaping future services.
- Invest in areas or projects which will alleviate the impact of the cost of living and develop sustainable approaches with those most affected.

Aberdeenshire is one of Scotland's 14 rural authorities and is defined as 'mainly rural'. We are the fourth largest geographical local authority in Scotland.

The economy of rural Scotland is both similar to and tightly integrated with the economy of urban Scotland. However distinct differences often related to distance and scarcity remain between urban and rural economies. These differences may contribute to greater inequality particularly for low-income families.

Making Employment Work for Families

What we know

Universal Credit Single parent households (Feb 2023)	Universal Credit Families with 3+ Children (Feb 2023)	Universal Credit Disability entitlement (Feb 2023)
4,210 ²	1,164 ²	646 ²

Total number of children 19 and under living in poverty is 12,740 out of which 8,913 are in working households. (69.97%)

A high number of low-income families are employed in the care, processing, agriculture, or retail sector where wages are low and hours can be limited, therefore access to affordable flexible childcare is important to allow parents to continue to work.

Due to the rising cost of living there has been an increase in people not being able to take up employment opportunities as they cannot afford transport or childcare.

Several families have raised the issue of the low number of family friendly employers who can offer sustainable employment in the rural areas. Several lone parents or

² Data: Department of Work and Pensions, May 2023

parents with a disabled child have found it increasingly difficult to find local employment with hours that can be flexible around transport and childcare. These parents have taken up several part-time posts to ensure that flexibility.

Challenges for 2022/2023

- Increased number of households seeking advice and financial assistance especially working households.
- Household bills increasing with people having to choose to eat or heat, sometimes with neither being affordable.
- Increased number of households choosing to go on pre-paid meters for gas and electricity because of fuel debt.
- Increase in referrals for mental health support.
- Increase in people not being able to take up employment opportunities as they cannot afford transport or childcare.
- Working people in general are concerned about the cost of working from home or the cost of traveling due to their role resulting in challenges to fill vital posts especially in the care sector.
- Reduction in donations to emergency food providers.

Impact We Made In 2022/2023

Increase number of Experts of Experience and Co-Production

Local people being key partners in developing services, policies and influencing change. In 2022, 608 individuals shared their experience, with over 250 being young people. These experts of experience informed practice around stigmatisation, ensured information was available by development of a Worried About Money Leaflet, Young Scot Tackling Poverty and Inequalities page, and developed the fourth Child Poverty Action Report. They have informed national research on food insecurity and health conditions such as obesity, informed local charges set for recreation activities, explored issues that affected them such as fuel poverty and made recommendations for the future.

Through the Lived Experience Forum an in-person Lived Experience Conference was developed and delivered as part of Aberdeenshire Challenge Poverty Week 2022. The conference was hosted by The Rowett Institute which is part of Aberdeen University.

The aims of the conference were to share good practice, raise awareness of the importance of coproduction with those experts of experience and listen to those with experience around food security, increase fuel costs and the cost-of-living crisis.

“The tackling poverty and inequality day that was held at the Rowett Institute today was so good. I am so glad I went along in person and met some people from the forum. I think it was important to be present at the session to show that we do exist and are the actual people on the ground assisting with the forum and having our opinions heard. I left today feeling valued, appreciated, and encouraged that what we do makes a difference. I hope there are more opportunities for engagement going forward.” – Forum member/conference volunteer

The blended approach of in-person and online participation allowed 120 participants to take part in the day. They identified solutions, areas of improvement and informed national research but the main outcome was a commitment to develop a charter

which will support those who wish to use their experience to inform and change policy, services, and practice. Those at the conference expressed what they would like to see in the developing charter.

Increase Access to Integrated Services and Opportunities

The total number of people who have participated in the services, opportunities, and events that the partners have collectively delivered in 2022/2023 is 26,073 of which 3,272 are children and young people.

Improve Health and Inequalities

Partners have reported an increase in request for support around empowering people to access health services and increase skills and knowledge to improve their own health and wellbeing. Over the last year 567 individuals have reported an improvement in their own health and wellbeing because of the support that has been put in place.

In June 2021, the Housing Service employed a Health and Wellbeing Support worker to set up a project which targeted those who had no mental health services in place. The support worker found there was a requirement to work with clients to increase engagement with services through developing a person-centred approach and using warm handovers. In May 2022, the project received additional funding through Tackling Poverty and Inequalities to build capacity through an additional post. The workers receive referrals for clients, link them with mental health services and after a period refer on to other support services.

This project has worked with 79 people, with 43 people no longer requiring this level of support.

Food Security

Connecting with Communities supports locations within targeted areas of Kincardine and Mearns, Formartine and Banff and Buchan which may have limited food support and/or transport links for accessing food. Over the past 12 months they have supported 561 people of which 232 have been children.

The aim is to ensure residents in more rural and remote locations can access fresh fruit and vegetables at low cost and additionally receive good quality FareShare produce to ensure easier management of household budgets. The project delivery not only focuses on food but has the intention to ensure that individuals receive additional support to address other factors which contribute to the various challenges faced by so many, e.g. social isolation and loneliness/financial difficulties/disabilities and mental health illness.

Reducing Housing Costs

There are a number of workstreams that support low-income households to reduce housing costs. These are support with food, fuel, wellbeing funds and information and advice services. The number of households supported to reduce their housing costs is 21,731 with a client financial gain of £6,509,323.

Improving Employability and Skills

There is a number of programmes delivered through Aberdeenshire Employability Partnership which has supported over 1,200 people to enhance their employability skills through targeted training programmes, work experience and delivery of supported employment schemes.

Secured Additional Resource

Partners have used the funding they received through Tackling Poverty and Inequalities to collectively secure an additional £3,928,794.

Fuel Poverty

Through a partnership with SCARF, funding was allocated to increase energy advisors and continue to deliver the Heat and Eat Project which targets those households that have prepaid energy meters to reduce the risk of further fuel debt.

The Heat and Eat project supported 434 households across Aberdeenshire with 618 food and 618 fuel vouchers with a total investment of £61,182 for these targeted homes.

Fuel Poverty Project

Increasing income from employment and earnings should ensure the best support for parents to work and earn more, effectively lifting them and their families out of poverty. These outcomes are developed with the Aberdeenshire Employability Partnership which includes Skills Development Scotland, Department of Work and Pensions, Aberdeenshire Council, a range of third sector deliver partners such as Barnardo's, Enable, SHMU, Aberdeen Foyer and Inspire. [Project Report - November 2022](#)

“A reduction in available finances due to increased living costs makes essential items such as food, heating, fuel for car etc too expensive. This means that there's hard decisions to be made for low-income families such as ours” – Rural Family in Marr

Children and Young People

The Tackling Poverty and Inequalities Partnership was aware of the adverse effects the pandemic had on young people. Partners reported that young people felt that their voice had not been heard and the opportunities to develop skills, socialise and seek employment had reduced.

