

# SDPA Bulletin – September 2013

## 1 Strategic Development Plan Update

- 1.1 The Proposed Aberdeen City and Shire Strategic Development Plan was submitted to Scottish Ministers on 8 July 2013, with the Directorate for Planning and Environmental Appeals confirming that it had all the required information to start the examination on 15 July 2013 (including hard copy and electronic copy of the complete submission).
- 1.2 On 25 July, Scottish Ministers appointed two reporters to conduct the examination, Mr Scott Ferrie and Mr Stephen Hall. Their first task was to carry out an examination of conformity with the SDPA's participation statement. The SDPA was informed on 6 August 2013 that the reporters had completed their examination of conformity with the participation statement and that the examination of issues raised in representations to the Proposed Plan could therefore start on 22 August 2013 (four weeks after the appointment of reporters, as specified in the Act).
- 1.3 A number of notices have been placed in the Press and Journal, as well as all public libraries by both the SDPA and Scottish Government to meet the statutory requirements, as well as letters written to all key agencies as well as those making representations on the plan. An update was also sent to all those registered on the SDPA website or on our contacts database.
- 1.4 All information relating to the examination is held on the DPEA website: <http://www.dpea.scotland.gov.uk/CaseDetails.aspx?id=qA361389>
- 1.5 The SDPA is responsible for 50% of the costs of the examination, with the Scottish Government responsible for the other 50%. An estimate of the likely cost (based on an early assessment of the work involved) has been provided by the DPEA. This is within the amount budgeted for the examination for 2013/14.
- 1.6 The report of the examination will be submitted to the SDPA at the same time as the Scottish Ministers and published on the DPEA website. The Scottish Ministers can then approve the plan (in whole or in part) with or without modifications and are not legally bound to accept the modifications recommended by the reporters.
- 1.7 Section 3 of the Bulletin below highlights the experience in terms of timescales for these stages for the other three SDPs. The period for approval for Scottish Ministers (after receipt of the report of the examination) took between 8 and 11 weeks in each case.
- 1.8 Following approval of the plan by Scottish Ministers, there are various legal requirements on the SDPA which need to be met within three months of the date of approval. Depending on the timing of approval (which will not be known

in advance), there may need to be an additional or replacement meeting of the SDPA called to enable these legal obligations to be met. Either the scheduled meeting of 12 March 2014 may need to be put back two weeks to 26 March 2014, or an additional meeting arranged for April or May 2014. A greater level of certainty will be available at the next meeting of the SDPA in December 2013.

## 2 Local Development Plans Update

- 2.1 Local Development Plans were adopted by both Aberdeen City and Aberdeenshire Council during 2012. Both councils have now published timetables for the preparation of replacement plans over the next four years.
- 2.2 Aberdeenshire Council plans to publish its Main Issues Report in October 2013 followed by a six week period for consultation, while Aberdeen City Council expects to publish theirs in January 2014, with a 10 week consultation period.

Figure 1: Local Development Plan Timetables

Stage of LDP process	Aberdeen City	Aberdeenshire
MIR	January 2014	October 2013
Proposed Plan	February 2015	October 2014
Submission to Scottish Ministers	November 2015	June 2015
Adopt	November/ December 2016	April 2016

## 3 Other SDPAs

- 3.1 The Scottish Ministers approved the Edinburgh and South East Scotland Strategic Development Plan (SESplan) on 27 June 2013. This means that all three of the other SDPAs now have approved Strategic Development Plans. The Aberdeen City and Shire SDP was always programmed to follow behind, due to the approval of the current structure plan in 2009.
- 3.2 Figure 2 below summarises the timetables followed for the three plans and indicates the relative lengths of the examination and approval processes in each case. It can be seen that SESplan took considerably longer throughout the process, with significant issues being dealt with at the examination which could not be resolved. This resulted in the need for the SDPA to prepare supplementary guidance on the scale and distribution of housing requirements over the next 12 months.

Figure 2: Strategic Development Plan Timetables

	GCV	TAYplan	SESplan
Main Issues Report Published	30/9/2010	12/4/2010	31/5/2010
Proposed Plan Published	30/6/2011	6/6/2011	7/11/2011
Proposed Plan Submitted <sup>(1)</sup>	31/10/2011	1/12/2011	10/8/2012
Report of Examination Published <sup>(2)</sup>	30/3/2012	14/4/2012	12/4/2013
SDP Approved by Scottish Ministers <sup>(3)</sup>	29/5/2012	8/6/2012	27/6/2013
Examination Process (weeks) <sup>(1 → 2)</sup>	30	27	46
Approval Process (weeks) <sup>(2 → 3)</sup>	9	8	11

- 3.3 If the examination and approval process for the Aberdeen City and Shire SDP were to mirror the timings of the fastest process to date (TAYplan), the report of the examination would be published w/c 18 November 2013, with approval w/c 13 January 2014. These timings are purely indicative based on the TAYplan experience and are not based on any estimate of the timings for the Aberdeen City and Shire SDP. However, if this timescale was to be followed, the Christmas / New Year period would coincide with the approval process which would suggest a date towards the end of January 2014.
- 3.4 The three other SDPAs have started the process of preparing their second SDP, with work well advanced on Housing Needs and Demand Assessments and other preparatory work.

