



**POLICY AND RESOURCES COMMITTEE – 13 JUNE 2013**

**ABERDEENSHIRE – A VISION TO 2050**

**1 Recommendation**

**1.1 Consider and discuss the draft Aberdeenshire 2050 in Appendix 1;**

**1.2 Instruct officers to carry out wide consultation on the draft Vision with Area Committees, Community Planning Partners and community groups and report back to Committee within six months.**

**2. Discussion**

2.1 The purpose of this report is to present a draft Vision for Aberdeenshire up to 2050. The reason for developing this report is to propose the strategic context in which the Council and our partners can work towards in order to secure economic, environmental, social and cultural sustainability.

2.2 The vision is aspirational however it is based on reality of what we know today and what can be achieved to improve and protect the area of Aberdeenshire. Aberdeenshire 2050 is intended as a guidance document for Aberdeenshire Council as it considers its strategic long term aims. It is not intended to replace our existing Vision or to affect the Single Outcome Agreement. Rather Aberdeenshire 2050 has used these to inform the formulation of the document.

2.3 Clearly there is no way of predicting and therefore prescribing the future and future services required when looking so far ahead. However it is vital that there is a unified agreement to what the Council and our partners are striving for in order ensure the long term aims of equality, employment, quality of life, safe and vibrant communities and a clean, bio diverse environment for the area.

2.4 The draft vision has been developed following engagement with all Heads of Service, Area Managers and the Corporate Management Team. It now requires to be considered by Area Committees, with strategic partners including our Community Council partners and with the wider community. Consultation will be undertaken over the next three months and a final document presented to Committee in November 2013.

2.5 The Monitoring Officer within Corporate Services has been consulted and is in agreement with the terms of the report.

2.6 The Head of Finance has been consulted and notes the financial implications mentioned in paragraph 3.2.

### **3. Equalities, Financial and Staffing Implications**

- 3.1 An Equality Impact Assessment will be required and will be carried out following the consultation period and presented with the final document.
- 3.2 There are no direct financial implications from this report however there may be financial implications to particular services should the final Visioning 2050 be adopted as policy for the Council.
- 3.3 There are no direct staffing implications.

**Stephen Archer**  
**Director of Infrastructure Services**

Report prepared by: - Belinda Miller, Head of Economic Development – 17 May 2013

# ABERDEENSHIRE 2050

## Visioning Aberdeenshire 2013-2050

# Aberdeenshire From Mountain to Sea The Very Best of Scotland

## Foreword

Aberdeenshire Council is committed to ensuring we offer the very best services in Scotland. In order to be the Very Best we must plan and be ambitious well into the future.

Many of the Council's current strategies are scheduled for delivery within a 10 to 20 year horizon. In order to inform these strategies and their successors we wanted to create a vision for Aberdeenshire up to 2050.

The purpose of this document 'Visioning Aberdeenshire 2013 – 2050' is to set out the Council's vision for Aberdeenshire – for the people we serve and the place we live and work in along with the environment we share.

To create a vision is the easy part, the challenge is to consider the path to get there and what the barriers to achieve the vision are.

We are seeking your views on our vision and welcome your feedback.

**Councillor James Gifford**  
**Leader Aberdeenshire Council**  
**June 2013**

## ***Aberdeenshire in 2050***

*Our Vision is a Society that is renowned for being welcoming, modern, safe and healthy*

*Our Vision is an Economy that is prosperous, diverse and attractive to investors and employers*

*Our Vision is a Community that is dynamic, culturally diverse and active in their local towns and villages*

*Our Vision is an Environment that is beautiful, bio diverse, accessible to all, and sustainably used.*

## Pathway from 2013 to 2050

We clearly are unable to say what will happen between now and 2050 however we can use the projections available today to consider what Aberdeenshire might need to address in the years ahead to achieve our Vision.

Economic Progress will see a physical growth of housing and industrial land in existing settlements and in new towns. This will mean services have to expand with them to support the infrastructure, utilities, community facilities, open space and sports, social care and people's wellbeing.

The Economic Base will change and be dynamic. From an oil and gas based economy that currently sustains Aberdeenshire we will have to be adaptable to support the existing and growing energy service sector while welcoming and providing the opportunity for new industries in Aberdeenshire, and therefore sustaining our strong economic foundations. As the economy of Aberdeenshire continues to grow there will be an ongoing increase in population as more skilled and unskilled people come to live here.

Social Progress will see a continued growth in digital reliance and changes in the traditional way of working, shopping, virtual experiences and social interacting therefore digital adoption in many of our service areas are required. In other areas we will see a mis-match with healthier, active and longer living communities and increasingly less active individuals with increased obesity and health impacts. This means services will have to adapt

to be responsive and proactive in supporting all communities.

The population will increase therefore the services we provide will need to adapt. People will live longer and many will be active well into their 80's so we need to ensure services that are not just about care. Young people will face a conflict between the way things have been done and the way they want things to be now.

Cultural Progress will see people and communities preserving the best of our historical heritage along with exploring and adopting new cultural approaches and ways of life. Tourism will mean visitors expect real life experiences along with greener, contemporary and responsive services.

Underpinning all the above is our environment. Progress will see people realise that the protection of our planet's resources are critical to our social, cultural and economic progress. By 2050 people in Aberdeenshire will expect that our biodiversity, minerals and natural resources are protected, managed and respected in order to ensure sustainable development.

The challenge of climate change and resource depletion (either through over exploitation or threat from climate change) should not be underestimated and without being addressed could threaten the ability for this Vision to be realised. Challenges are likely to be in terms of agricultural productivity, water and mineral resources, extreme weather conditions, flooding, energy security, and sea level rises.

## PRIORITIES TO ACHIEVE OUR VISION

1. Safe and low crime communities where a sense of community and citizenship is strengthened and supported and so are attractive to live and work in;
2. Social inequalities are narrowed providing opportunities for people from all backgrounds in order to break down divisions and encourage social wellbeing;
3. Educated and skilled young people who want to live and be part of Aberdeenshire society as this will underpin the entrepreneurs, business leaders and social champions of the future;
4. There needs to be an increase in active and healthy residents in all age groups for people's wellbeing and also to manage a growing population and the demands on the social and health services;
5. A growing and adaptable economic base where our core industries want to remain and new industries are attracted to the area for its vibrancy.
6. Towns and villages become adaptable to retail and social changes and the adaption to them are responsive and timely;
7. There are adequate new buildings (homes to places of work) that are well designed, maintained, energy efficient and fit for purpose which are in the right places for people and the environment;
8. Efficient and accessible public transport within and beyond the area to ensure we get people to where they want to be while not overloading the road network with unnecessary single occupant car journeys;
9. A modern, accessible and well maintained infrastructure from roads to digital to ensure we are competing with other regions and have the best foundations for economic growth;
10. Sea level rise and flooding threats are managed proactively in order to protect where necessary or to manage as appropriate.

### Consultation Questions

- Is there anything you would like to have been included in the Vision on Page 5
- Have any of the challenges on Page 6 been over estimated or under estimated?
- Have we missed any significant challenges that would need to be addressed to achieve our long term vision?
- Do you agree that these are the 10 priority areas to be addressed to achieve our Vision (page 7)?

How to respond:

Please send you comments by xx September 2013 to:

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