In partnership with Community Learning Development, a youth project was developed using a rights-based approach. Young people from 15 different groups across Formartine and Garioch explored poverty and inequalities. They developed workshops and performances that could be used to highlight not only the impact poverty and inequalities have on children and young people but of their families and communities. The young people organised an event [Over 2 Youth 22](#) which was held in September 2022 to deliver their findings to over 250 young people and partners.

Our 2023/2024 Aims

- Refocus Child Poverty Action Plan to reflect the national guidance.
- Continue developing our Cash First Partnership.
- Continue to strengthen the partnership.
- Increase opportunities for co-production.
- Ensure those households off the grid can access all the financial support they are entitled to especially around fuel.
- Explore flexible childcare models within the workstream lead by Education and Children's Services.
- Develop a lived experience panel with a focus on transport.
- Improve access to services for those living in rural and remote area.

Reducing Poverty – Key Performance Indicators

Key Performance Measure	2020/21	2021/22	2022/23	Progress	RAG status
Number of children living in poverty in Aberdeenshire – seek to reduce					
Number of children in relative poverty age 0-4	Not available	1,613 (22.78%)	Not available		↔
Number of children in relative poverty age 5-10	Not available	2,225 (31.42%)	Not available		↔
Number of children in relative poverty age 11-15	Not available	2,051 (28.96%)	Not available		↔
Number of children in relative poverty age 16-19	Not available	1,194 (16.86%)	Not available		↔
Number of children in absolute poverty age 0-4	Not available	1,325 (23.43%)	Not available		↔
Number of children in absolute poverty age 5-10	Not available	1,740 (30.76%)	Not available		↔
Number of children in absolute poverty age 11-15	Not available	1,600 (28.29%)	Not available		↔
Number of children in absolute poverty age 16-19	Not available	992 (17.4%)	Not available		↔
Unemployment Rate (Adults/16-24 years) (National measure) – seek to reduce	34,100 - Scotland	31,800 (18,000 male, 13,800 female) - Scotland	Not available	In 2021-2022 the Aberdeenshire Employment Support Team helped 105 participants into employment, in 2022-2023 they helped 122 participants into employment (an increase of 17 people). We are seeking to reduce the number of unemployed adults aged 16-24 in Aberdeenshire.	↓
Personal debt levels- seek to reduce using the amount of debt being handled by Citizen’s Advice Bureau to measure performance				Debt is an important factor which may push individuals living in the margins of poverty, into poverty itself. The rising cost of living has increased the amount of debt which the Aberdeenshire Citizens Advice Bureau (CAB) are handling.	↑

Key Performance Measure	2020/21	2021/22	2022/23	Progress	RAG status
				We are seeking to reduce the level of personal debt being experienced by our residents.	
Total amount of debt being handled by the Citizen's Advice Bureau	Not available	£5,935,450	Not available		
Access to crisis financial support (Scottish Welfare Fund) (local measure) - seek to decrease repeat applications				The Scottish Welfare Fund's Crisis Grants (for individuals facing a financial emergency or disaster) and Community Care Grants are administered by the Aberdeenshire Support and Advice Team. From 2020/2021 to 2022/2023, the number of applications for both types of grants have increased over these years and therefore so have the number of applications paid and the total amounts spent.	↑
Crisis grant applications					
Number received – seeking to decrease	6,298 up 7% from previous year	7,661 up 22% from previous year	9,001 up 17% from previous year		↑
Number paid – seeking to decrease	4,400 up 20% from previous year	5,312 up 21% from previous year	5,669 up 7% from previous year		↑
Total spend – seeking to decrease		£523,878.92	£732,460.89		↑
Community care grant applications					
Number received – seeking to decrease	2,114	2,225	2,342		↑
Number paid – seeking to decrease	864	1,111	1,159		↑
Total spend – seeking to decrease	£419,812.44	£642,350.58	£700,203.75		↑
Aberdeenshire income maximisation achieved – seek to increase					
Number of households supported	Not available	14,205	21,731		↑

Key Performance Measure	2020/21	2021/22	2022/23	Progress	RAG status
Client financial gain	Not available	£5,819,936	£6,509,323		↑
Total income maximisation	Not available	£19,387,164	£9,355,405		↑
Annual participation (in education, training, or employment) measure 16 – 19-year-olds (National measure) - seek to increase	Not available	92.2% - Aberdeenshire 2021	93.1% - Aberdeenshire 2022	To contribute to a future-focused economy, the Reducing Poverty LOIP will monitor the participation of young people in activities that improve their skills and employment prospects.	↑
Unemployment rate 16-19 years – seek to reduce	Not available	Not available	1.5% - Aberdeenshire August 2022	Aberdeenshire has one of the lowest youth unemployment rates in the country. Approximately 1.5% of those aged 16-19 in Aberdeenshire are claiming unemployment benefits as at August 2022 (163 people). This is in line with the historic average after peaking at 3.5% in the months during COVID-19 lockdowns.	↔
Aberdeenshire Employability Agreement referrals – seek to increase	Not available	42	Not available	Aberdeenshire Employability Agreements are for young people aged 16 to 19 who are either leaving school and requiring support to move into a positive destination or currently unemployed. The AEA is a creative package of activity and learning for those requiring one-to-one support based around a young person's needs and interests and aims to address barriers. This could be a range of activities, such as personal skills development including confidence building to work tasters. Young people set their own learning goals and gain transferable skills to positively progress onto a positive destination	↔
Attainment Gap - % Difference in Tariff Scores Between Pupils in the Most Deprived and Least Deprived Quintiles, 2020/21 (Aberdeenshire in a Scottish Context)		154.0%			↔

Health and Wellbeing Priority

Strand 1 – Healthy Eating Active Living (HEAL)

Together we create an Aberdeenshire where everyone has the opportunity and the support to access and afford to eat healthy and be active and mentally well during a time of financial challenge for communities.

In April 2021, the HEAL Strategic Partnership Group was formed with the aim to support people living in Aberdeenshire to have a healthy weight. The group has adopted a 'Whole System Approach' (WSA) evidence-based method to identify and focus on action that will make healthy eating and active living possible and achievable for Aberdeenshire communities.

Communities are key to the success of this programme and funding has been secured to commission work to engage and scope out with local partners, residents, and community representatives the need and the assets required to address HEAL in their communities so that the healthier choice is the easiest choice.

Our 2022/2023 Aims

1. Continue to progress a Whole Systems evidence-based method to develop actions that will make healthy eating and active living possible and achievable for communities in Aberdeenshire.
2. Complete a 12-month programme of community engagement to understand assets and barriers to HEAL alongside input from the HEAL Strategic Partnership Group (SPG) to co-develop a HEAL action plan for approval by the HEAL SPG and Aberdeenshire CPP Board.
3. Develop and implement a HEAL action plan.

