



VATTENFALL CLASHINDARROCH COMMUNITY PROFILE

A SOCIO-ECONOMIC PROFILE OF THE AREA OF BENEFIT FOR THE VATTENFALL
CLASHINDARROCH WIND FARM COMMUNITY FUND

JUNE 2014

SCOTLAND'S RURAL COLLEGE (SRUC) & FOUNDATION SCOTLAND



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Glossary

CCA - Cabrach Community Association

CHP - Community Health Partnership

CSN - Community School Network

CVS – Council for Voluntary Services

GP – General Practitioner

HADTAG - Huntly and District Tourism Action Group

HBNS - Huntly Business Needs Survey

HBS - Huntly Business Association

HDT - Huntly Development Trust

IT – Information Technology

LEADER - Liaison Entre Actions de Développement de l'Économie Rurale

NHS – National Health Service

OA – Output Area

SCARF - Save Cash Reduce Fuel

SCVO - Scottish Council for Voluntary Organisation

SIMD – Scottish Index of Multiple Deprivation

SSCI - Site of Special Scientific Interest

Introduction

The aim of this community profile (Profile) is to provide information on the Fund Area for the Community Benefit Fund ('the Fund Area') associated with Vattenfall's wind farm in the Clashindarroch Forest in Aberdeenshire. The wind farm is anticipated to be commissioned in 2015 when the Community Benefit Fund, comprising annual payments of £185,000 will also start.

Specifically, the Profile provides desk-based quantitative and qualitative information on the social, economic and environmental status of the communities within the Fund Area, and outlines key opportunities and challenges related to this. The information contained within this Profile was obtained through desk based internet research of both statistical and qualitative information.

The Profile has been complemented by a programme of community engagement and practical research to establish the needs, priorities and views of those living and working in the Fund Area. Combined, the objectives of desk-based and community engagement profiling are to:

- Assist in informing the overall initial Fund Framework (purposes, priorities and eligibility criteria); and,
- Provide a resource for communities to assist with planning for and progressing local development and regeneration in relation to applications to the Fund and other funding streams.

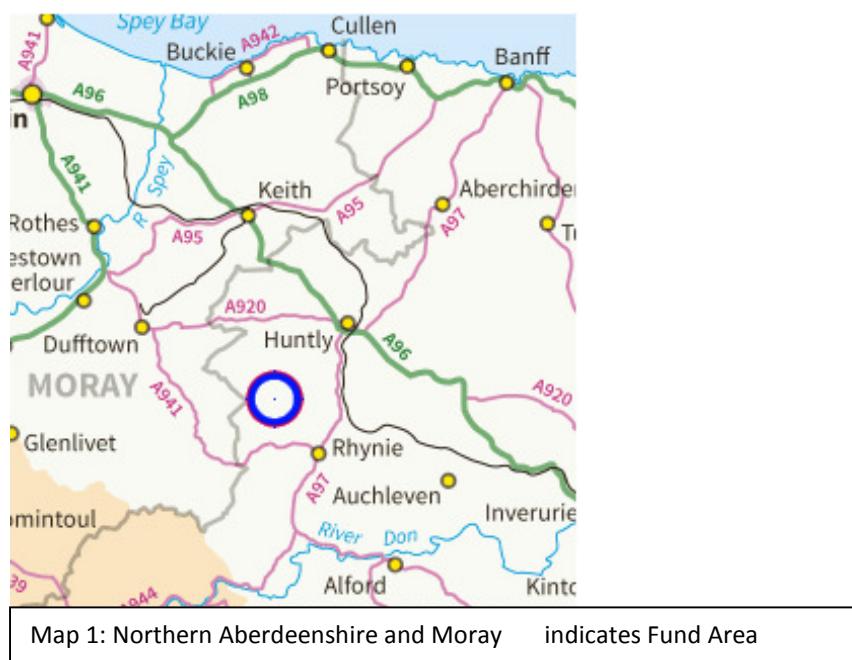
A working group, made up of representatives from the communities within the Fund Area has been established to inform the development of the Fund in its initial stages. In due course, a Panel will oversee the Fund's operation, including making decisions on awards. The working group has also provided input to the community consultation work.

The findings from the community consultation can be found in a complementary report called 'Vattenfall Clashindarroch Community Conversation.'

Overview

The Fund Area is located between three settlements in Aberdeenshire and Moray in the North East of Scotland (see Map 1¹): Dufftown in Moray (population 1,667), Huntly (population 4,768) and Rhynie (population 454) in Aberdeenshire. It lies between the A920 to the north, the A941 to the east and south, and the A97 to the west and northerly point of Huntly. The A920 and the A97 meet in the middle of Huntly and both roads cross the A96 at Huntly.

The A96 is the main road connecting the Fund Area to the cities of Aberdeen and Inverness. It runs along the southern edge of Huntly and connects the town to the other nearest towns of Inverurie 23 miles south (population 12,654) and Keith, 11 miles to the north (population 4,734)².



The Fund Area includes the market town of Huntly, surrounding settlements including Haugh of Glass, Cabrach, Rhynie, Gartly, Kennethmont, Duncanstone, and Oldtown and the area in the middle of these settlements, the Clashindarroch Forest.

The Fund Area was identified by the developer in consultation with local communities close to the wind farm which is sited within the Clashindarroch Forest, a large forest spread across the boundary of Aberdeenshire and Moray. The Fund Area comprises the three community council areas (Strathbogie, Huntly and Tap O'Noth) and the former parish of Cabrach, which

¹ Map courtesy of www.geograph.org.uk, © 2014 Ordnance Survey

² Scotland's Census 2011: <http://www.scotlandsensus.gov.uk/en/>

forms the southern half of the area covered by Dufftown & District Community Council in Moray. The Clashindarroch area is not a recognised geographical area or settlement, but has been adopted for the purposes of this Profile as referring to the Fund Area associated with Clashindarroch Wind Farm.

The Fund Area falls within the following administrative boundaries:

- two local authority boundaries, Aberdeenshire and Moray, although the majority of the area and population is based within Aberdeenshire.
- two Community Health Partnerships (CHP), Aberdeenshire and Moray
- the Grampian NHS area, which also includes Aberdeen City
- the Scottish Parliament constituencies of Aberdeenshire West and Moray
- the UK Government constituencies of Gordon and Moray
- the multi member electoral ward 214 for Huntly, Strathbogie and Howe of Alford
- the Marr Community Planning Partnership area.

The Clashindarroch area consists of a number of different Census output areas and Scottish Index of Multiple Deprivation (SIMD) datazones.³ Output areas (OA) are created for Census data, specifically for the output of census estimates. The OA is the lowest geographical level at which census estimates are provided. The minimum OA size is 20 resident households and 50 resident people, but the target size is 50 households.

SIMD data is broken into datazones of c. 350 households or 800 people providing data on income, employment, health, housing, education, geographic access to services and crime. The SIMD gives an overall deprivation score with 1 being most deprived and 6,505 being least deprived. For the purposes of this Profile the output areas and datazones were classified into four groups: Cabrach, Huntly, Strathbogie, and Tap o'Noth. [Output areas combine to create datazones but these are not coterminous with Community Council or other administrative boundaries. Therefore, in the interests of inclusivity, output areas that](#)

³ The data zone is the key small-area statistical geography in Scotland. Data zones are groups of 2001 Census output areas and have populations of between 500 and 1,000 household residents. There are 6505 in Scotland. Where possible, they have been made to respect physical boundaries and natural communities. They have a regular shape and, as far as possible, contain households with similar social characteristics.

<http://www.scotland.gov.uk/Publications/2005/02/20697/52626>

cover part of a datazone (e.g. S00121124 in Cabrach) have been included. For a list of the Census output areas and SIMD datazones used for the statistical analysis within this Profile see Appendix 1.

Huntly Community Council covers the town of Huntly, the largest settlement in the Clashindarroch area (population 4,768). It has a rail station and is adjacent to the A96, the major north-south trunk road linking Aberdeen and Inverness. The main secondary school for the area, The Gordon Schools, is located in Huntly and the River Deveron flows west-east on the north side of the town. It has a thriving heritage and arts scene, with many historical links to the Gordon family with the ruined Huntly Castle being their former stronghold.

Cabrach is located on the western edge of the Clashindarroch area within Moray and within the Dufftown and District Community Council area. It has experienced 75% depopulation in the last 100 years and in 2007 only 28 houses remained occupied⁴. It also has a dedicated Community Association, the Cabrach Community Association, which aims to address the challenges associated with this depopulation.

Strathbogie Community Council covers a large area to the east, west and north of Huntly and contains a range of notable settlements and sites of interest including Haugh of Glass (pop. 88), Ruthven, Brideswell and Drumblade. The sizeable Bin Forest and several woods (e.g. Auchmill Wood, Kinnoir Wood) are included in the area. The River Deveron flows along the eastern edge of the community council boundary and the A96 cuts through the area from northwest to southeast. Glendronach Distillery at Forgue which houses a Visitor's Centre is another feature of the area.