## **4 Scottish Transport Awards**

- 4.1 At the Scottish Transport Awards in June the Strategic Transport Fund won the 'Most Innovative Transport Project of the Year Award'.
- 4.2 The Strategic Transport Fund is supplementary planning guidance to the current structure plan and has been operational for 18 months. The fund was developed by the SDPA in partnership with Nestrans and the two councils, with support from Transport Scotland. The nomination for the award was made by Aberdeen City Council and was received by Cllr Ramsay Milne.
- 4.3 The award is a welcome recognition for the work done by the SDPA and partners in seeking an effective and efficient way of facilitating the ambitious level of growth contained in the strategic and local development plans.
- 4.4 Agreed contributions have now reached £1.8 million, with £135,000 of this paid by developers so far. These figures will increase considerably over the coming months as some large developments receive planning permission and completions start to trigger payments.
- 4.5 The supplementary planning guidance will be reviewed over the next few months so that it can be adopted as statutory supplementary guidance to the new strategic development plan. This will involve both targeted engagement with the development industry as well as a wider consultation for all interested parties.

## **5 Regional Transport Strategy Refresh**

- 5.1 The current Regional Transport Strategy (RTS) prepared by Nestrans was approved by Scottish Ministers in 2008, with a separate delivery plan published in 2010. Since its approval there have been a number of changes to the policy and economic context within which the RTS sits and a number of actions and policies emerging in recent years that the RTS needs to take account of.

- 5.2 The most significant of these is the publication of the Structure Plan, the subsequent Strategic Development Plan (SDP) for the North East to 2035, the adoption of Local Development Plans for both Aberdeen City and Aberdeenshire and the adoption of a new Local Transport Strategy by Aberdeenshire in January 2012. The 2008 RTS was developed without the context of an up-to-date Structure Plan or Local Development Plans. These are now all in place and the RTS needs to support the delivery of these. Although the development plans are in line with the objectives of the 2008 RTS, they will have significant implications for the region's transport network. The 2008 RTS extends to 2021 and it was felt appropriate that the transport strategy should be better aligned to the timeline of the new SDP which will be to 2035.
- 5.3 The purpose of the re-fresh was therefore not to change the direction of the RTS but to incorporate significant developments in policy and better align it with the SDP and the transport implications of the development plan. This document is therefore an addendum to the RTS published in 2008 and updates 'The Preferred Strategy Package'.
- 5.4 Officers from the SDPA have been working closely with Nestrans since the SDPA's inception in 2008 to better align land-use and transport planning at the regional level. This work has been wide-ranging and included the development of the award-winning Strategic Transport Fund (see above) as well as the Strategic Development Plan and now the RTS Re-fresh.
- 5.5 A Draft RTS Re-fresh was approved by Nestrans and published for consultation between 22 April and 31 May 2013, with a total of 27 responses being received. Amendments were made to the document and a revised version was agreed by Nestrans in August 2013 and will now be submitted to Scottish Ministers for their approval.
- 5.6 A copy of the RTS Refresh, as agreed by Nestrans, is attached at Appendix 1.

## **6 Local Housing Strategies**

- 6.1 The Housing (Scotland) Act 2001 requires local authorities to prepare a local housing strategy for their area which covers a 5-year period. Local housing strategies consider the housing system as a whole and address existing as well as new housing, covering all tenures. The local housing strategy provides the strategic direction for addressing housing need and demand and should inform future investment in housing across a local authority area. The strategies are based on the outcomes of a housing need and demand assessment which is prepared in partnership as a common evidence base for local housing strategies and development plans. The preparation of local housing strategies and development plans should be closely aligned, with the timing of their preparation co-ordinated.
- 6.2 The Aberdeen City and Shire Housing Need and Demand Assessment (2011) was prepared jointly by the SDPA and housing and planning services in the two councils. It provides a common evidence base for the Strategic Development Plan, Local Development Plans and Local Housing Strategies. It was assessed

as 'robust and credible' by the Scottish Government's Centre for Housing Market Analysis.

- 6.3 Both Aberdeen City Council and Aberdeenshire Council published their adopted local housing strategies over the last few months, following their peer review processes. The SDPA has contributed to the preparation of both strategies over the last two years since the conclusion of the Housing Need and Demand Assessment, with this contribution reciprocated in the preparation of the SDP.
- 6.4 A new Housing Need and Demand Assessment will be required to inform the Main Issues Report for the next SDP and the review of the two local housing strategies. Work on this with partners will need to commence next financial year (with a review of the Housing Market Area boundaries) and be completed during 2015/16. The Scottish Government are concluding a review of the Housing Need and Demand Assessment guidance (including the preparation of a software model) which will be used to inform the next assessment.
- 6.5 The Executive Summary's of the two strategies are attached at Appendices 2 and 3.

## **7 SDP Area Census Results**

- 7.1 The first results of the 2011 Census at the SDP area level were released in mid-August 2013. The release of data at 'Data Zone' level enabled the Cairngorms National Park to be removed from council area data, giving information at SDP area level. The results at this stage only cover total population and households, as shown in Figure 3 below.