Progress of Aims – Whole Systems Evidence-Based Approach to Develop Actions

Continue to progress a Whole Systems evidence-based approach to develop actions that will make healthy eating and active living possible and achievable for communities in Aberdeenshire.

The causes of unhealthy weight and obesity are complex, multiple and can be outside the control of the individual. Underpinning these are changes in transport, food production and food sales resulting in excess calorie consumption and physical inactivity. Collaborative partnership working provides the best opportunity to tackling the complex and wide-ranging issue of unhealthy weight and obesity with multi-level, and range of interventions being required.

Whole Systems Approach (WSA) is an evidenced-based approach advocated by Public Health Scotland and England that identifies and focuses on actions to address the complexities of unhealthy weight and reduce health inequalities. Key to this is to ensure that actions address the causes of unhealthy weight. Throughout 2022-23 the HEAL SPG continued to work through the WSA process to identify assets, barriers, and solutions relevant to communities in Aberdeenshire and develop actions that will make a positive difference to healthy weight and reduce health inequalities. An

action plan was developed and agreed by the HEAL SPG in October 2022 and endorsed by the CPP Executive and Board early 2023.

Over the past year the HEAL project has been recognised nationally for the WSA approach to improving healthy weight. In partnership with Scottish Government, Food Standards Scotland and Obesity Action Scotland, Public Health Scotland supported local areas, known as 'early adopters', to pilot a WSA to diet and healthy weight. This focused on children and health inequalities. Aberdeenshire was not part of this programme but the HEAL project came to the attention of Public Health Scotland who were impressed by the progress that had been made using WSA. As a result the Health Improvement Officer with Aberdeenshire Health and Social Care Partnership and the lead Officer for the HEAL project, has been part of a Public Health Scotland working group looking at ways to learn and improve on how we use WSA in the future. HEAL has been cited in a Public Health Scotland evaluation report '[A systems-based approach to diet and healthy weight](#)' that have been informing national and local approaches to address obesity.

Progress of Aims – Engagement to Understand Assets and Barriers To HEAL

Complete a 12-month programme of community engagement to understand assets and barriers to HEAL alongside input from the HEAL Strategic Partnership Group (SPG) to co-develop a HEAL action plan for approval by the HEAL SPG and Aberdeenshire CPP Board.

A 12 month HEAL community engagement project concluded in August 2022. The aim of the project was to work with communities to increase the SPG's understanding of the causes of unhealthy weight and what the communities' assets, barriers, and gaps in relation to HEAL were. The project explored people's choices and motivations and involved communities in co-developing solutions develop actions to improve HEAL. This ensured that the SPG's actions were better based on community priorities.

There were three phases to the community engagement project:

Phase 1 – to gather information on assets and barriers to HEAL. This involved 14 pop up stalls in towns and meetings with 12 groups. In total 261 people were involved. An online Engage Aberdeenshire survey had 243 people taking part.

Phase 2 – to have extended discussion with groups vulnerable to health inequalities: 10 focus group sessions were held on themes emerging from phase 1. There were 62 participants involved.

Phase 3 – A Mini Public³ took place with 16 Aberdeenshire residents, and some HEAL SPG service representatives to collaborate and prioritise draft actions for the HEAL action plan.

A full HEAL Community Engagement report and an accompanying summary report was published in October 2022 <https://engage.aberdeenshire.gov.uk/heal>. The report highlighted the following learning points:

- To eat healthily and to be active communities value our parks, beaches, and countryside, and other local assets such as shops, food networks, community groups and community activists, and local knowledge and expertise.

³ Mini-publics assemble small groups of randomly selected residents to become informed about and deliberate on a policy issue.

- Some groups struggle more to eat healthily and to keep active than other groups, cutting across and compounding other inequalities, namely cost, accessibility, mental health/wellbeing and education/self-management were seen as the main causes.
- Communities emphasised the need for clarity, simplicity, and an awareness of how language can reinforce health messaging.
- Ongoing community engagement was valued as a way of improving understanding of community priorities for HEAL and as a way of involving communities in bringing about change

Progress of Aims – Develop and Implement a HEAL Action Plan.

Using the WSA process the HEAL SPG and community participation co-developed a [HEAL action plan](#) consisting of 35 actions. The action plan was agreed by the HEAL SPG in October 2022 and endorsed by the CPP Executive and Board (February and March 2023 respectively).

The action plan consists of the following five themes.

- Community engagement
- Physical Activity
- Food accessibility
- Education and self-management
- Mental health and wellbeing

Implementing The HEAL Action Plan

In February 2023, a HEAL [Action Monitoring Framework](#) (AMF) was developed that detailed current work that many stakeholders were progressing and ‘action gaps’ where solutions and additional resource were needed. The AMF will be used to monitor progress of the HEAL action plan.

There are a wide range of HEAL partners who are progressing actions within the action plan. Partners include a number of Aberdeenshire Council services such as Environmental Health, Leisure (Live Life Aberdeenshire), and Planning services, alongside the Cairngorms National Park, the transport agency NESTRANS, North East Scotland College, Aberdeenshire Health and Social Care Partnership, University of Aberdeen and many others. In some cases, the HEAL action plan directly reflects organisations own service plans, for example Aberdeenshire Council Education Service promotes the majority of HEAL actions across schools and early years settings through the application of [Curriculum for Excellence: Health and Wellbeing Principles and Practice](#). Similarly HEAL actions are reflected across all six of the [Aberdeenshire Local Community Plans](#).

Many of the HEAL actions are currently being progressed but some are yet to be progressed over the next year and beyond. In March 2023, the SPG agreed a proposal from Aberdeen University to address one of the action gaps on body image and unhealthy weight. In the summer 2023 Aberdeen University will conduct research with the SPG on their views, from a service delivery perspective, about how body image and stigma can hinder service users’ motivation and behaviours towards eating healthily and being active, and the opportunities to address this. The results will inform and improve service providers future policy and practices on HEAL that will improve healthy weight for Aberdeenshire communities. The SPG are also exploring opportunities for partners to work together on similar HEAL actions

resulting in efficient ways of working by pooling resources, avoiding duplication, and creating a more impactful approach to improving HEAL in Aberdeenshire.

Our 2023/2024 Aims

A key next step for the HEAL SPG is to prioritise specific actions to focus on during 2023/24 and explore ways in which partners can work better together on common actions.

What impact have we had?

Our Key Performance Indicators are set out below demonstrating the impacts of our actions.