Tap o'Noth Community Council includes Gartly (pop. 154) and Kennethmont (pop. 235), small settlements both adjacent to the Aberdeen to Inverness railway. Gartly is on the banks of the Water of Bogie and has Hill of Kirkney to the west and Hill of Corskie to the east; both hills have the remains of old slate quarries. Kennethmont is further south and is adjacent to Leith Hall, the former seat of the Leith-Hay family and now owned by the National Trust for Scotland. Rhynie (pop. 454) is a small to medium-sized settlement in Tap o'Noth, with Clashindarroch Forest to the north and west and is also close to the prominent Tap O' Noth Hill. Tap o' Noth is a local tourist attraction - a conical mound visible from the sea, 30 miles

⁴ <https://thecabrach.org/history.php>

east, which rises from the west end of the Hill of Noth above the Water of Bogie at Rhynie. The Iron Age fort that crowns this site is one of the highest in Scotland⁵.

The **Clashindarroch Forest** is a visitor attraction in its own right, and boasts some of the best skiing opportunities in the country through its snow-holding capability and associated trails for cross-country skiers. It is located between the Cabrach area and the Strathbogie and Tap o'Noth Community Council areas.

This profile will demonstrate that across the Clashindarroch area there are pockets of deprivation and associated challenges along with many opportunities for development.

⁵ <http://canmore.rcahms.gov.uk/en/site/17169/details/tap+o+noth/>

Population

The total population of the Clashindarroch area exceeds 9000 people. As presented in Chart 1, the areas of Strathbogie and Tap O'Noth are characterised by a higher than Scottish average proportion of men, whereas Cabrach and Huntly have a slightly higher proportion of women.

Chart 1: Clashindarroch area population (2011 Census)

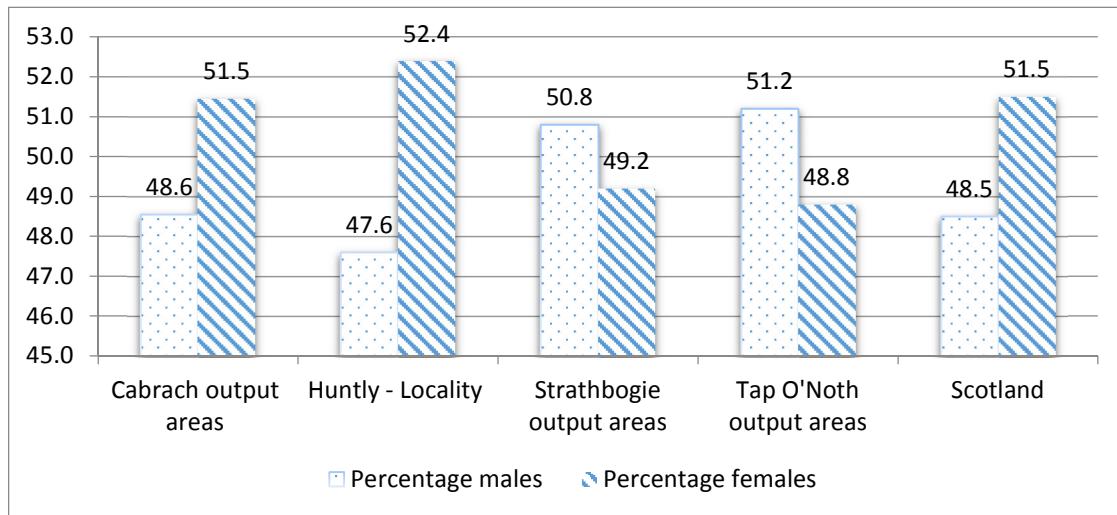


Table 1 below displays the distribution of age groups across the area.

Table 1: Clashindarroch age structure (2011 census)

	Cabrach output areas (%)	Huntly - Locality (%)	Strathbogie output areas (%)	Tap O'Noth output areas (%)	Scotland (%)
0 - 4	9.1	5.3	5.1	5.3	5.5
5 – 15	16.3	11.0	13.2	12.4	11.8
16 - 29	11.6	15.3	13.1	12.9	18.5
30 - 44	18.1	17.6	17.0	18.8	20.0
45 - 59	21.8	20.6	26.1	25.5	21.1
60 -74	19.6	16.8	20.1	18.5	15.5
75 and over	3.6	13.5	5.3	6.6	7.7

There is a high proportion of people aged 45 and over in the Strathbogie and Tap O'Noth areas, and across the Clashindarroch area a higher proportion of people aged 60 and over than the national average. In Huntly, the proportion of people aged 75 and over is nearly twice the national average. In all of the datazones there is a lower than national proportion of people between ages 16 and 44 years old. The number of children aged 0 - 15 is around the national average for all areas except the Cabrach, which has almost twice the national average.

Key conclusions

- There is a high proportion of those aged 60 and over in the Fund Area and in Huntly in particular, a very high proportion of those aged 75 and over. Consideration of the impact of an older population on health and care service provision/need is therefore important in this area.
- The number of people aged 16-44 is lower than the national average. This could be, for example, due to lack of job opportunities or lack of affordable housing. Attracting more young people and young families seems to be important in maintaining a healthy demographic structure of the area and sustaining relevant services in the area (e.g. nurseries or primary schools).

Economy, Enterprise and Employment

The Clashindarroch area is characterised by similar economic challenges to other rural areas – from the competition of edge-of-town supermarkets to local retailers to depopulation and an employment profile dominant in primary industries (e.g. agriculture forestry and fishing, manufacturing) rather than higher-skilled, higher-paid tertiary industries.

Overall the area has a high level of economic activity and a low level of unemployment, with a high number of people working over 49 hours a week. Key challenges identified by local businesses include concerns around lack of local skills (including in IT) and local training opportunities, recruitment, lack of disposable income in the area, limited numbers of tourists, inability to procure goods or services locally, internet access, using e-commerce and competition from supermarkets⁶. However, organisations such as Huntly Business Association, Cabrach Community Association and Huntly Development Trust are active and

⁶ The Huntly Business Needs Survey – a synopsis 2006.

instrumental in enabling projects to come forward and support the area's economic development.

Clashindarroch is an agricultural area with **Huntly** being the main service centre and market town with a regularly-used mart. In Huntly, there are a number of local banks and a post office. In 2006, two supermarkets opened on the edge of town presenting a significant challenge to businesses in the town centre. As a response, local farmers established a monthly farmers and producers market in the town square on the first Saturday of every month and local retailers have developed the Huntly Rewards loyalty card scheme⁷ although some retailers have given up membership of the scheme. The local chemist has adopted their own loyalty scheme.

The depopulation of the **Cabrach** has had a significant impact on the local community and businesses, for example in Cabrach there was once two schools, two post offices, two livestock markets, a blacksmiths, joiners, shoe makers, a miller and a tailor. The only businesses now providing any local employment in the Cabrach to speak of are the Grouse Inn, the local estate and Barrel Creations, an artisan business recycling whisky barrels into bespoke furniture. There are a number of other residents operating as sole traders. In order to try and redress this downward trend, in 2007 local community members established the Cabrach Community Association (CCA) - a company limited by guarantee with charitable aims and objectives⁸ dedicated to protecting the future sustainability of the local community. Its mission is to regenerate the area with the intention of bringing new houses, community facilities, tourism, businesses and employment to the region⁹.

In Tap o' Noth and Strathbogie areas there are a few businesses that provide a range of services from providing accommodation for tourist and visitors to joinery, slating, building services, forest and garden products for local communities^{10, 11}. The Tap o' Noth and Strathbogie do not have their own business associations, however Huntly Community Council passes on contact details for the Tap o' Noth Community Council and Strathbogie Community Council should individuals or groups raise issues with them that are beyond the Huntly Community Council boundary.

⁷ <http://www.huntlydevelopmenttrust.org/about-us/huntly-and-district/>

⁸ <https://thecabrach.org/history.php>

⁹ <https://thecabrach.org/index.php>

¹⁰ <http://www.rhynie.net/wgbev/>

¹¹ <http://www.strathbogiesaw.co.uk/about/>

Huntly Business Association (HBA) supports businesses across the Clashindarroch area through aiming to ensure that Huntly and the surrounding area remain a thriving market area that is self-sufficient in services, trades, crafts, manufacturing and shopping. HBA also aims to promote the town and surrounds as a commercial and tourist centre, creating marketing campaigns for the town, and acts as a pressure group with local government on behalf of members and keep members updated on activities that may affect their businesses¹². HBA provides information about business in the area and designed a local business directory. The association informs about available business support and helps to create links between businesses.