Figure 3: Initial results from the 2011 Census for the SDP area

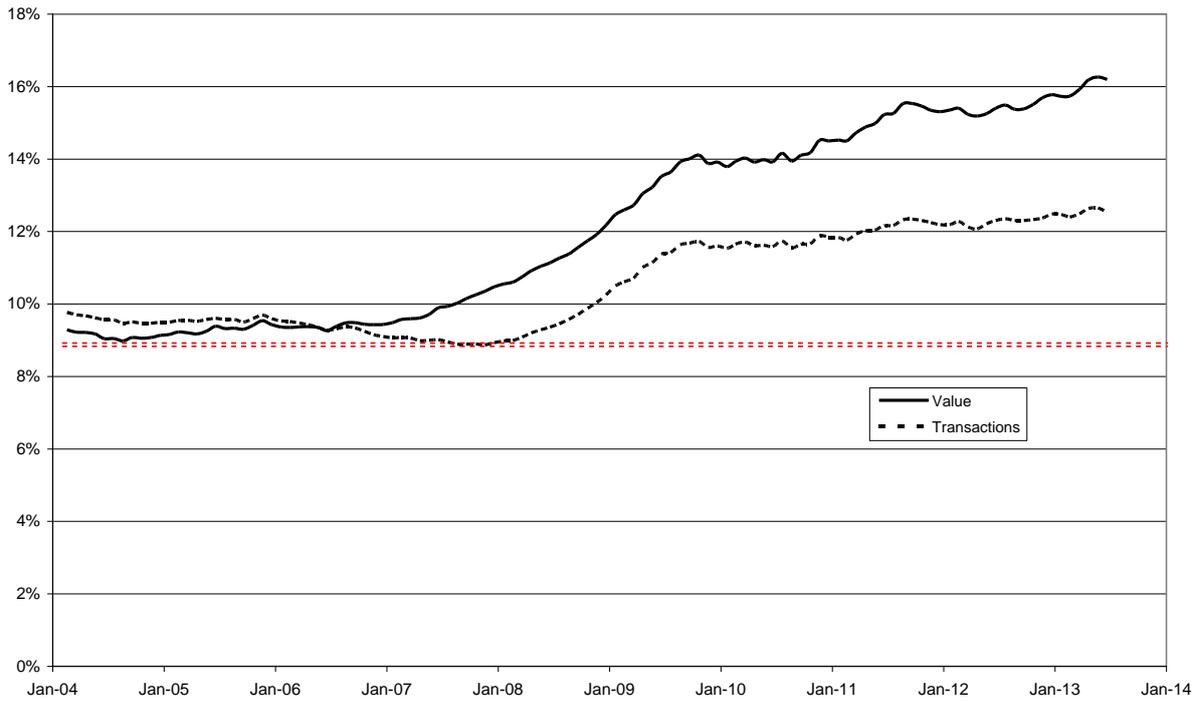
	<b>Census Night (27 March 2011)</b>
<b>Population</b>	472,652
<b>Households</b>	206,634

- 7.2 More information will be available at SDP area level to inform the SDP Monitoring Report and the next Housing Need and Demand Assessment (see para 6.4 above).

## **8 Housing Market Activity**

- 8.1 This section provides an update on activity within the Aberdeen City and Shire housing market. It combines data from the Scottish Government (Housing Statistics for Scotland), Registers of Scotland (Monthly Residential Property Market Statistics) and the 2013 Housing Land Audit.
- 8.2 It can be seen (figure 4) that the trend of Aberdeen City and Shire accounting for an increasing percentage of the Scottish residential property market (by both number of transactions and value) has continued into 2013. It now accounts for over 16% of the value and over 12% of the transactions (compared to 9% of population and households).

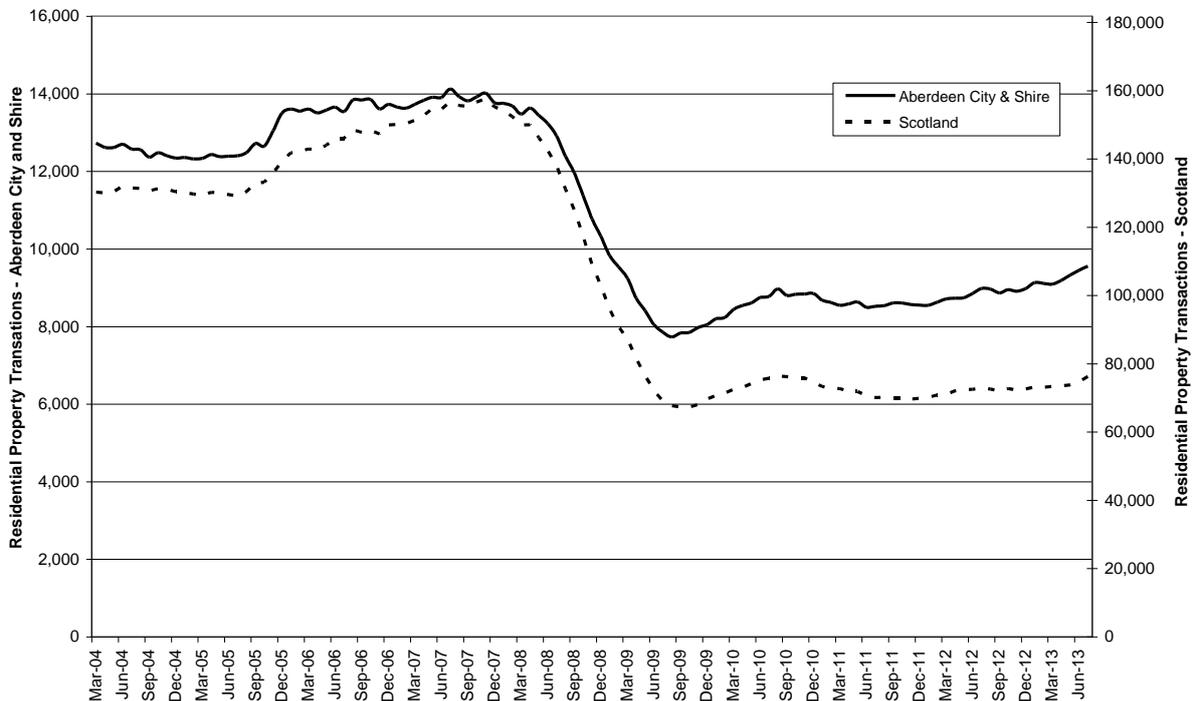
**Figure 4: Aberdeen City & Shire as a percentage of the Scottish residential property market**



Source: Monthly Residential Property Data, Registers of Scotland

8.3 It can be seen, however, from Figure 5 that transaction are still significantly lower than before the recession, although they have increased by 22% since mid 2009.