It is noted that the Whole Systems Approach (WSA) is an evidenced-based approach advocated by Public Health Scotland and England that identifies and focuses on actions to address the complexities of unhealthy weight and reduce health inequalities. The WSA took time to develop including the time it took for community engagement, then the action plan was implemented at the beginning of 2023 so there has not been much time to see the impacts of any work. The SPG were aware that using WSA would take time and that impacts on improving health measures can take years, again, this was communicated to the SPG.

Strand 2 – Mental Health and Wellbeing

Mental Health and Wellbeing is an important contribution to our wellbeing in Aberdeenshire during a time of financial challenge and uncertainty for communities.

Most often mental health focus is on services and the challenges of accessing the right service at the right time. The CPP recognises that to help reduce the burden on services and to promote a mentally flourishing Aberdeenshire action needs to be taken early. Research indicates that a few simple actions can go a long way to promote mental wellbeing, prevent poor mental health, reducing stigma and promote recovery.

Our 2022/2023 Aims

- Undertaking phase two of the Mind Yer Mind campaign.
- Developing a local approach to maximise community resources and opportunities for mental wellbeing and making them more accessible.

Progress of Aims – Undertaking Phase Two of the Mind Yer Mind campaign.

Following approval for a second phase of the Mind Yer Mind Campaign the campaign steering group was refreshed and the second campaign launched in early August 2022 with an emphasis on the five key steps to improving mental health and wellbeing. These five steps are:

- Staying connected to people
- Learning new things
- Take notice – remember the simple things that give you joy
- Carrying out acts of giving and kindness, and

- Taking part in physical activity.

In the lead up to this new campaign the steering group sought feedback from those who engaged in the first campaign with the aim of identifying how things could be improved. Responses were all supportive of a second campaign with two clear messages, the first being how important and necessary support for people struggling with their mental health is and the second was the need to promote the campaign as far as possible.

Impact we made

- Launch of a dedicated [website](#) for the campaign – the website was visited nearly 700 times with a peak of visits around December 2022.
- Social media campaigns were simultaneously launched on Facebook, Twitter, and Instagram – there were 219 interactions on media platforms.
- [Regional e-books](#) have been developed for each of the six administration areas within Aberdeenshire – more than 400 copies have been downloaded from the website.
- Promotional adverts on local radio ran for three months.
- New campaign ambassadors were introduced for phase two.
- A webinar session had been developed and delivered; this has also been adapted for sharing with organisations for them to use and also for use within local libraries.
- Email campaign messages sent to more than 1,500 organisations and community groups across Aberdeenshire.
- Positive interest from secondary schools across Aberdeenshire with a pilot approach being developed with one academy with the aim of including more once this has been tested.

Our 2023/2024 Aims

- To continue promoting the key five step approach.
- To promote Mind Yer Mind throughout communities in Aberdeenshire.
- To engage with and promote awareness among employers in Aberdeenshire.
- To create a Mind Yer Mind support network of organisations and community groups able to share and promote the key five step messages.
- To continue developing Mind Yer Mind promotional and information materials and Toolkit.

Progress of Aims – Developing A Local Approach Accessing Community Resources

Developing a local approach to maximise community resources and opportunities for mental wellbeing and making them more accessible.

Aberdeenshire Voluntary Action (AVA) took on the lead for the Mental Health and Wellbeing Strand of the LOIP in Autumn 2022 with the following main aims:

- Engaging with partners, third sector organisations and groups, and communities AVA will identify and map existing Mental Health and Wellbeing support services.
- To identify gaps in provision where there is unmet need or access difficulties.

- To support Community Planning Partners to agree a programme of action to improve support and access to services and mental health and wellbeing across Aberdeenshire.

Impact we made

- Built connections with local mental health and wellbeing networks and relevant statutory partners.
- Have achieved a data sharing agreement with A Local Information System for Scotland (ALISS).
- Established the need for a central resource detailing mental health and wellbeing support within communities.
- Gathered intelligence on more than 1,600 third sector organisations involved in community based mental health and wellbeing support provisions and services.
- Designed a service information capture form.
- Developing an information repository within a CRM system – this will eventually become an accessible and interactive application.
- Promoted opportunities offered by both the Community Mental Health and Wellbeing and Just Transition funds.
- Evaluated the mental health and wellbeing offering available to staff employed by CPP organisations.

Our 2023/2024 Aims

- To continue our development and evaluation work.
- To complete our mapping exercise.
- To launch the interactive website.
- Lead a consultation on existing mental health support provision involving relevant partners with the aims of identifying improvement and effectiveness.

Health and Wellbeing – Key Performance Indicators

Key Performance Measure	Aberdeenshire	Scotland	Progress	RAG Status
Female Healthy Life Expectancy (HLE) at birth (National measure – National Records of Scotland) – seek to increase	67.35yrs (2019-21)	61.1yrs (2019-21)	The HLE of females has increased by 1 year between 2019 and 2020. It is 6 years higher in Aberdeenshire than in Scotland. We are seeking to increase over 5-10 years as impact of Health and Wellbeing LOIP actions will take time to see improvement to this KPI	↑
Male Healthy Life Expectancy (HLE) at birth (National measure – National Records of Scotland) - seek to increase	67.16yrs (2019-21)	60.4yrs (2019-21)	The HLE of males has stayed the same between 2019 and 2020. It is nearly 7 years higher in Aberdeenshire than in Scotland. We are seeking to increase over 5-10 years as impact of Health and Wellbeing LOIP actions will take time to see improvement to this KPI.	↔
Female Adult self-assessed general health – good or very good (National measure – Scottish Health Survey) – seek to increase	74% (2021) 4 - year aggregate 2017-2021)	71% (4 - year aggregate 2017-2021)	The percentage of females self-assessing their general health – good or very good has dropped by 3% compared to the rest of Scotland (3-year aggregate 2016-2019). We are seeking to increase over 5-10 years as impact of Health and Wellbeing LOIP actions will take time to see improvement to this KPI. The data incorporated a 2-year period of the COVID pandemic (2020-2021), this may have a detrimental impact on the statistics.	↓
Male Adult self-assessed general health – good or very good (National measure – Scottish Health Survey) – seek to increase	77% (2021) 4 - year aggregate 2017-21)	74% (4 - year aggregate 2017-2021)	The percentage of males self-assessing their general health – good or very good has stayed the same compared to Scotland (3-year aggregate 2016-2019). We are seeking to increase over 5-10 years as impact of Health and Wellbeing LOIP actions will take time to see improvement to this KPI. The data incorporated a 2-year period of the COVID pandemic (2020-2021), this may have a detrimental impact on the statistics.	↔
Proportion of Women who have a healthy weight (National measure – Scottish Health Survey) – seek to increase	32% (2018) 4 - year aggregate 2016-19) <i>(Note 2017-2021 data not available will publish in Dec 2023)⁴</i>	36% (2018) 4 - year aggregate 2016-19) <i>(Note 2017-2021 data not available will publish Dec 2023)⁴</i>	The proportion of women (self-assessed) with a healthy weight has dropped from 35% (2012-2015) to 32%. Cannot comment due to no data change yet.	↓

⁴ When published, the data for 2020 are not included in the 2017-2021 time period, as they are not directly comparable with previous years.