Table 2 indicates employment levels across main industries in the area.

¹² <http://www.huntly.net/business/hba/>

Table 2: Employment levels across main industries in the area (Census 2011)

	Cabrach output areas	Hunty - Locality	Strathbogie output areas	Tap O'Noth output areas	Scotland
Agriculture forestry and fishing (%)	19.4	2.9	16.7	15.2	2.0
Mining and quarrying (%)	5.1	3.5	3.3	4.9	1.4
Manufacturing (%)	17.0	10.7	8.3	7.4	7.7
Electricity gas steam and air conditioning (%)	0.0	0.3	0.7	0.4	0.8
Water supply - sewage waste management and remediation activities (%)	0.0	0.9	0.7	0.8	0.8
Construction (%)	5.2	11.3	10.1	11.5	8.0
Wholesale and retail trade - repair of motor vehicles and motorcycles (%)	12.5	18.7	13.7	11.4	15.0
Transport and storage (%)	1.8	5.5	3.9	4.1	5.0
Accommodation and food service activities (%)	3.3	5.4	3.5	4.5	6.3
Information and communication (%)	0.0	1.5	1.4	1.9	2.7
Financial and insurance activities (%)	0.9	1.6	1.0	1.9	4.5
Real estate activities (%)	4.2	0.6	1.3	1.1	1.2

In the Clashindarroch area there is a significantly higher proportion than the national average of people employed in agriculture forestry and fishing, mining and quarrying, manufacturing and construction. Numbers of people employed in wholesale and retail trade, repair of motor vehicles and motorcycles, transport and storage, administrative and support service activities, professional scientific & technical activities as well as real estate industries is diversified and varies across different datazones. Compared with the Scottish average, the number of people working in accommodation and food service activities (frequently associated with tourism industry), electricity gas steam and air conditioning industry, water

supply industry, information & communication, financial & insurance activities, public administration & defence, human health & social work activities and education is low.

Besides agriculture, other important local industries have historically been textiles, brewing and engineering; retail is an important local industry and there is a significant industrial estate in Huntly. Major employers are: Deans of Huntly (shortbread manufacturers), J&I Smith Ltd (bakers), Sellar's Agriculture, Rizza's (ice cream), R&M Engineering, Pipeline Technique, J.G. McWilliams (haulage). Retail (Asda, Tesco) and care services (e.g. Meadows Nursing Home) are also important¹³.

The public sector is also a major employer in Huntly, with Aberdeenshire Council, the NHS and Forestry Commission Scotland all having a strong presence. In general, as Table 3 below illustrates, the Clashindarroch area has a lower proportion of managers, directors, senior officials, professional, associate professional, technical, administrative and secretarial occupations as well as sales and customer service occupations when compared with the national average. However, the number of skilled trade occupations as well as process plant and machine operatives is significantly higher than the national average. Caring, leisure and other service and elementary varies across different data-zones. Interestingly, there are a high number of people working more than 49 hours a week, which could be due to those employed in agriculture or running their own businesses. There are a number of residents working beyond the Clashindarroch area but the accurate statistics in this matter are not available.

¹³ <http://www.aberdeenshire.gov.uk/statistics/area/HuntlyProfile2013.pdf>

Table 3: Main occupations in Clashindarroch area

Occupation type	Cabragh OAs	Huntly - Locality	Strathbogie OAs	Tap O'Noth OAs	Scotland
Managers, directors and senior officials (%)	3.4	6.6	9.1	7.8	8.4
Professional occupations (%)	15.4	11.6	12.8	15.0	16.8
Associate professional and technical occupations (%)	13.1	8.3	9.2	9.4	12.6
Administrative and secretarial occupations (%)	8.6	9.6	8.6	8.1	11.4
Skilled trades occupations (%)	36.9	18.6	29.7	26.5	12.5
Caring leisure and other service occupations (%)	3.4	12.0	6.0	10.1	9.7
Sales and customer service occupations (%)	7.4	8.0	4.5	4.9	9.3
Process plant and machine operatives (%)	6.1	11.2	7.9	8.4	7.7
Elementary occupations (%)	6.0	13.9	12.1	10.5	11.6

In Huntly locality, Strathbogie and Tap O'Noth output areas the percentage of people who are **economically active** is higher than the Scottish average. With the exception of Cabragh output areas, there is a higher proportion (than the national average) of those in part-time employment. Across Huntly locality, Cabragh, Strathbogie and Tap O'Noth output areas, self-employment is significantly higher than in the rest of Scotland (for instance, in Cabragh output areas over a quarter of economically active people is being self-employed; this in comparison with Scottish average of 7.5%). Finally, across the Clashindarroch area there is a lower (than national) level of people who are unemployed.

Table 4 shows the changing SIMD dimensions for the income and employment domains between 2004 and 2012 with grey indicating a worsening of deprivation between the years.

Table 4: 2004-2012 SIMD Income and Employment domains

SIMD Datazone		Income Domain 2004/2012 rank	Employment Domain 2004/2012 rank
Huntly area	S01000460	1,674/1,797	2,778/2,638
	S01000461	2,610/2,231	2,830/2,920
	S01000462	2,596.5/2,986	3,763/3,056
	S01000459	3,695/3,815	4,005/3,108
	S01000457	4,473/4,705	5,364/5,467
Cabrach area	S01004234	4,867/4,830	5,687/4,777
Strathbogie	S01000464	3,845/4,810	4,695/4,869
	S01000441	3,160/3,371	3,213/3,337
	S01000456	4,852/5,658	5,814/5,371
Tap o'Noth	S01000418	5,511/6,023	5,450.5/5,647

The SIMD income domain, which identifies areas where there are concentrations of individuals and families living on low incomes¹⁴ has improved in the areas of interest between SIMD 2004 and SIMD 2012 in comparison to other datazones in Scotland with the exception of datazones S0100461 (Huntly centre) and S01004234 (South Speyside and the Cabrach). Two datazones including S01000460 (Huntly South West) and S01000461 (Huntly centre) are in the bottom third of the most income deprived areas in Scotland.

However, the employment domain, which identifies the proportion of people from the resident working age population who are **unemployed** or who are not in the labour market due to ill health or disability, shows a less coherent picture for the Clashindarroch area. Out of ten SIMD datazones between 2004 and 2012, half decreased their SIMD rank for employment and the other half increased it. Although the majority of the SIMD datazones continue to receive fairly high ranks in the employment domain, two data-zones including Huntly South-west and S01000461 (Huntly Centre) are still in the bottom half of the most

¹⁴ This is calculated through looking at the numbers of people, both adult and children, who are receiving, or are dependent on, benefits related to income or tax credits.

employment deprived areas in Scotland. Huntly Community Council noted that one example of the level of economic deprivation in Huntly is the existence of two Foodbank drop off points in the town¹⁵.

In the Clashindarroch area, as Table 5 below highlights, the number of people who are **economically inactive** is generally lower than the Scottish average with the exception of Cabrach output areas. This could be explained in part by a high proportion of retirees living in this particular area (i.e. 20.2% in comparison to Scottish average of 14.9%). In general, however, in the Clashindarroch area, the number of retirees stands around the national average. The number of students and those classified as long-term sick or disabled in the area is lower than the Scottish average.

Table 5: Economic inactivity in Clashindarroch area

Population of main settlements in area of benefit	Cabrach OAs	Huntly – Locality	Strathbogie OAs	Tap O'Noth OAs	Scotland
% economically inactive	35.5	28.6	24.5	26.2	31.0
% retired	20.2	16.9	13.1	15.0	14.9
% student	1.5	2.8	2.7	3.0	5.5
% looking after home or family	8.8	3.6	3.5	4.4	3.6
% long-term sick or disabled	1.5	3.7	3.8	2.9	5.1
% Other	3.6	1.7	1.4	0.9	1.9

In 2006, the opening of new supermarkets in the area and the relocation of manufacturing activities to Eastern Europe by one of Huntly's largest employers prompted HBA to conduct the Huntly Business Needs Survey (HBNS)¹⁶. Based on 113 completed survey questionnaires from a wide range of sectors trading in the area, from agriculture and retail to tourism and

¹⁵ Huntly Community Council feedback on Draft Clashindarroch Community Profile, received 12.06.14.

¹⁶ Huntly Development Trust Annual Review 2013.

construction, the survey identified the main priorities, problems and concerns of local businesses¹⁷. These were wide-ranging and included concerns around lack of local skills (including in IT) and local training opportunities, recruitment, lack of disposable income in the area, lack of tourists, inability to procure goods or services locally, internet access, using E-commerce and competition from supermarkets.

The main current gaps in the local market identified by survey respondents included clothes, shoes, business services and computers & computer accessories. These provide opportunities for new or existing businesses. Other opportunities identified included increased housing, marketing the town to families, biofuels, tourism, diversification and pedestrianisation of Duke Street.