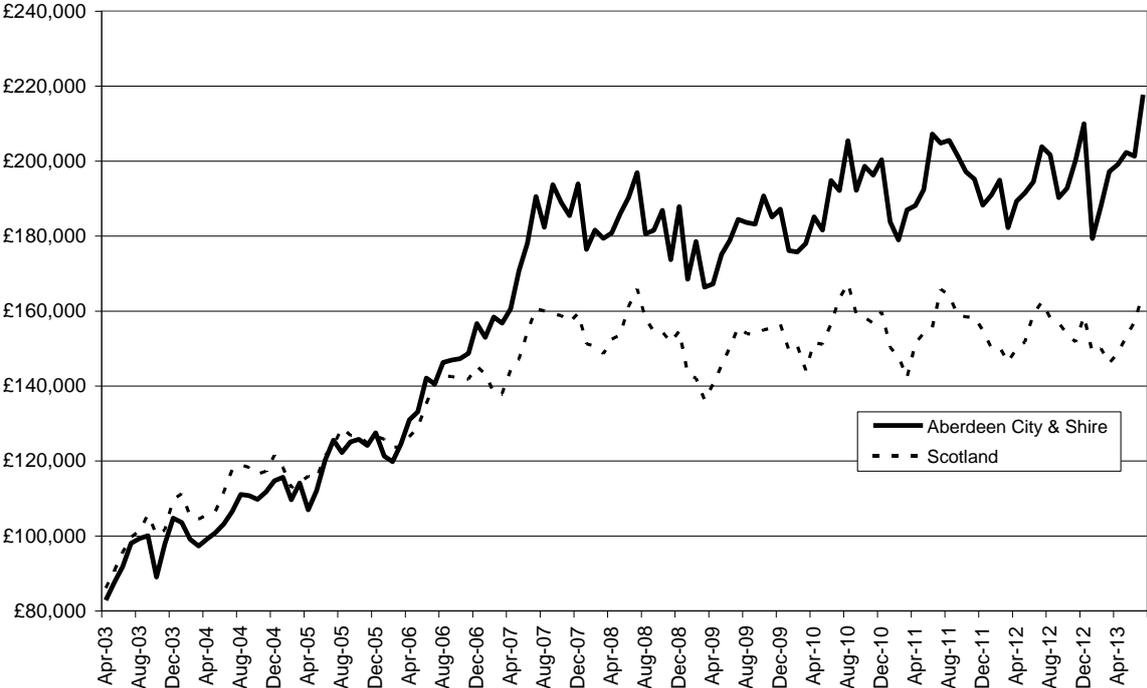
**Figure 5: Residential property transactions (2004 – 2013)**



Source: Monthly Residential Property Data, Registers of Scotland

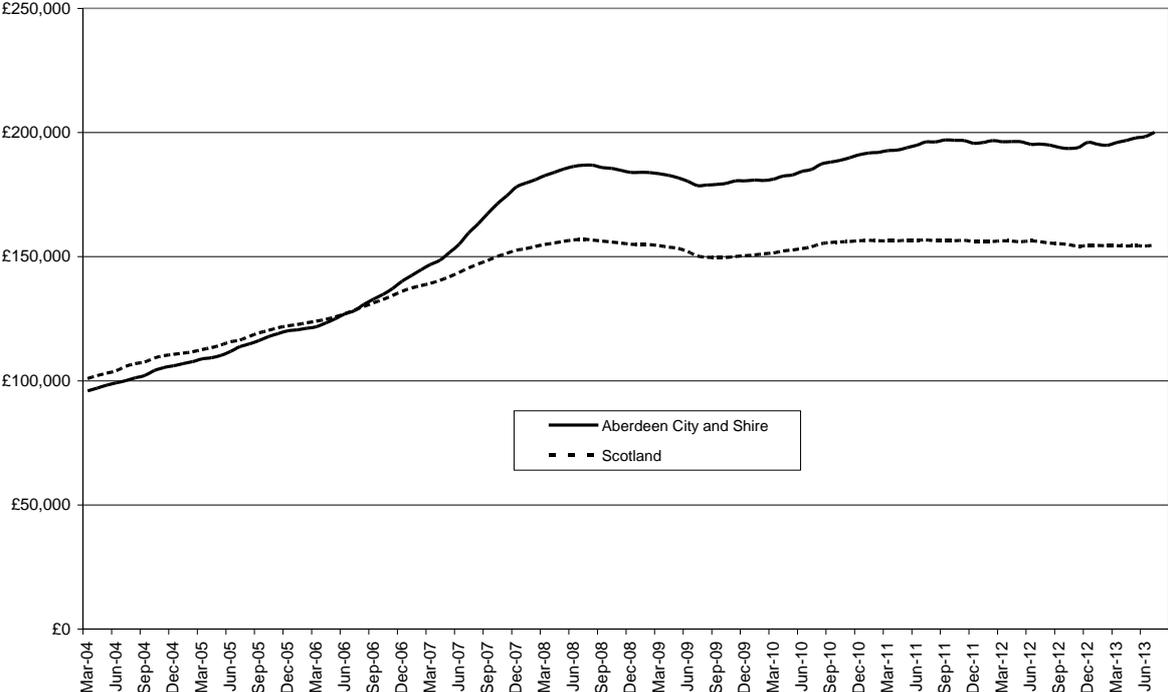
8.4 It can be seen from Figure 6 that prices have risen since 2009, although at a lower rate than prior to the recession. This is shown more clearly in Figure 7 which smoothes out the effects of seasonal fluctuations and shows that in the year to July 2013 the average house prices exceeded £200,000 for the first time.