Key Performance Measure	Aberdeenshire	Scotland	Progress	RAG Status
Proportion of Men who have a healthy weight (National measure – Scottish Health Survey) – seek to increase	26% (2018) 4 - year aggregate 2016-19) (<i>Note 2017-2021 data not available will publish in Dec 2023</i>) ⁴	30% (2018) 4 - year aggregate 2016-19) (<i>Note 2017-2021 data not available will publish in Dec 2023</i>) ⁴	The proportion of men (self-assessed) with a healthy weight has dropped from 28% (2012-2015) to 26%. Cannot comment due to no data change yet.	↓
Female Adult Warwick-Edinburgh Mental Wellbeing Scale (WEMWEBs) mean score (National measure – Scottish Health Survey) – seek to increase	50.1 (2021) 4 - year aggregate 2017-2021)	49.4(2021) 4 - year aggregate 2017-2021)	The Warwick-Edinburgh Mental Wellbeing Scale Mean score for females in Aberdeenshire has decreased slightly from 50.7 to 50.1 (2017-2021). The data incorporated a 2-year time period of the COVID pandemic (2020-2021), this will have a detrimental impact on mental health measures.	↓
Male Adult Warwick-Edinburgh Mental Wellbeing Scale mean score (National measure – Scottish Health Survey) – seek to increase	50.5 (2021) 4 -year aggregate 2017-2021)	49.5 (2021) 4 - year aggregate 2017-2021)	The Warwick-Edinburgh Mental Wellbeing Scale Mean score for males in Aberdeenshire has decreased from 50.6 (2016-2019) to 50.5 (2017-2021). While for the same periods Scotland has decreased by 0.2 of a point. The data incorporated a 2-year time period of the COVID pandemic (2020-2021), this will have a detrimental impact on mental health measures.	↓
Adult Warwick-Edinburgh Mental Wellbeing Scale mean score (National measure – Scottish Health Survey) - seek to increase	50.7(2021) 4 - year aggregate 2017-2021)	49.5 (2021) 4 - year aggregate 2017-2021)	The Warwick-Edinburgh Mental Wellbeing Scale mean scores have seen a slight decrease in Aberdeenshire by 0.2 to 50.7. Overall Aberdeenshire scores are higher than Scotland. The data incorporated a 2-year time period of the COVID pandemic (2020-2021), this will have a detrimental impact on mental health measures.	↓
Boys Epidemiological BMI P1 % healthy weight (National Measure – National services Scotland) - seek to increase	75.3% (2021/22)	74.2% (2021/22)	The BMI P1 % healthy weight for boys has dropped by 3.3% in Aberdeenshire between 2018/2019 and 2021/2022 but is 1.1% higher compared to the Scottish average.	↓
Girls Epidemiological BMI P1 % healthy weight (National Measure – National Services Scotland) - seek to increase.	79.6% (2021/22)	75.3% (2021/22)	The BMI P1 % healthy weight for girls has increased by 3.5% in Aberdeenshire between 2018/2019 and 2021/2022 and 0.8% higher compared to the Scottish average.	↑

Connected and Cohesive Communities Priority

This priority focuses on locality planning arrangements in three locality areas, four towns in Aberdeenshire – Peterhead, Fraserburgh and Banff and Macduff.

The Connected and Cohesive Communities (CCC) Strategic Lead Partnership Group oversees locality planning in Aberdeenshire. The group's overarching remit is to oversee locality planning arrangements for those communities experiencing poorer outcomes than other parts of Aberdeenshire or similar communities because of socio-economic inequality based on robust understanding of communities across Aberdeenshire.

North Collaborative Approach – Co-ordination Hubs

A co-ordination hubs model, enabling partnership working on core themes – tackling poverty, health and wellbeing and connected communities – and providing a platform for partners to collaborate with each other on shared priorities, remained in place throughout 2022/2023. The approach operates across North Aberdeenshire, covering Buchan's and Banff and Buchan's areas of greatest need, with some issues tackled jointly, as part of the North Collaborative Approach. The co-ordination hub activities align with Aberdeenshire's LOIP priorities, supporting actions at a local level.

The Hubs' role is to serve as the operational arms for the respective Buchan and Banff and Buchan Community Planning Groups, developing and delivering to the priorities and actions of Area Community Plans and focussed Locality Plans. Building capacity across partners, the Hubs strengthen community planning at a local and area level.

Operating as a 'centralised' focus on discussion and planning of local priorities, the Hub approach provides an opportunity to add value to joint working. The Hubs aim to also reduce duplication, in terms of meetings, discussions and work being taken forward, by supporting a co-ordinated collaborative approach to tackling local priorities. They also provide input and updates to strategic partnerships, including the respective Buchan (Area) Community Planning Group and Banff and Buchan (Area) Community Planning Group.

Buchan

- **Buchan Coordination Hubs** – Co-ordination Hubs in Buchan are well embedded within local community planning arrangements, ensuring a strong network operating across Buchan that allows local needs and issues to be identified, along with access to strategic links where required. During 2022/2023, the Hubs were led by Aberdeenshire Council, NHS Grampian, Buchan Development Partnership (Local Rural Partnership), Maud Resource Centre, Scottish Fire and Rescue Service and Aberdeen Foyer with attendance from a range of public services, organisations who operate in the area and community representatives.
- **The Buchan Community Planning Partnership** hosts 6-monthly interactive events involving Services, Organisations and Groups from across the Buchan Community Planning network to share information, knowledge and experience on the various themes which have been identified as priorities of the Buchan Community Plan and Peterhead Locality Plan. During 2022/2023 thematic topics tabled included '[developing our youth provision in Buchan](#)' and '[supporting resilience for our Buchan communities](#)'.

- **Peterhead Locality Plan** During 2022/2023, the Co-ordination Hubs have supported the Local Community Planning Group to review the Buchan Community Plan and the Peterhead Locality Plan which ‘nests’ within this, through a collaborative process involving residents, community organisations, and partner agencies across the voluntary, private, and public sectors. In addition to the Co-ordination Hubs, there are strong networks for partnership working within Peterhead, who are collectively working towards the key priorities as identified through the Peterhead Strategic Needs Assessments 2021.