Joint working was identified as an opportunity for businesses in the area to reduce costs and increase service and sales. The survey suggested that the agricultural sector remains important to the local economy and therefore helping this sector diversify where required will help the whole economy of the area making it more sustainable and resilient. Finally, small, owner-managed businesses such as those which predominate in Huntly face different challenges to larger companies. Working across sectors to take advantage of the sports, arts, leisure and cultural facilities in the area offers opportunities for businesses. HBA identified a need to provide signposting for businesses and help identify sources of advice, either for businesses collectively on generic issues or for individual businesses with specific requirements.

In addition to HBA there are groups and projects geared towards supporting local enterprise. The Huntly and District Tourism Action Group (HADTAG), for example, exists to improve the Huntly visitor experience and increase visitor numbers. Huntly Development Trust (HDT) also supports local economic development and aims to build a resilient, inclusive, enterprising community capable of dealing with ongoing change. HDT's main objectives are:

- maintenance, regeneration and improvement of the community's physical, economic, social and cultural infrastructure, and assisting people who are at disadvantage because of their social and economic circumstances
- advancement of education and training, arts, culture, heritage, sports, recreation and environmental improvement.¹⁸

¹⁷ The Huntly Business Needs Survey – a synopsis 2006.

¹⁸ <http://www.huntly.net/community/groups/details.php?name=Huntly+Development+Trust>

An initiative to support businesses and local development is SustAccess, a European Union sponsored project within the Interreg Programme. SustAccess is short for Sustainable Accessibility between Hinterlands and Gateways around the North Sea. In Aberdeenshire, the aims of the SustAccess project have been progressed through four different projects, one of which is the 'Business Travel and Reduction Project – IT Hot Stop' which funded two satellite offices, or IT Hot Stops, one of which was in the Huntly Learning Centre (which is now a children's nursery).

A partnership has also been established with the SusSET Interreg IIIC Project to develop an extranet website facility which will be used to promote each of the small towns signed up to the project (including the Huntly) and to support business efficiency and information exchange between these towns¹⁹.

Key conclusions

- Key industries in the Clashindarroch area include: agriculture, forestry, fishing, mining, quarrying, construction and manufacturing. There is, in general, a lower proportion of managers, directors, and senior officials, professional, associate professional, technical, administrative and secretarial occupations when compared with the national average. However, the number of skilled trade occupations is significantly higher than the national average.
- The number of those who are classified as economically active is higher than national average which is a good indicator of the health of the local economy. SIMD data on income reveal a largely positive trend, although there are three data-zones with a fairly poor income indicators located in Huntly. The number of people who are unemployed is lower than the national average.

Housing

The **average house price** in Scotland is £153,102. In Aberdeenshire this is £215,589 and in Moray it is £144,032²⁰. The AB54 (Huntly) postcode covers the Aberdeenshire and Moray

¹⁹ www.sustaccess.org

²⁰ Figures for April to June 2013 from http://news.bbc.co.uk/1/shared/spl/hi/in_depth/uk_house_prices/regions/html/region12.stm).

areas of: Aberchirder, Cabrach, Cairnie, Forgue, Gartly, Glass, Kennethmont, Lumsden, Rhynie and Rothiemay. Map 2 illustrates the postcode area boundaries for the North East.

Map 2: North East postcode area boundaries



The average asking price for properties for sale in AB54 in June 2014 was £283,236 (mean) and £192,000 (median)²¹. Asking prices in the town of Huntly are lower at £167,281 (mean) or £115,000 (median). They are lower again in Keith at £143,954 (mean)/£155,000 (median) and Dufftown at £146,270 (mean)/ £142,475 (median)²².

Using Zoopla's Zed-Index (the average property value in a given area based on current Zoopla estimates), the average current property value in the Cabrach postcode of AB54 4EU is £221,182 and in the Glass postcode at the northerly tip of the Fund Area (postcode AB54 4YA) it is £236,054. These figures indicate that in the more isolated rural hamlets in the Fund Area, the property values are higher than those in the more urban area of Huntly, notwithstanding the significant variation within Huntly itself.

The SIMD data on housing is intended to focus on the suitability and physical condition of housing and contains indicators that are based on the proportion of the population

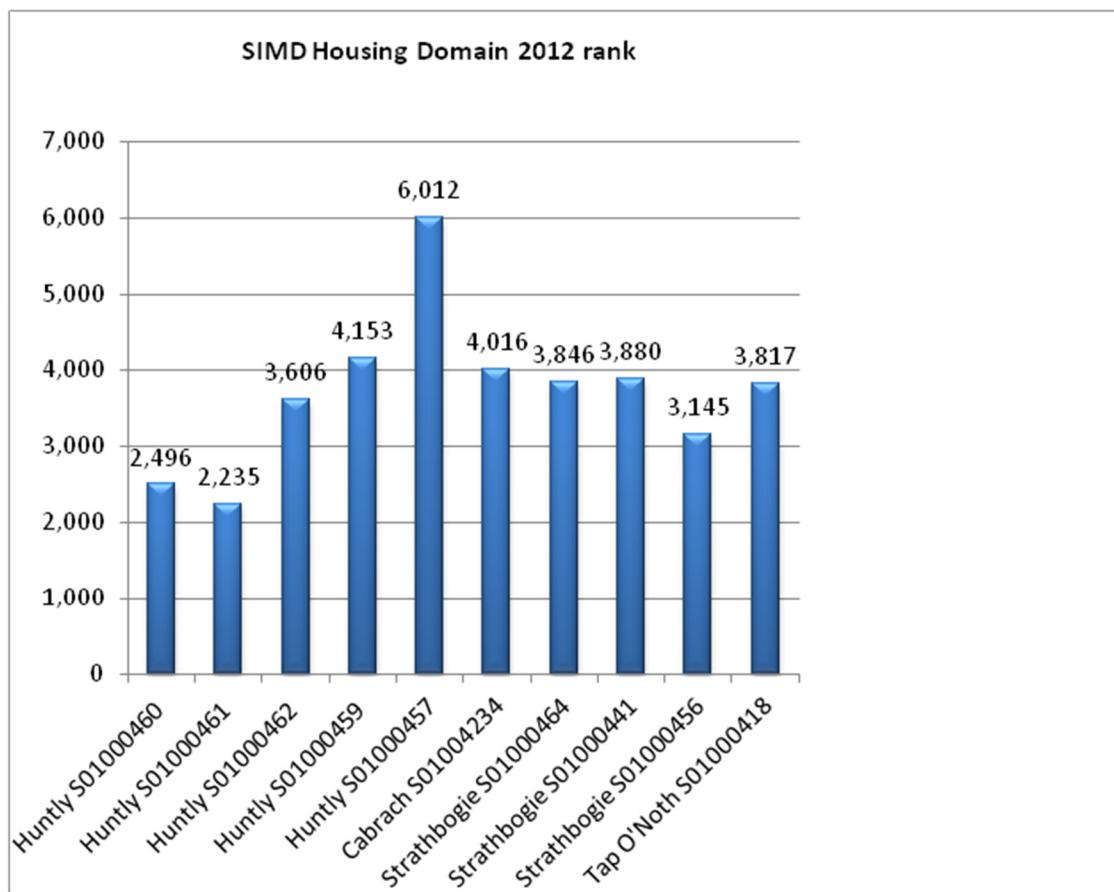
²¹ www.home.co.uk

²² www.home.co.uk

experiencing overcrowding or housing without central heating. The data have not been updated since 2001 due to lack of suitable data for the 2012 SIMD.

SIMD housing domain data reveals a mixed picture for Huntly, with one area falling in the 7% least deprived areas in the country and another falling within the third (34%) most deprived. Cabrach, Strathbogie and Tap O'Noth areas all have lower than the national average levels of housing deprivation as Chart 2 illustrates.

Chart 2: SIMD Housing domain rank in the Fund Area²³



The percentage of households in extreme **fuel poverty** is significantly higher than the national average in Aberdeenshire at 10.8%²⁴; in Moray an estimated 12.8% of households are in extreme fuel poverty compared to the Scotland average of 7.5%²⁵. The Marr Community Plan (2010 – 2014) highlights several actions to address fuel poverty in the area and increase energy efficiency, for example, by working with Save Cash Reduce Fuel

²³ Data shows the SIMD ranking out of 6,505 datzones, where 1 = most deprived and 6,505 = least deprived.

²⁴ Aberdeenshire CHP Health & Wellbeing Profile 2010

http://scotpho.org.uk/web/FILES/Profiles/2010/Rep_CHP_S03000013.pdf

²⁵ and Moray CHP Health & Wellbeing Profile 2010,

http://scotpho.org.uk/web/FILES/Profiles/2010/Rep_CHP_S03000014.pdf

(SCARF) to tackle fuel poverty, promoting Gordon Rural Action's area-based insulation scheme in Huntly until September 2012 and promoting the UK Government Department of Energy and Climate Change's Green Deal from October 2012. As the Marr Community Plan has not yet been evaluated (it runs until 2014), and the desk-based research conducted for this profile could not source any individual/local initiative evaluations (e.g. on SCARF), it is not possible to state the impact of these initiatives.