**Figure 6: Average monthly house prices (2003 – 2013)**



Source: Monthly Residential Property Data, Registers of Scotland

**Figure 7: Average annualised house prices (2004 – 2013)**



Source: Monthly Residential Property Data, Registers of Scotland

8.5 Figure 8 shows annual housing completions in Aberdeen City and Shire since 1981. Completions have varied considerably over this period but have risen for the last two years since bottoming out in 2010 (House completions in Scotland are still falling). However, at 1,863 new homes built last year in Aberdeen City and Shire they are still below the long-term average of 2,200 a year. Anticipated completions over the next five years are due to increase considerably, reaching almost 3,000 per year by 2015. This reflects the current strength of the local economy as well as the availability of land released through the structure plan and two local development plans.

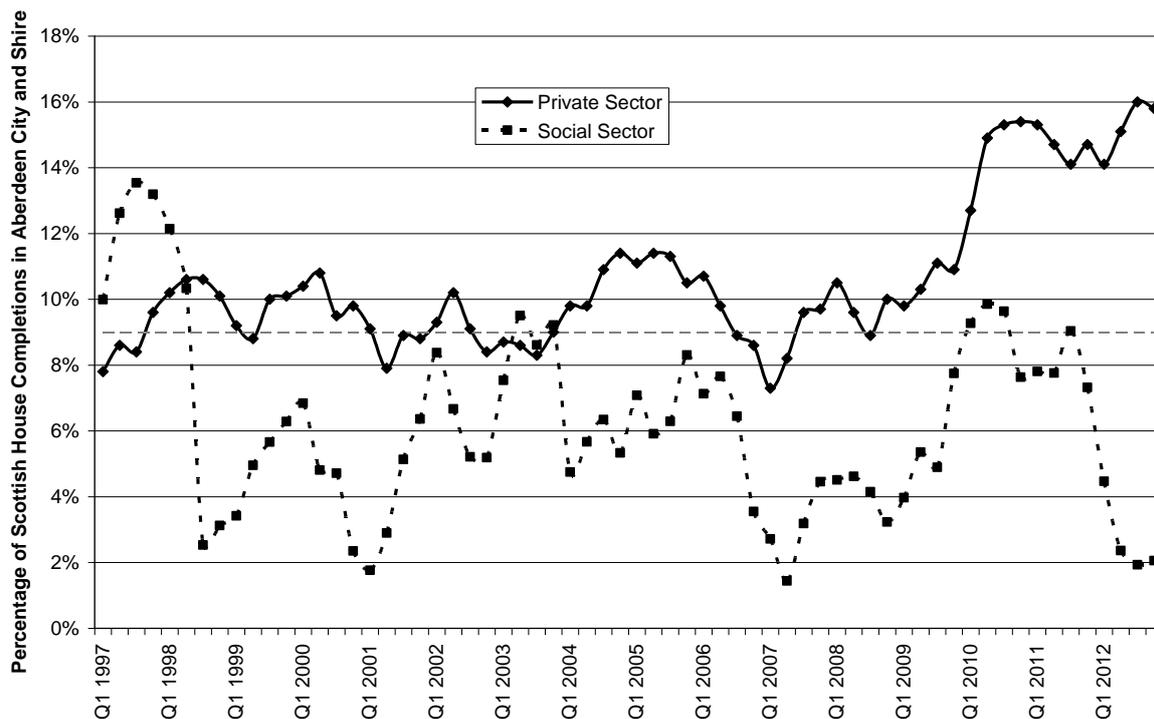
Figure 8: House building rates in Aberdeen City and Shire (1981 – 2012 and anticipated to 2017)



Source: Aberdeen City and Shire Housing Land Audit

- 8.6 If Aberdeen City and Shire were performing according to the Scottish average, 9% of housing completions would take place in this area. It can be seen from figure 9 that private sector house building has been performing significantly better than the picture in Scotland as a whole, with 15.8% of the Scottish total. However, construction in the social sector (by councils and housing associations) has performed significantly worse, with just 2.1% of Scottish social sector house completions took place in Aberdeen City and Shire last year.
- 8.7 Audit Scotland published a report in July (“Housing in Scotland” - see Appendix 4 for its ‘Key Messages’) which highlighted the significant challenges facing the housing sector in Scotland in terms of both public and private sectors. While the evidence above suggests a rapid growth in private sector completions in Aberdeen City and Shire, this is not anticipated for affordable housing given the scale of cuts in grant funding. This reinforces the need highlighted in the Proposed Strategic Development Plan for considerable effort and creativity on the part of all to deliver affordable housing.

Figure 9: Annualised private and social sector house building rates in Aberdeen City and Shire compared to Scotland as a whole



Source: *Housing Statistics for Scotland, Scottish Government*

- 8.8 A number of key messages can be drawn from the information presented above:
- Aberdeen City and Shire now represents over 16% of the Scottish residential property market by value and over 12% in terms of transactions (against 9% of the Scottish population and households).
  - While the number of housing transactions continues to increase from its low point in 2008/09 (and at a faster rate than for Scotland as a whole), it is still below the average between 2003 and 2008.
  - Average house prices continue to rise, although at a much lower rate than seen prior to the recession in 2008. The gap between the average price in Aberdeen City and Shire and Scotland as a whole now stands at £44,240 or 28%).
  - House completions have picked up significantly since the low-point of 2010 and are anticipated to increase further over the next three years to the levels targeted in the structure plan and strategic development plan.
  - Private sector house completions have performed strongly when compared to Scotland as a whole over recent years, although the social sector has lagged some way behind the Scottish average. This highlights the very real challenges of delivering affordable housing in this area.