Peterhead Locality Plan Priorities (2020-2030)

1. Addressing certain health-related issues
2. Attracting a wider variety of employment opportunities for the area
3. Providing support for young people

Banff and Buchan

- **Banff and Buchan Coordination Hubs** – Co-ordination Hubs in Banff and Buchan activity continued during 2022/2023, including a partnership workshop convened by the Tackling Poverty Hub, to refresh objectives and identify partnership actions. Following a high level of Hub membership turnover due largely to partner reorganisations and the temporary lack of a permanent community planning officer resource in post, hub priorities were primarily delivered via time-limited project groups for a period during 2022/2023. These activities continued to be driven forward by key partners including a range of Aberdeenshire Council services, NHS Grampian, Banffshire Partnership (Local Rural Partnership), Police Scotland Scottish Fire and Rescue Service and Aberdeen Foyer, with input from both business and community representatives.
- **The Banff and Buchan Community Planning Group** continued to meet during 2022/2023, providing strategic direction and partner input to joint working in response to local need. The Group also oversaw a review of the Banff and Buchan (Area) Community Plan with input from local partners.

Banff and Macduff Locality Plan Priorities (2022-2025)

1. Health and Wellbeing
2. Strong and resilient communities
3. Connected communities

- **Banff and Macduff Locality Plan** A review of the Banff and Macduff Locality Plan was undertaken during 2022/2023, with input from local partners.
- Following the publication of the refreshed Strategic Needs Assessment for Fraserburgh in 2022, preparatory work was also undertaken in 2022/2023 to support a future review of the Fraserburgh Locality Plan, scheduled in 2023/2024.

Fraserburgh Locality Plan Priorities (2021-2023)

1. Healthy Living
2. Employability and Learning
3. Safe, Secure Communities
4. Service Connectivity

Delivering LOIP Priorities at a Local Level

Health and Wellbeing

Links to the Buchan Community Plan 2025: Priority 1 - Empowered Communities Priority 2 - Healthier Communities	Links to the Banff and Buchan Community Plan 2025: Priority 1 – Stronger, Empowered Communities Priority 2 – Healthier, Active Communities	
Peterhead Locality Plan Priorities Addressing certain health related issues	Fraserburgh Locality Plan priorities Healthy Living Safe, Secure communities	Banff and Macduff Locality Plan Priorities Strong and resilient Health and wellbeing Well connected

North Collaborative

- **Health and Wellbeing** – The development and delivery of activities and events in support of the [Aberdeenshire Wellbeing Festival](#) 2022 and in preparation for the 2023 event programme, promoting positive mental wellbeing across the North.
- **Warm Spaces** – Community planning partnerships in the North supported the establishment of area-based warm spaces within community settings during winter 2022/2023, supporting locally accessible, community run initiatives and assisted with the maintenance of the warm spaces list on the Aberdeenshire Council. Warm spaces funding also enabled warm spaces to kickstart and run throughout the winter and this will continue in 2022/2023, alongside other funding streams such as the Aberdeenshire Council community resilience fund which provides support to existing community resources.

Buchan

- Partners have supported the engagement and development of the [Healthy Eating Active Living \(HEAL\) Action Plan](#), with links established to both the Buchan Poverty and Health and Wellbeing Hubs.
- **Mental Health** – Supporting Phase 2 of the [Mind Yer Mind](#) campaign throughout the North through partner networks, complimented by an updated [E-Booklet](#) for the Buchan area, alongside ongoing work to identify Community Ambassadors.
- **Community Growing** – A [Community Market Garden](#) project in Buchan led by Aberdeenshire North Foodbank and a local Charity 'Stella's Voice', is being

supported by partners and community groups to develop a productive growing space with volunteering and educational facilities to get people involved and to learn growing and food skills.

Banff and Buchan

- Primary School Community Growing Projects** – Banff and Buchan continued to develop supported by funding via Boyndie Windfarm, while Public Health partners, in partnership with One Seed Forward and North School Fraserburgh, supported pupils to upskill via community growing activities. Preparatory discussions were also held with local public and third sector partners to inform a Banff and Buchan community growing proposal that will incorporate opportunities for activities for the benefit of council tenants, school communities and sheltered housing complexes.

Connected and Cohesive Communities

Links to the Buchan Community Plan 2025: Priority 1 - Empowered Communities Priority 2 – Stronger Communities	Links to the Banff and Buchan Community Plan 2025: Priority 1 – Stronger, Empowered Communities Priority 3 – Connecting Communities	
Peterhead Locality Plan Priorities Attracting a wider variety of employment opportunities in the area	Fraserburgh Locality Plan priorities Employability and Learning Service Connectivity	Banff and Macduff Locality Plan Priorities Strong and resilient Well connected Health and Wellbeing

North Collaborative

- Cultural Tides Levelling Up Funded programme** – Aberdeenshire Council’s £20m bid to the UK Government’s Levelling Up Fund for the Banff and Buchan constituency was successful. Called ‘Cultural Tides: North Sea Connections in Aberdeenshire’ the successful bid will see a £7 million renovation and extension of Macduff Marine Aquarium and a £18million development of a cultural quarter in Peterhead centred around the vacant Arbuthnot House.
- Aberdeenshire Loves Local Gift Card** – First introduced in 2021 as a tool to power the region’s economic fightback from the Covid pandemic by encouraging people to shop local, the gift card was the subject of a multi-channel marketing campaign during 2022/2023. 325 businesses across a wide variety of sectors have signed up to accept the card, including 60 of these in Banff and Buchan and 44 Buchan with all Aberdeenshire Council Live Life Aberdeenshire sites also accepting the card. This has led to an increase in sales and awareness of the card amongst the public.

Buchan

- **Town Centres** – These cross-service teams continue to have a tactical and operational role in fostering collaborative work in Towns in the North area; Peterhead Town Team focused on the Peterhead Vision and Action Plan which will conclude its period of operation within the next year.
- **Peterhead 2040 Vision** – This place focussed work completed its primary research encompassing a study of previous community engagement, investment tracking, mapping of projects, identification relevant of data sets and sources and mapping of plans and strategies that relate to the town and surrounding areas. Wider Stakeholder engagement is now underway with partners and through forums such as the Peterhead Development Partnership.
- **SURF Alliance for Action Programme** – Partners supported a successful bid to bring Peterhead into the Alliance for Action programme. The newly recruited local facilitator will work with the community sector to achieve the twin aims of supporting better practical outcomes locally and drawing out learning that contributes to improving national policy and practice.
- **The Foyer Employability Space** in the heart of Peterhead town centre was developed in partnership with Aberdeenshire Council's Tacking Poverty and Inequality Team and Community Learning and Development, with significant contributions for local businesses. This new space offers a focal point for learning and employability, alongside a dedicated youth space.
- **Peer Consultation** – Partners supported young people to conduct a peer consultation through Youth Forums at Peterhead and Mintlaw Academies and report to Partners on the results covering themes such as mental health, youth spaces and activities. Funding has since provided for youth spaces and activities in Central Buchan and the following projects have been developed by partners and young people in Peterhead:
 - Tackling Poverty, Community Learning and Development, Police Scotland, Aberdeen Foyer, and Safer Community Wardens partners have helped identify young people to participate in a [street art youth project](#), funded through the Buchan Local Community Planning Group.
 - Peterhead Community Campus - building on a programme of stakeholder engagement this project is continuing through its planning and development phases. Further engagement will continue through formal Planning Permission process, as the two main programmes of work continue. Site 1 new education and community facilities at Kinmundy, Peterhead and Site 2 community facilities at the existing Peterhead Academy and Community and Leisure Centre location.