Across Census output areas within the Fund Area the average percentage of **home ownership** is 70%, compared to a Scotland average of 62%. This average masks considerable range within output areas, from a low of 37% ownership in output area S00091188 (the Rhynie area at the south easterly point of the Fund Area) to a high of 94% in output area S00092364 (Battlehill, just east of Huntly).

An average of 7% of households rent from the Council, but levels of Council rented households also vary significantly, with some output areas having no council rented properties in comparison to a high of 37% in the Rhynie output area (S00091189) and a quarter of Huntly households.

The average percentage of 'other social rented' households is very low across the Fund Area at 1% in comparison to the national average (11%), with a Huntly average of 8% and 13% average in Rhynie (OA S00091188), though again these figures mask the variations across output areas with over two thirds of the output areas having no other social rented accommodation. Private renting is more common and represents 18% of households in the Fund Area, 6% above the national average. The Cabrach area has the highest level (30%) of private rented households and Rhynie (S00091188) the lowest (6%).

Table 6: Home Ownership in Fund Area

Home ownership	Cabrach (%)	Huntly (%)	Strathbogie (%)	Tap O'Noth (%)	Scotland (%)
Percentage of households - Owned	58.4	57.1	71.2	71.3	62
Percentage of households - Rented from Council	0.9	24.5	5.8	9.9	13.2
Percentage of households - Other social rented	0.0	7.8	0.6	2.4	11.1
Percentage of households - Private rented	30.4	9.3	18.9	15.8	12.4
Percentage of households - Living rent free	10.4	1.3	3.5	3.6	1.3

The number of **homeless** people in Scotland in 2012-2013 was 31,964 (0.6% of the total population). In Aberdeenshire there were 1,051 (0.4% of the total population) and in Moray 398 (0.4% of the total population)²⁶. Homelessness prevention workshops were factored into the Marr Community Plan as an action for 2013.

Aberdeenshire Local Housing Strategy 2012 – 2017²⁷ identifies the well evidenced and substantial need for **affordable housing** across Aberdeenshire, and makes this a key priority for action. The **condition** of some housing, particularly in the private rented sector

²⁶ Homeless assessments by local authority area – see
<http://www.scotland.gov.uk/Publications/2013/07/5213/21>

²⁷ <http://www.aberdeenshire.gov.uk/about/departments/LHSMainReport2012-2017.pdf>

is also identified as a key issue. The Marr Community Plan includes actions to increase the numbers of affordable housing to meet identified need in various towns including Huntly by 2016 and to increase the quality of private sector housing by helping homeowners and private sector tenants to repair, maintain, improve or adapt their homes through, for example, providing assistance through Aberdeenshire's Care and Repair Small Repairs Service. Huntly Community Council believes that the schemes available for helping homeowners/tenants to repair and maintain their homes are not sufficiently well-publicised and support the need for sheltered housing as well as the need for a mix of houses to be available so that young families and professionals are equally catered for and therefore attracted to the area²⁸.

The Moray Housing Market Partnership has attempted to estimate how many new units of sheltered/ very sheltered/extra care housing will be required to meet the needs of the projected increasing older population in Moray. To maintain the same ratio of provision in 2018 as in 2010, 759 new units of sheltered or extra care housing will be required, i.e. there will be 95 newly forming households in need of sheltered/very sheltered housing each year²⁹.

Key conclusions

- Average house prices in the Huntly area are significantly higher than the average for Scotland with higher property values in the more isolated rural parts of the Clashindarroch area in general being higher than in the more urban area of Huntly.
- There is significant variation in levels of housing deprivation across the Clashindarroch area and levels of home ownership. The number of households in extreme fuel poverty in Aberdeenshire and Moray generally is significantly higher than the national average.
- Affordable housing is a key issue, as is the need for sheltered housing to accommodate the increasingly ageing demographic.

²⁸ Huntly Community Council feedback on Draft Clashindarroch Community Profile, received 12.06.14.

²⁹ Moray Health Needs Analysis 2010 – 2011, <http://www.moray.gov.uk/downloads/file83709.pdf>

Transport and Access

The Aberdeenshire Single Outcome Agreement for 2012/13 identified transport as one of its top priorities. The travel outcome the Council wishes to achieve regarding transport is that 'businesses and individuals in Aberdeenshire have access to a fully integrated transport network, enabling them to access services and opportunities. It notes particular challenges for Aberdeenshire in terms of transport and communications, which include access to services, availability of broadband and road safety³⁰.

Public transport

Hunly is well served by public transport. It is on the Aberdeen to Inverness Scotrail train route (as are Insch and Keith) with trains running (Monday to Saturday) between every 1-2 hours (1 hr 20 mins to Inverness; 1 hr to Aberdeen). It is also one of 27 principle bus interchange locations across Aberdeenshire (see Map 3). It is served by the mainline corridor Donside services which connect Aberdeen to Inverness via Elgin (bus number 10). Hunly is connected to other principle bus interchange locations by the no. 231 via Lumsden to Alford, the no. 301 via Aberchider to Banff and Macduff, and the 306 via Insch to Inverurie.

³⁰ Aberdeenshire Single Outcome Agreement 2012/13
<http://www.ouraberdeenshire.org.uk/images/media/docs/soa/aberdeenshiresoa2012-13.pdf>

Map 3: Principle bus interchanges in Aberdeenshire and Moray

The area served by Tap o'Noth Community Council includes the villages of Rhynie, Gartly, Kennethmont and Clatt. Rhynie and Gartly are served by the no. 231 connecting bus service from Huntly to Alford. There are five buses a day (Monday to Friday) with two buses on a Saturday. Kennethmont and Gartly are also served by connecting service no. 306 which runs six buses a day (Monday to Friday with three on Saturday).

Large parts of the Fund Area are however not well served by public transport. Much of the area covered by Strathbogie Community Council is only accessible via public transport through the Huntly A2B dial-a-bus operated by Aberdeenshire Council. This service operates within the immediate Huntly area providing a pre-bookable service for passengers who cannot access public transport due to disability or infirmity or who have limited access to conventional public transport. Cabrach is not served by public transport other than Moray Council's Speyside 'Dial M for Moray' on demand bus service which operates in a similar way to the Aberdeenshire A2B bus service.

Huntly Community Council suggest that the lack of bus links from Huntly to Dufftown/The Whisky Trail destinations is a missed opportunity in respect of tourism, and also notes that a

freight yard is adjacent to the railway station and is underused which highlights a potential missed opportunity in the transportation of goods by rail³¹.

Geographic Access

The geographic access domain in the SIMD is intended to capture the financial cost, time and inconvenience of having to travel to access basic services (e.g. Post Offices, schools, GPs). The access domain consists of two sub-domains: the time it takes to drive to reach services and the time it takes to reach services by public transport. This attempts to account for the fact that not everyone will have access to a car and so may be dependent on public transport. As it is important to be able to access basic services in both rural and urban areas, the access domain measures aspects of access deprivation that are relevant to the whole population.

The five datazones outwith Huntly reveal a high level of geographic access deprivation. One of the Strathbogie datazones (S01000464) is within the 2% most access deprived areas in the country. Three of the five areas outwith Huntly have slightly improved their access deprivation rank between 2004 and 2012, though one of the Strathbogie datazones and the Tap O'Noth zone have worsened. Table 7 illustrates these trends.

Table 7: Fund Area and SIMD geographic access ranks

Community Council Area & Datazone	Geographic Access Domain 2004 rank	Geographic Access Domain 2012 rank
Huntly S01000460	2,841	3,288
Huntly S01000461	6,185	6,375
Huntly S01000462	4,718	5,469
Huntly S01000459	4,314	4,105
Huntly S01000457	4,873	5,800
Cabrach S01004234	309	321
Strathbogie S01000464	136	140
Strathbogie S01000441	320	450
Strathbogie S01000456	267	170
Tap O'Noth S01000418	271	194

³¹ Huntly Community Council feedback on Draft Clashindarroch Community Profile, received 12.06.14.

Aberdeenshire Council's Rural Facilities Monitor highlights a decline in shops, primary schools and post offices in the last 10 years, with a relatively consistent decline in these facilities since 1981. The decline in rural shops is noted as a problem, particularly in settlements (e.g. Gartly) where a recent shop closure means the only shop serving the community has gone. Large retail developments in larger service towns and online shopping are also threatening rural shops. Since 1981, the Marr area has experienced a 58% loss in post offices, with just 13 remaining, although mobile Post Office services do exist as part of the Post Office's outreach service³².