## 9 Employment and Unemployment

- 9.1 The latest figures released for the claimants of Job Seekers Allowance are presented in Figure 10 below for July 2013. It can be seen that both Aberdeen City and Aberdeenshire have among the lowest levels of unemployment in Scotland, well below the Scottish and UK averages.

Figure 10: Best and worst areas to find a job in the UK (June 2013)

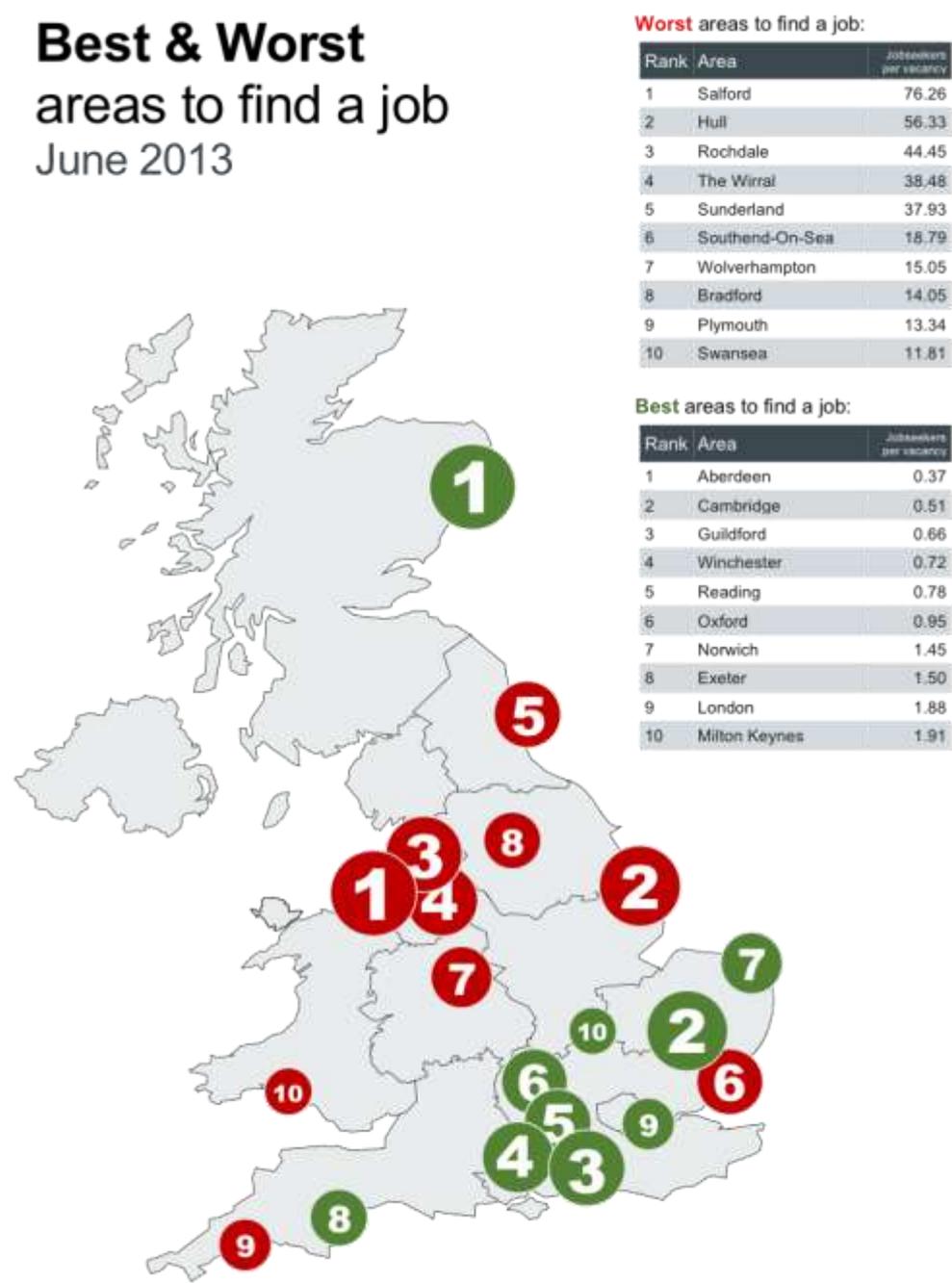
	Job Seekers Allowance Claimants (July 2013)	Percentage (of 16-64 yr old population)
<b>Aberdeenshire</b>	<b>1,789</b>	<b>1.1</b>
Orkney Islands	135	1.1
Shetland Islands	161	1.1
<b>Aberdeen City</b>	<b>2,757</b>	<b>1.8</b>
Perth & Kinross	1,968	2.1
East Dunbartonshire	1,478	2.2
East Renfrewshire	1,250	2.2
Moray	1,220	2.2
Highland	3,183	2.3
Argyll & Bute	1,566	2.8
Scottish Borders	1,955	2.8
Angus	2,003	2.9
Eilean Siar	461	2.9
Stirling	1,733	2.9
East Lothian	1,825	3.0
Edinburgh, City of	10,428	3.0
Midlothian	1,847	3.5
<b>UNITED KINGDOM†</b>	<b>1,418,674</b>	<b>3.5</b>
West Lothian	4,041	3.6
Dumfries & Galloway	3,322	3.7
<b>SCOTLAND</b>	<b>132,716</b>	<b>3.8</b>
Falkirk	4,274	4.3
South Ayrshire	2,969	4.3
South Lanarkshire	8,851	4.4
Fife	10,786	4.6
Renfrewshire	5,225	4.7
Clackmannanshire	1,723	5.2
North Lanarkshire	11,125	5.2
Glasgow City	22,706	5.4
Inverclyde	2,751	5.4
Dundee City	5,490	5.7
East Ayrshire	4,580	5.9
West Dunbartonshire	3,540	6.0
North Ayrshire	5,574	6.5

Source: Regional Labour Market Statistics, Office for National Statistics

- 9.2 Figure 11 below shows the areas in the UK with the highest and lowest ratios of jobseekers to advertised job vacancies. It can be seen that Aberdeen is the only city north of Norwich to appear in the 'easiest areas to find a job' list. This is a

reflection of both the high number of jobs available as well as the low levels of unemployment in the area.