Banff and Buchan

- **Shaping Places for Wellbeing Fraserburgh (SPfW)** – The aim of this national programme is to improve Scotland's wellbeing by reducing the significant inequality in the health of its people while addressing the health of our planet. SPfW Fraserburgh is unique to the other SFfW project Towns in Scotland in that

the Project Lead is embedded within the local Aberdeenshire Council Area Team and community planning partnership, funded by Aberdeenshire Council and Aberdeenshire Health and Social Care Partnership. This facilitated the Project Lead to establish and build strong connections with key strategic and locality partners during 2022/2023, evident through representation secured on the Project Town Steering Group and the high level of engagement in meetings. Via workshops, data profiling and network building, the project has started to work through quantitative locality data to initiate, inform and frame discussions around Fraserburgh, the inequalities being experienced, key health concerns and challenges that can be identified and addressed.

- [Grow at the Vinery](#) is in Banff and led by Aberdeen Foyer. The Vinery Project is a Community Inclusion project around food, financial inclusion, and skills, delivering personal development and employability programmes for young people, parents and adults who are experiencing multiple and complex barriers to moving into good quality, sustainable employment. The project also supports those with long term mental health conditions, substance dependency, social isolation and are disengaged from education.

It also provides a safe, shared space for other community and third sector groups. Aberdeen Foyer works in close partnership with North East Scotland College (NESCOL) to ensure these are accredited learning opportunities.

The project has created 30 volunteer opportunities which give parents the opportunity for a first step into employment and training. The Vinery has created 11 additional local jobs within the project and has delivered skills academies and work experience for over 60 local people. This has included general employability skills, digital skills, CV updates and work placements and mock interviews, resulting in securing employment within the council Roads team as Survey Assistants and within the landscaping teams.

The Vinery has a Digital Skills Coach and has had a Financial Inclusion worker to provide financial health checks, assist with applications to grants and benefits and to support with budgeting skills training. This integrated approach of delivering advice, employment, wellbeing sessions, skills sessions in food and personal development along with developing that safe space has supported 129 families to access a range of services and employability opportunities.

Since opening in June 2022, the Vinery has seen a footfall of over 500 a month and welcomed over 1,600 visitors in the first quarter of 2023 alone. Averaging 20 sessions per week with an average footfall of 120, the Vinery also operates 15 active groups catering to all ages and interests including mental health, walking groups, arts and crafts, community gardening, National 5 revision and LGBTQ games groups, and serves up to 60 meals a week. Supported by a volunteer workforce of over 30 aged from 16 years to 70+ bring who amassed over 2,000 volunteer hours during 2022/2023, the Vinery provides volunteer training and opportunities to engage in community benefit projects.

- The Banffshire Partnership continued to support local community groups, in particular, Community Councils to develop community-designed and led Community Action Plans, along with support from Aberdeenshire Council and other partners on funding applications and technical guidance on project development and delivery.

- The Banff Academy Accelerate programme continued to explore how local service partners, businesses and communities can engage with young people and increase young people’s involvement in tackling local issues. Potential projects identified include community ambassadors and inspiring tourists to explore Banff’s culture, heritage and outdoors, which will now form project-based learning experiences that provide support for partners looking for additional engagement with the community whilst incorporating students’ ideas and upskilling.
- Local Police Scotland representatives continued to work in partnership with Fraserburgh Academy during 2022/2023, providing one-one engagement with young people via up to two-hour sessions at the Academy’s town centre Compass Centre. Police Scotland also engaged in life skills and team building exercises organised by the Academy to build up rapport with young people as a stepping stone to further engagement.

Reducing Poverty

<p>Links to the Buchan Community Plan 2025:</p> <p>Priority 1 - Empowered Communities Priority 2 – Healthier Communities Priority 3 – Safer communities Priority 4 – Stronger Communities</p>	<p>Links to the Banff and Buchan Community Plan 2025:</p> <p>Priority 1 – Stronger, Empowered Communities Priority 2 – Healthier, Active Communities Priority 3 – Connecting Communities</p>	
<p>Peterhead Locality Plan Priorities</p> <p>Providing support for young people</p>	<p>Fraserburgh Locality Plan priorities</p> <p>Safe, Secure communities</p>	<p>Banff and Macduff Locality Plan Priorities</p> <p>Strong and resilient</p>

North Collaborative

- Distribution points for [free period products](#) were in place across North Aberdeenshire and continued to grow in number throughout 2022/2023.
- The [‘Just in Time’ Buchan Food Map](#) and [Fraserburgh and District Food Map](#) resources continued to be updated regularly, to support access to food for members of the public and provide a useful signposting tool for partners and their clients, who may be experiencing a variety of financial difficulties.
- Supported through Local Authority Covid-19 Economic Recovery (LACER) Funding, 11,000 households eligible for Council Tax Reduction on 1 September 2022 received a £100 pre-loaded Aberdeenshire Loves Local Gift Card. Cards were sent out to eligible households on 23 February 2023. By 31 May 2022 just over £705,000 had been spent in eligible businesses across Aberdeenshire. The card is also being used across Council teams as a tool to support vulnerable households and those returning to employment.

Opportunities continue to be explored for partnership working where the card can be used as an alternative to cash or store or Amazon gift cards to benefit both local businesses and our communities.

- Aberdeenshire Council's Housing service continued to prioritise the provision of support and assistance to vulnerable tenants, focusing on the impact of the cost-of-living crisis, anti-social behaviour, organised crime, and mental health concerns. Distribution of assistance via (LACER) funding commenced focusing on the provision of shopping vouchers and assistance to tenants struggling to pay rent. A 'real time' bulletin was developed for tenants providing information on cost-of-living assistance available.
- 'Days of Action' events were held in towns within the Banff and Buchan Area, working with partner agencies to tackle organised crime and to assist victims of cuckooing and related activities.

Buchan

- A new youth facility has been developed and co-designed developed by partners and young people at Drummers Corner in Peterhead, with input from youth workers and an artist, and partners will continue to support on issues as requested by the young people.
- Partners including NHS Grampian, Aberdeen Foyer and Community Learning and Development supported Aberdeenshire Council in the delivery of the summer holiday food, activities, and childcare programme 2022 with staff resources, a range of activities for children and their families, cooking sessions and free food packs.
- Supporting young people to participate within sports and activities with the help of sports kit for all. Following this initial pilot, the project has been expanded out to Central Buchan and other parts of Aberdeenshire.