Car ownership

Table 8 illustrates 2011 Census output area data for the Fund Area relating to car ownership. This shows that almost 30% of households in Huntly have no car available to them, the same as the national average, whereas in Cabrach this is 8%, Strathbogie 4% and Tap O'Noth 11%.

³² <http://www.aberdeenshire.gov.uk/statistics/economic/RuralFacilitiesMonitor2013.pdf>

Table 8: Car Ownership in Fund Area

	Cabrach	Huntly - Locality	Strathbogie output areas	Tap O'Noth output areas	Scotland
Percentage of households with no cars or vans available	5	29.4	3.5	7.5	30.5
Percentage of households with one car or van available	37.5	48.3	35.9	39.6	42.2
Percentage of households with two cars or vans available	38.8	17.2	42.7	36.6	21.6
Percentage of households with three or more cars or vans available	18.8	5.1	17.9	16.4	5.6

Most households across the Fund Area have between 1-2 cars per household, and nearly a fifth of householders (19%) have access to three or more cars or vans in the Cabrach area compared to a national average of 5.6% and an Aberdeenshire average of 12.3% (see table 9).

Table 9: Availability of cars for private use per household

	Availability of cars for private use per household			
	None (%)	One (%)	Two (%)	Three or more (%)
Aberdeenshire 2011 – Car availability for private use per household ³³	16.6	40.2	31	12.3

³³ <http://www.transportscotland.gov.uk/analysis/statistics/publications>

Road traffic accidents

Road traffic accident casualties are higher than the national average of 79.44 per 100,000: Clashindarroch had 127.8 and Huntly 163.70 per 100,000 population – twice the national average³⁴. Aberdeen City, Aberdeenshire and Moray Councils released a joint Road Safety Plan 2011 – 2015³⁵ which sets out measures to improve road safety, including amongst vulnerable groups such as young people and people with disabilities through partnership working across the North East of Scotland. Driving and Road Safety is a key focus of the Marr Community Plan (2010 – 2014), and contains a number of actions to improve road safety including: running a safer roads scheme, continue supporting Pass Plus Scheme by providing funding for young people, the Safe Drive Stay Alive initiative, the Momentum project for pre-driving age and Hot Strikes – events organised by Grampian Fire and Rescue Service aimed at young people - in response to fatal or serious road accidents in Marr.

Cycling and transport alternatives

In January 2012, Aberdeenshire Council adopted its Local Transport Strategy. The strategy objectives are aligned with those of Nestrans (as set out in the North East Regional Transport Strategy) and the Scottish Government. The strategy is based on the guiding principle of 'encouraging individuals and businesses to consider ways to travel less, travel more actively and, where vehicular travel is necessary, how journeys could be undertaken more effectively'.

Aberdeenshire Walking and Cycling Action Plan³⁶ has emerged from the Local Transport Strategy. It sets out specific actions and policies that will be implemented to increase levels of walking and cycling throughout the region which include infrastructure measures (e.g. maintenance of paths), marketing and promotion (e.g. awareness raising), skills and awareness (e.g. improving cycling and pedestrian skills) and monitoring.

Major barriers to cycling and walking in Aberdeenshire were identified in the Walking and Cycling Action Plan and include: lack of footpaths; poor footpath maintenance; concerns over safety (both in terms of road safety and fear of crime whilst walking); pollution; lack of information and signage on walking routes; lack of facilities for pedestrians, including resting

³⁴ Health & Wellbeing Profiles 2010 (Clashindarroch), Health & Wellbeing Profiles 2010 (Huntly). Accessed at: <https://scotpho.nhsnss.scot.nhs.uk/scotpho/profileSelectAction.do>

³⁵ <http://www.aberdeenshire.gov.uk/transportation/roadsafety/roadsafetyplan.asp>

³⁶ <https://www.aberdeenshire.gov.uk/transportation/strategy/WalkingCyclingActionPlan.pdf>

places and public toilets; travel distances; driver attitude to pedestrians, and the weather. These concerns are echoed in the region's Joint Road Safety Plan which sets out how the three North East councils will work together to promote child and adult cycle training and improve safety, e.g. through technology such as toucan crossings.

Aberdeenshire Council is continuing to develop cycling infrastructure in the region through expanding off-road and urban cycle networks. In Moray, partnership with Sustrans and lobbying of Transport Scotland has resulted in an expansion of the rural cycle network and Moray is recognised as having one of the highest rates of children cycling to school.

In and around the Fund Area there are diverse cycling opportunities. There are several well-known cycle routes in and around the area such as the Isla Way which follows the Isla valley from Dufftown to Keith and Aberdeenshire Council's cycle route 4, the Deveron Valley, Huntly Circular³⁷. Around Huntly there are short, relatively flat road circuits, longer more hilly outings, e.g. into the Cairngorms National Park, and off-road forest tracks in the immediate vicinity of the town.

HDT initiated a project in 2012 that sought to develop cycling in and around Huntly. Central to the project was building on the facilities at Huntly Nordic & Outdoor Centre with support from Scottish Cycling to help create a regional cycling development hub at the Centre, with facilities for road, mountain bike and BMX³⁸. An annual community event, Huntly Bike Week, celebrates and promotes cycling in the area³⁹. Huntly Development Trust also proposed conducting a feasibility study into the development of a car share scheme.

In Aberdeenshire, parallel to the development of the Walking and Cycling Action Plan was the development of the Core Paths Plan which aims to provide the public with reasonable access throughout their area by providing opportunities for activities such as walking, cycling, horse riding and canoeing. Moray also has a Core Paths Plan though no new core paths are planned within the Fund Area⁴⁰. One core path was proposed in the 2009 Aberdeenshire Core Paths Consultation (the final plan is not available on the Aberdeenshire Council website), in the Rhynie area which climbs to the summit of Tap O'Noth and links into a wider network path into Clashindarroch and through to Gartly. Huntly Development Trust's booklet 'Walks Around Huntly and District', published in 2013 is designed to promote and

³⁷ http://www.aberdeenshire.gov.uk/transportation/cycling/Route4_000.pdf

³⁸ <http://www.huntlydevelopmenttrust.org/develop-cycling-in-and-around-huntly/>

³⁹ <http://www.huntlybikeweek.com/>

⁴⁰ <http://www.moray.gov.uk/downloads/file57536.pdf>

encourage walking and gives comprehensive details of 26 walks in and around the Huntly area.

Key conclusions

- Huntly is a key transport interchange for buses and has a train station. It is also on the main north-south trunk road, the A96. Outwith Huntly public transport is limited. Car ownership in Huntly is in line with the national average, but is significantly higher in the rest of the Clashindarroch area.
- Geographic access to services outwith Huntly reveals an extremely low SIMD score, i.e. a very high level of deprivation. Large supermarkets and retail developments and online shopping are identified as threats to rural services such as shops.
- Road traffic casualties are twice as high as the national average and Driving and Road Safety is a key area of the Marr Community Plan with associated initiatives for young drivers, older drivers and cyclists.
- There are several local authority and local level initiatives to support and encourage cycling and walking.

Health and Social Care

The Community Health Partnerships (CHPs) covering the Fund Area include Aberdeenshire CHP and Moray CHP, which along with Aberdeen City form the Grampian Health Board.

The health indicator within the SIMD comprises data on: mortality, hospital stays related to alcohol and drug misuse, comparative illness, prescribed drugs for anxiety, depression or psychosis and proportion of live births of low birth weight. Health deprivation in Moray CHP according to the 2012 SIMD is zero, and Aberdeenshire CHP is extremely low with only 5 datazones, or less than 1% of the national share (see table 10).

In Aberdeenshire, male life expectancy is the second highest of all the CHPs in Scotland and female life expectancy is also significantly higher than average. Moray also has significantly higher female and male life expectancy rates than the national average. In Aberdeenshire and Moray, all-cause mortality (all ages), and mortality rates from coronary heart disease, are significantly lower than the Scotland average⁴¹. Aberdeenshire also has lower mortality

⁴¹ http://scotpho.org.uk/web/FILES/Profiles/2010/Rep_CHP_S03000013.pdf

rates from cancer and cerebrovascular disease (under-75s), although in Moray the rates are not significantly different to the national average.

Table 10: Share of 15% health deprived datazones

	15% most deprived datazones			
	SIMD 2012			
	Total no of datazones	No of datazones	Local share	National share
Aberdeenshire CHP	301	5	1.7%	0.5%
Moray CHP	116	0	0.0%	0.0%
Grampian Health Board (incl Aberdeen City CHP)	684	27	3.9%	2.8%

Aberdeenshire had 22 deaths per 100,000 population from alcohol conditions in 2011⁴² and Moray had 19, both lower than the national average of 24.6 per 100,000⁴³. Aberdeenshire has below the national average proportion of people aged 16+ smoking (20%), though Moray (28%) is above the national average (24%)⁴⁴.