Figure 11: Best and worst areas to find a job in the UK (June 2013)



Source: Job Market Report (June 2013), Adzuna

## 10 Employment Land Audit 2012

10.1 The Aberdeen and Aberdeenshire Employment Land Audit provides information on the supply and availability of employment land. The audit is published annually through Aberdeen City and Shire Economic Future (ACSEF) and is produced by officials of Aberdeen City and Aberdeenshire Councils with input from Scottish Enterprise and representatives from the private sector. The audit has a base date of 1st April each year.

10.2 The 2012 audit shows a significant increase in the employment land supply since 2011. The amount of marketable land (land that meets business requirements, has a secure planning status, can be serviced within 5 years and is accessible by walking, cycling and public transport) increased by 76% to 522 hectares (ha), see Figure 12 below. This increase is due to the inclusion in the audit of sites from the two new Local Development Plans. The Structure Plan sets a target of maintaining a supply of 60 ha of marketable land in Aberdeen City and 60ha in the Strategic Growth Areas of Aberdeenshire. The supply in 2012 is well in excess of this target with 125 ha in Aberdeen City and 279 ha in the Aberdeenshire Strategic Growth Areas.

Figure 12: Marketable Supply of Employment Land (as at 31 March 2012)

	<b>2011</b>	<b>2012</b>	<b>Change</b>
<b>Aberdeen City</b>	87 Ha	125 Ha	+ 44%
<b>Aberdeenshire</b>	211 Ha	397 Ha	+ 88%
<b>Total</b>	297 Ha	522 Ha	+ 76%

10.3 Take-up of land for employment uses has been higher in Aberdeenshire than in Aberdeen City in recent years. Average take-up in Aberdeenshire has been around 12 ha per annum compared with around 4 ha in Aberdeen City. A historical shortage of suitable sites in the City has been an issue but development rates are increasing as new Local Development Plan sites begin to come on stream. In Aberdeenshire, development has been concentrated in Portlethen, Westhill, Inverurie, Kintore and Ellon. Take-up has been much slower in areas further from the City despite the availability of land in settlements such as Peterhead, Fraserburgh and Huntly.

10.4 At the base date of the audit there were just over 22 hectares of employment land under construction. However, there has been considerable activity over the past year, with a number of large new sites under construction which will be reflected in the 2013 audit. These include the start of work on two sites at Dyce Drive near the airport ('ABZ' and 'D2') and 'The Core' near the Exhibition Centre. Recent market reports have highlighted the strength of the local office and industrial market in both a historical and Scottish context which will be supported by the generous supply of land available.

10.5 More information is available in the full report which is provided in Appendix 5.

## **11 Planning Scotland's Seas: Consultation**

11.1 On 25 July 2013 the Scottish Government published five consultation documents relating to marine planning.

11.2 The Joint Ministerial Marine Planning Statement made between the UK and Scottish administrations in 2011 confirmed that each will prepare marine plans in a way which is most appropriate for its marine planning regions and the wider marine environment.

### **National Marine Plan**

11.3 This will be Scotland's first National Marine Plan and will cover both the inshore waters (out to 12 nautical miles) and the offshore waters (12 – 200 nautical miles). Under devolved powers the inshore waters are governed by the Marine (Scotland) Act 2010, an Act of the Scottish Parliament. The offshore waters governed by the Marine and Coastal Access Act 2009, an act of the UK Parliament. The plan contains general and some specific policies designed to ensure decision making leads to sustainable economic growth which is sensitive to both the marine and terrestrial environments. Specific policies contained within the document relate to activities such as: Fisheries, Aquaculture, Wild Salmon, Oil and Gas, Carbon Capture and Storage, Renewables, Recreation and Tourism, Transport, Telecommunications, Defence and Aggregates. The plan contains some spatial policies which set out constraints and opportunities for particular types of development within certain areas. Aberdeen is identified within the draft plan, particularly in relation to the Oil and Gas Industry with Peterhead being recognised for its CCS potential and grid improvements.

### **Draft Circular**

11.4 This Circular has been drafted to provide guidance on the relationship between marine planning (everything from Mean High Water Spring out to 12 nautical miles and in some cases 200 nautical miles) and terrestrial planning (everything inland of Mean Low Water Spring) and is the first of its kind. The Circular states that a marine plan for an area will consist of the National Marine Plan and any regional marine plan which is in effect for that area. While the terrestrial and marine planning systems are legally and functionally separate they overlap in the inter-tidal area and guidance on managing this interrelationship is provided within the draft Circular. The Circular includes guidance on activities which are reliant on the marine/ terrestrial relationship, such as marine licensing, consenting for offshore energy generation, port and harbour development and aquaculture. The Circular makes clear that while marine and terrestrial plans each have their statutory requirements both plans should be prepared with due account being taken for the other.