Banff and Buchan

- Fraserburgh Community Council's Resilience Group's Food Larder - opened in April 2021 and has steadily built up a membership of over 70 members. Run by volunteers and operating out of a temporary location made available by a local business, membership is open to residents of Fraserburgh and the surrounding area enabling weekly visits to stock up on key items. During 2022/23. The initiative achieved its short-term plan is to provide an inviting and non-stigmatised shopping experience, partnership work continues to achieve the long-term plan to secure a larger, permanent building with a view to enhancing the service available to members.
- Supported by Scottish Government funding via Citizens Advice Scotland, the Aberdeenshire North West Citizens Advice Bureau (NWCAB) appointed an Energy Adviser; in the six-month period Oct 22 – March 23, NWCAB helped 293 clients with 426 issues, securing a cumulative financial gain of £53,460.91 by contacting grant providers, securing excessive payment 'write offs' once accurate energy readings were given and flagging inaccurate estimates. The work formed part of a holistic approach to tackling fuel poverty, where food

parcels were also distributed. Quote - *“We had a family who had a cancer survivor who could not have their heating on due to access costs. The Energy adviser managed to get a grant of £1704.00 for them. They immediately went and switched their heating on.*

Connected & Cohesive Communities – Key Performance Indicators

Outcome: Reduce the inequality gap in Peterhead, Fraserburgh and Banff and Macduff, our 3 locality plan areas.

Connected and Cohesive Communities High Level Performance Indicators

- Percent of the total population that are income deprived.
- Percent of the working age population (16-64 years) employment deprived.
- Crime rate per 1,000 population.

Reasons for selecting these indicators:

- **Income deprivation** as defined by the Scottish Index of Multiple Deprivation (SIMD), is a measure of the percentage of the population (adults and their dependents) in receipt of Income Support, Employment and Support Allowance, Job Seekers Allowance, Guaranteed Pension Credits, Child and Working Tax Credits, or Universal Credit (excluding those in the category 'working with no requirements'), or in Tax Credit families on low income. In general, in relation to the total population covers all age groups while not being too specific, e.g., given that it relates to the whole population, it ostensibly covers relative child poverty, pensioner poverty, in-work and out-of-work poverty. As such, it touches on aspects of food security, access to paid services, lack of mobility (e.g., no car ownership).
- **Employment deprivation** as defined by the Scottish Index of Multiple Deprivation (SIMD), is a measure of the percentage of the working age population (men aged 16-64 and women aged 16-60) who are on the claimant count, those who receive Incapacity Benefit, Employment and Support Allowance or Severe Disablement Allowance, and Universal Credit claimants who are not in employment. Employment deprivation may also indicate a poorer job offering in the affected area relative to other areas in Aberdeenshire.
- **Crime rates** are the number of crimes (based on SIMD crimes of violence, sexual offences, domestic housebreaking, vandalism, drug offences and common assault) per 1,000 population. They indicate varying degrees of social breakdown or lack of social cohesion. Higher crime rates may also negatively affect residents' perception of their area as a nice place to live, etc., and can include the perception of public services generally.

The following statistics are collated by **Intermediate Zone** for each Locality Plan area. Intermediate zones are used for the dissemination of statistics that are not suitable for release at the smaller data zone level because of the sensitive nature of the statistic, or for reasons of reliability. Intermediate Zones were designed to meet constraints on population thresholds (2,500 - 6,000 household residents), to nest within local authorities, and to be built up from aggregates of data zones. Intermediate zones also represent a relatively stable geography that can be used to analyse change over time. There are 1,279 Intermediate Zones covering the whole of Scotland, 59 of which cover Aberdeenshire.

The latest Scottish Index of Multiple Deprivation (SIMD) was published on 28 January 2020 and updated in June 2020. These figures and report are based on the updated version.

Key Performance Measure	2018	2019	2020	RAG Status
Income deprivation				
% of the total population who are income deprived				
Peterhead Bay	14.64	14.92	14.66	↓
Peterhead Harbour	18.59	19.04	17.87	↓
Peterhead Links	7.02	7.07	7.05	↓
Peterhead Ugieside	7.95	7.98	7.83	↓
Fraserburgh Central-Academy	13.43	13.32	13.5	↓
Fraserburgh Harbour and Broadsea	21.18	21.49	20.25	↓
Fraserburgh Lochpots	17.19	17.87	16.66	↓
Fraserburgh Smiddyhill	4.25	4.30	4.33	↑
Banff	12.36	12.46	12.40	↓
Macduff	12.10	12.19	12.0	↓
Aberdeenshire	6.32	6.33	7.57	↑
Scotland	12.04	11.98	12.0	↑
Employment Deprivation – percent of the working age population (16-64 years)				
Peterhead Bay	11.65	11.73	11.33	↓
Peterhead Harbour	14.64	14.89	13.62	↓
Peterhead Links	5.29	5.38	5.66	↑
Peterhead Ugieside	5.70	5.77	6.0	↑
Fraserburgh Central-Academy	9.56	9.59	10.0	↑
Fraserburgh Harbour and Broadsea	15.81	16.26	15.25	↓
Fraserburgh Lochpots	13.61	14.33	13.0	↓
Fraserburgh Smiddyhill	4.24	4.30	4.33	↑
Banff	11.33	11.52	11.4	↓
Macduff	10.17	10.25	10.2	↓
Aberdeenshire	5.29	5.34	7.33	↑
Scotland	9.30	9.29	9.0	↓
Number of crimes (based on SIMD crimes of violence, sexual offences, domestic housebreaking, vandalism, drug offences and common assault) per 1,000 population.				
Peterhead Bay	56.18	57.27	55.73	↓
Peterhead Harbour	88.39	90.57	86.42	↓
Peterhead Links	30.73	30.95	30.62	↓
Peterhead Ugieside	12.41	12.46	12.23	↓
Fraserburgh Harbour and Broadsea	107.56	109.16	104.85	↓
Fraserburgh Lochpots	48.61	50.52	48.51	↓
Fraserburgh Smiddyhill	9.40	9.53	9.35	↓
Banff	31.58	31.84	32.11	↑
Macduff	27.68	27.90	27.38	↓
Aberdeenshire	17.25	17.27	19.41	↑
Scotland	28.75	28.61	30.98	↑

[REPORT ENDS]

If you have a question or would like to become more involved in community planning in Aberdeenshire, please contact us via email at communityplanning@ouraberdeenshire.org.uk

Or via our website:

<https://www.ouraberdeenshire.org.uk/>

Or by writing to us at:

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