Health figures at the intermediate zone level reveal a slightly different picture to the Council-wide figures, with Huntly being closer to the Scottish average than the overall Aberdeenshire figures, and the Clashindarroch area showing a healthier population than the national average. For example, life expectancy in the Huntly intermediate zone is slightly higher than the national average for men (75 compared to 74.5 for Scotland) and for women (80.4 compared to 79.5 for Scotland)⁴⁵. In Clashindarroch it is 78.69 for men and 88.50 for women. Mortality rate in the Clashindarroch intermediate zone is well below the national

⁴² <https://scotpho.nhsnss.scot.nhs.uk/scotpho/profileSelectAction.do>

⁴³ <https://scotpho.nhsnss.scot.nhs.uk/scotpho/profileSelectAction.do>

⁴⁴ Tobacco Control Profiles 2013, Smoking prevalence amongst adults, 2009 and 2010 calendar years combined, from ScotPHO.

⁴⁵ Source: GROS. Time period 2003 – 2007. Accessed at: ScotPHO.

average at 440.80 per 100,000 people though is higher than the national average in Huntly at 747.9 per 100,000 people (the national average is 707.7)⁴⁶.

A similar pattern is revealed in the early deaths from cancer (<75s) data: the national average per 100,000 of the population is 134.7, with Clashindarroch below this at 97.01 and Huntly above this at 165.90. Teenage pregnancy rates in Huntly intermediate zone are 43.47 per 1,000 which is slightly above the national average of 41.38 (2006 – 2008)⁴⁷. The numbers of patients admitted to hospital with alcohol-related injuries is 794.10 per 100,000 in Clashindarroch and 1,320 per 100,000 in Huntly compared to a national average of 1087 per 100,000.

There is a wide range in health deprivation rankings across the ten SIMD datazones in the Fund Area as Table 11 illustrates: two in Huntly are below the national health deprivation average (S01000457, S01000460) although one of the Huntly areas is within the most deprived third in the country (S01000461). Of the least deprived areas one is in Strathbogie (S01000464) and rates as amongst the 6% least deprived areas in Scotland. These varying levels of health inequality are likely to have a relationship with other factors around social and economic inequality across some parts of the Fund Area.

Table 11: SIMD Health ranking in the Fund Area

Community Council area	Datazone	2012 SIMD Health rank
Huntly	S01000460	3,385
Huntly	S01000461	2,120
Huntly	S01000462	2,738
Huntly	S01000459	3,235
Huntly	S01000457	4,153
Cabrach	S01004234	4,937
Strathbogie	S01000464	6,098
Strathbogie	S01000441	3,774
Strathbogie	S01000456	5,672
Tap O'Noth	S01000418	5,516

⁴⁶ Ibid

⁴⁷ Source: GROS. Time period 2006 – 2008. Accessed at ScotPHO.

Table 12 illustrates the differing levels of people reporting very good or good levels of health across the output areas in the Fund Area and shows that whilst Huntly is in line with the national average, it is the lowest of the four community council areas.

Table 12: Very good and good levels of reported health

Percentage of people reporting very good or good levels of health	%
Cabrach	86.9
Huntly	82.1
Strathbogie	88.7
Tap O Noth	87.0
Scotland	82.2

The levels of health inequality in Huntly is acknowledged within the Marr Community Plan, which includes an action to develop health and wellbeing projects with a particular focus on healthy eating and active living to help address the higher levels of health inequalities in Huntly than in other areas of Marr. Other measures include developing a volunteer buddy network to support adults both to reduce and stop smoking in targeted areas of Marr, in particular in the Fund Area around the rural GP practice area of Rhynie, and creating NHS Grampian information points in a variety of public spaces.

The national average for numbers of adults claiming incapacity benefit/severe disability allowance (2010) is 5.59% of the working age population. Both intermediate zone areas are below the national average - Huntly has 4.07% and Clashindarroch 3.07%.

As stated earlier, there is a significantly higher proportion of people aged 60 and over in the Fund Area, and in some areas (e.g. Huntly), the proportion of those age 75 and over is nearly twice higher than the national average. The Scottish Government's Change Fund will impact directly on how services are designed and delivered for older people with a priority shift of spend from acute services to community care⁴⁸. The Aberdeenshire Single Outcomes Agreement includes 'Older People and Community Care' as one of its key priority outcomes,

⁴⁸ Moray Health Needs Analysis 2010-2011, <http://www.moray.gov.uk/downloads/file83709.pdf>

with five associated local outcomes including enabling people to live as independently as possible⁴⁹.

The Marr Community Plan identifies a range of actions to improve the health and wellbeing of older people in the area including developing an Older People's Partnership Action Plan to achieve the best health and wellbeing outcomes and best use of resources possible for older people in all towns, villages and settlements across Marr (due for completion in 2013).

In Aberdeenshire, 18.6% of older people with intensive care needs are cared for at home, rather than in care homes or geriatric long-stay hospital beds – this is well below the national average of 31.7%. In Moray, however, the figure is above the national average at 36.3% of older people. The percentage of older people receiving free personal care at home is 4.8% in Aberdeenshire and 5.1% in Moray, both below the national average of 5.3%.

The Marr area has three Community Hospitals, Jubilee Hospital in Huntly, Glen O Dee Hospital in Banchory and Aboyne Hospital. These services help to ensure whenever possible local outpatient services are provided or will be developed for the area. NHS Grampian is working to bring specialist outpatient services to local hospitals in order to reduce the need for patients to travel to Aberdeen or Elgin.

Besides the Jubilee Hospital, health and community care services in Huntly include three care homes, the (new) Deveron Dental Centre and a Dental Centre in Duke Street, and Rhynie has a doctor's surgery.

The third sector supports health and social care services, in a range of ways, for example through the AB54 Health and Wellbeing Group, a multi-agency group sharing ideas and information, NOW (Networks of Wellbeing – formerly Huntly Mental Health). Specific projects include Huntly Community Allotments which supports a range of projects for vulnerable people including people with learning disabilities, older people and people with mental health issues, and Walk to Health projects⁵⁰.

Key conclusions

- The Clashindarroch area has a higher life expectancy and scores better on the vast majority of health indicators, from early deaths from cancer to smoking. However, the

⁴⁹ Aberdeenshire Single Outcome Agreement 2012/13,
<http://www.ouraberdeenshire.org.uk/images/media/docs/soa/aberdeenshiresoa2012-13.pdf>

⁵⁰ Marr Community Plan 2010-2014, 2012 update,
<http://www.ouraberdeenshire.org.uk/images/Marr/2012/marr%20cp%202010-2014%202012%20update.pdf>

averages mask significant health inequalities within the area, in particular in parts of Huntly.

- The percentage of economically inactive people who are long-term sick or disabled is lower than the national average in Cabrach, Huntly and Tap O'Noth output areas and in line with the national average in Strathbogie.
- The high proportion of older people in the Clashindarroch area presents health and social care challenges, and in Aberdeenshire a significantly lower than average number of older people with intensive care needs are cared for at home.
- A number of public and third sector initiatives and projects are attempting to tackle health and social care needs in the Clashindarroch area.

Education, children and young people

In the Clashindarroch area there are four primary schools (Gordon Primary School in Huntly, Rhynie School, Gartly School, and Glass School), and one secondary school, The Gordon Schools. The largest primary school is Gordon Primary School which has approximately 400 pupils in Primary 1-7 and 100 children part-time in the Nursery⁵¹. Glass School also has a nursery.

The Gordon Schools is a non-denominational, comprehensive secondary school, providing education for pupils aged 11 to 18 years old. As with most rural schools, the catchment area for The Gordon Schools is wide and scattered, extending to ten miles north, five miles west and fourteen miles to the south-east. The majority of pupils in The Gordon Schools come from associated feeder Primary Schools including Cairney School, Clatt School, Drumblade School, Forgue School, Gartly School, Glass School, Gordon Primary, Insch School, Kennethmont School, Largue School, Lumsden School, Premnay School, Rhynie School and Oyne School⁵². Transport arrangements are therefore elaborate and extensive. There are a large number of coaches, minibuses and taxis contracted to transport pupils to and from school, some of which connect with other routes.

Enrolment in 2010/11 was 773, in 2011/2012 was 761, in 2012/13 was 755 and is therefore declining year on year. Statistics on attendance for the Gordon Schools show this has remained fairly stable, decreasing only very slightly from 92.2% in 2010/11 to 91.4% in 2012/13

⁵¹ <http://www.gordon-pri.aberdeenshire.sch.uk/page9.html>

⁵² <http://www.thegordonschools.co.uk/wb/pages/school-information/school-handbook.php>

In general the Clashindarroch area is characterised by a higher than national average proportion of those with Level 1 qualifications and, in the Huntly locality, a significantly higher proportion of people with no qualifications. The number of people obtaining Level 2, Level 3 and Level 4 varies across the region and circulates around the national average (see table 13 below).