### **Sectoral Marine Plans**

11.5 The Scottish Government has introduced a system of Sectoral Marine Planning to facilitate the sustainable development of offshore renewable energy in Scottish waters. The draft Sectoral Marine Plans for Offshore Wind, Wave and Tidal Energy in Scottish Waters represent Scottish Ministers' proposed spatial policy at the national and regional level for the development of commercial scale offshore renewable energy (over 100MW) in Scottish waters. The draft Sectoral



### **Priority Marine Features (PMF)**

11.7 This consultation document recommends a list of Priority Marine Features and represents 80 habitats and species identifies as having marine conservation importance. The document promotes the protection of PMF's either through area based measures such as Marine Protected Areas, none area based mechanisms i.e policy or a mixture of both. A three pillared approach to protecting PMF's is advocated, by looking at species measures, site-based measures and wider seas policies to provide a greater level of protection. It is indented that the identification of PMF's and MPA's will run parallel to and inform the selection of each other. The document provides a comprehensive list of the recommended Priority Marine Features identified in Scotland's seas

11.8 The closing date for consultation responses is 13 November 2013. Officers will work with both councils and report back to the next meeting of the SDPA on any issues relevant to the work of the SDPA.

## **12 SDPA Website Statistics**

12.1 A summary of usage statistics from the Aberdeen City and Shire SDPA website is presented in the tables which follow. This covers the past year on a quarterly basis, the last three years on an annual basis and the period for representations of the Proposed Strategic Development Plan.

12.2 Usage of the site has been consistent over the past three years with a trend of growing numbers of visitors. Consultation periods have a considerable influence on usage of the site, with significant peaks of activity at these times.

Figure 15: Quarterly website usage over the past year

	<b>Q3 2012</b>	<b>Q4 2012</b>	<b>Q1 2013</b>	<b>Q2 2013</b>
<b>Visits</b>	1,509	1,766	2,981	2,185
<b>Unique visitors</b>	1,012	1,136	1,702	1,494
<b>% new visitors</b>	57.5	54.6	50.1	58.9
<b>Pageviews</b>	4,674	5,324	10,066	6,350
<b>Average pages viewed</b>	3.1	3.0	3.4	2.9
<b>Average time spent at site</b>	2:35	2:22	2:23	2:21
<b>Direct / Referral / Search (%)</b>	12/27/61	18/19/63	21/18/61	19/19/62

Figure 16: Annual website usage over the past three years

	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
<b>Visits</b>	7,054	7,207	7,812
<b>Unique visitors</b>	3,721	4,168	4,520
<b>% new visitors</b>	49.8	54.1	54.3
<b>Pageviews</b>	25,648	24,735	24,271
<b>Average pages viewed</b>	3.6	3.4	3.1
<b>Average time spent at site</b>	2:45	3:00	2:20

12.3 Data is presented in Figure 17 below for the period for representations on the Proposed SDP as it spanned two quarters in the data presented above. It can be seen that over 1,200 unique visitors visited the site during that period.

Figure 17: Website usage during SDP representation period

	<b>Proposed SDP Representation Period (22 February 2013 – 7 April 2013)</b>
<b>Visits</b>	2,136
<b>Unique visitors</b>	1,264
<b>% new visitors</b>	50.8
<b>Pageviews</b>	6,996
<b>Average pages viewed</b>	3.3
<b>Average time spent at site</b>	3:00
<b>Direct / Referral / Search (%)</b>	24/18/58

12.4 When accessing the website via a search engine, Figure 18 shows the top 10 most popular search terms. It can be seen that “Aberdeen City and Shire” at number 6 and “population of Aberdeen” at number 8 were potentially not intentionally seeking the SDPA website, although all of the others were of direct relevance to the SDPA.

Figure 18: Top 10 search engine search terms (2012/13)

	<b>Search term</b>	<b>Frequency</b>
<b>1</b>	sdpa	317
<b>2</b>	aberdeen city and shire structure plan	266
<b>3</b>	aberdeen city and shire sdpa	145
<b>4</b>	aberdeen city and shire strategic development plan	143
<b>5</b>	aberdeen strategic development plan	140
<b>6</b>	aberdeen city and shire	100
<b>7</b>	aberdeen structure plan	96
<b>8</b>	population of aberdeen	95
<b>9</b>	aberdeen sdpa	70
<b>10</b>	aberdeen city and shire sdp	65

12.5 Figure 19 below shows the top 10 pages viewed during 2012/13.

Figure 19: Most visited web pages (2012/13)

	<b>Page</b>	<b>Pageviews</b>
<b>1</b>	Home	6,936
<b>2</b>	Home / Development Plan	1,443
<b>3</b>	Home / Publications	1,381
<b>4</b>	Home / Development Plan / Structure Plan	1,348
<b>5</b>	Home / About Us / SDPA Meetings	875
<b>6</b>	Home / News / Proposed SDP Published for Representations	873
<b>7</b>	Home / Current Work	843
<b>8</b>	Home / About Us	668
<b>9</b>	Home / Current Consultations	614
<b>10</b>	Home / Development Plan / Local Plan	588

### **13 Aberdeenshire – A Vision to 2050**

13.1 Attached at Appendix 6 is a draft vision for Aberdeenshire up to 2050 which is currently subject to consultation by Aberdeenshire Council.

13.2 The purpose of the vision is to provide a strategic context within which the Council and its partners can work in order to secure economic, environmental, social and cultural sustainability. It is designed to articulate what the Council and its partners are striving for in order to ensure the long term aims of equality, employment, quality of life, safe and vibrant communities and a clean, bio-diverse environment for the area.

13.3 Clearly the vision in its final form will need to inform the vision of future strategic development plans, although the vision of the SDP covers Aberdeen City as well as Aberdeenshire.