

APPENDIX 6

ABERDEENSHIRE 2050

Visioning Aberdeenshire 2013-2050

Aberdeenshire
COUNCIL 

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

1) Is this the Aberdeenshire you would like to see in 2050?

1b) If not, why not?

2) Have we missed any significant challenges that would need to be addressed to achieve our long term vision?

2b) If yes, please explain these challenges below

3) We have identified the priorities we think need to be addressed to achieve the vision. Do you agree with these?

3b) If no, what do you believe the priorities are?

4) Any other comments?

How to respond:

Please send your comments by 30 September 2013 to:

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