Table 13: Educational attainment

Educational level	Cabrach output areas	Huntly - Locality	Strathbogie output areas	Tap O'Noth output areas	Scotland
% with no qualifications	25.0	34.0	25.1	24.5	26.8
Level 1 (%)	23.2	26.8	28.0	27.6	23.1
Level 2 (%)	15.7	12.2	12.5	12.6	14.3
Level 3 (%)	8.6	8.0	8.1	8.3	9.7
Level 4 (%)	27.6	19.0	26.2	27.1	26.1

The SIMD education scores, which include indicators that measure both causes of education deprivation (such as absenteeism and lack of progression to further and higher education) and outcomes of education deprivation (such as children and adults with a lack of qualifications), present a negative trend between 2004 and 2012 in all ten SIMD areas of interest (see table 14). This trend is evident in the whole region of the Fund Area and in some data-zones there has been a significant (negative) difference in the level of educational deprivation.

Table 14: 2004-2012 SIMD Education domain (grey denotes a negative change between years)

SIMD Datazone		Education Domain 2004/2012 rank
Huntly area	<u>S01000460</u>	2,551/541
	<u>S01000461</u>	3,406/2,475
	<u>S01000462</u>	3,509/2,875
	<u>S01000459</u>	4,177/2,823
	<u>S01000457</u>	5,851/5,187
Cabrach area	S01004234	4,773/4,063
Strathbogie	S01000464	4,635/4,005
	S01000441	3,589/3,214
	S01000456	5,445/4,083
Tap o'Noth	S01000418	4,092/3,642

The school handbook for The Gordon Schools⁵³ gives a positive message about the strong links it has with the local community and the way in which the school plays a distinctive role in Huntly and the surrounding areas. It notes that involvement with local groups, businesses and organisations are encouraged to provide a rich educational environment for young people and the input of parents and guardians who are involved in the life of The Gordon Schools. The Gordon Schools were selected as finalists at the Scottish Education Awards 2013 in the Global Citizenship Award category in recognition of the integration of global citizenship throughout the delivery of the curriculum.

Young people can get involved in representing their area through the Aberdeenshire Youth Council and Aberdeenshire Youth Forums and the Aberdeenshire Community Planning Partnership has a Youth Engagement Strategy⁵⁴ that provides a framework for engaging young people that can be applied across Aberdeenshire. Huntly Community Council has a Youth Member drawn from the senior levels at The Gordon Schools and recently recruited its fourth consecutive member.

⁵³ <http://www.thegordonschools.co.uk/wb/pages/school-information/school-handbook.php>

⁵⁴ <http://www.ouraberdeenshire.org.uk/images/media/docs/youth%20engagement%20strategy.pdf>

The Marr Youth Action Plan 2011 aims to ensure that the views and aspirations of Marr's Young People are recognised and reflected within the Marr Community Plan⁵⁵. Key issues identified by young people in Huntly were:

- School buses (being dirty, late and/or unsafe)
- School food and canteen facilities
- The need for improved/repaired recreational/sports facilities, e.g. Skate park equipment needs to be replaced
- The need for more youth facilities such as youth cafes/clubs and youth shelters
- The poor state and/or inadequate opening times of public toilets
- Concerns about safety and the need for better lighting and/or increased police presence at certain times
- The lack of job opportunities and low wages for young people

Aberdeenshire's Community and Learning Development team provide a range of activities, projects and programmes supporting young people including detached youth work, providing support youth workers to help young people make the transition from primary school to the academy and through 17 Community School Networks (CSNs) in Aberdeenshire which provide support to children to help them achieve their potential through a multi-agency and cross sector approach. The Linden Centre in Huntly provides a basement youth project for local young people.

Key conclusions

- In Huntly locality there is a higher than average number of people with no qualifications and across the Clashindarroch area those with Level 1.
- The SIMD trends for education are noteworthy: deprivation scores have significantly increased (worsened) between 2004 and 2012 which will also affect the long term sustainability of the area. Issues associated with educational deprivation should be further investigated and addressed.
- The Marr Youth Action Plan (2011) highlights some key issues for young people in Huntly including the need for more youth facilities and the lack of job opportunities and low wages for young people.

⁵⁵ Marr Youth Action Plan 2011,
<http://www.ouraberdeenshire.org.uk/images/marr%20youth%20action%20plan%202011.pdf>

Heritage, recreation and leisure

The Clashindarroch area is one of outstanding natural beauty, with a rich historical and arts heritage and many recreation and leisure activities, not least through the Clashindarroch Forest.

The town of Huntly has a rich heritage stretching back for many centuries and today offers a range of indoor and outdoor recreation and leisure facilities for all ages. It also has a thriving traditional and current arts scene. The Gordon family of Norman knights from Huntly in Berwickshire dominated Huntly for roughly 500 years, from the 14th century. The Gordons built Huntly Castle and in 1769 the Duke of Gordon established a planned town with the present square. Huntly had 3000 inhabitants by the turn of the 19th century and textiles were an important industry. In 1854 the railway shaped the town further by placing it on the Aberdeen and Inverness line and becoming an important freight centre⁵⁶.

Leith Hall is a chateau-style hall home to the Leith and Leith-Hay family since 1650, set in a vast estate and owned by the National Trust for Scotland since 1945. Leith Hall, as well as Huntly Castle and nearby whiskey distillery Glendronach Distillery are attractions open to the public. For children and families, all weather activities and soft play centre, Bogie Dragon, provides entertainment and the Huntly Falconry Centre is a further attraction⁵⁷. The Tourist Information Centre is on the main square and is open from April to October.

Huntly is set within spectacular countryside, with easy access to the Cairngorms National Park and several large forests, including Clashindarroch Forest which has some of the best cross country skiing opportunities in the country. Clashindarroch Forest is well used by the Nordic Ski Centre in Huntly which provides training courses in cross-country skiing and maintains a number of routes in the forest. The Lecht Ski Centre is also accessible from the town, providing downhill ski and snowboard runs of varying grades⁵⁸. There are many footpaths in the area which can be found on Ordnance Survey maps. One path near Rhynie to the south climbs Tap O' Noth to the Iron Age fort and affords particularly fine views of the surrounding countryside. A footpath also runs to the summit of Ben Rinnes near Dufftown. As previously cited, Huntly Development Trust's 'Walks Around Huntly and District' provides information about over 26 walks in the area.

⁵⁶ <http://www.huntly.net/visitors/history/>

⁵⁷ <http://www.huntly.net/visitors/places/>

⁵⁸ <http://www.forestry.gov.uk/scotland>

There are 10 nearby sites of Special Scientific Interest (SSCI) to the Fund Area as table 15 identifies.

Table 15: Nearby Sites of Special Scientific Interest

Name	Designation
Bin Quarry	Geological
Mortlach Moss	Biological
Craigs of Succoth	Biological
Den of Pitlurg	Biological
Mill Wood	Biological
Moss of Kirkhill	Biological
Shiel Wood Pastures	Biological
Rhynie Chert	Geological
Moss of Crombie	Biological
Hill of Towanreef	Biological

There is a thriving arts scene, some of which draws on the north east's native tongue, The Doric. Traditional music and Highland Dancing are kept alive by local musicians and contemporary arts group, Deveron Arts supports a range of arts projects and initiatives, including a walking appreciation initiative called the Walking Institute which brings walking activities together with arts and other cultural disciplines⁵⁹. Recent activities include a winter solstice walk and a talk about the Hielan' Way – a historic walking route connecting the local communities with other communities in and around the Cabrach. The Hielan' Way has also inspired an artistic project that aims to create a new walking route to bring these paths back into the foreground⁶⁰.

A Visit Scotland Survey (2012)⁶¹ found that:

- 1.62 million tourists visited Aberdeenshire and Grampian in 2011, which equates to around 10% of all visits taken to Scotland. 15% of visitors are from overseas with the largest proportions from Norway and USA.

⁵⁹ <http://www.deveron-arts.com/about/Walking-Institute/>

⁶⁰ <http://hielanwaywalking.wordpress.com/>

⁶¹ http://www.visitscotland.org/research_and_statistics/visitor_research/all_markets/scotland_visitor_survey.aspx

- The age profile of visitors to Aberdeen City & Shire was 17% aged under 35, 44% between 35 and 54 and 39% aged 55 and over.
- Top reasons for choosing to visit Aberdeen City and Shire include the scenery/landscape (28%) and having family in the area (21%). A large number also visited either because they had an interest in the area's history (20%) or they have been before (19%). 17% visited for a particular attraction.
- The most popular activities on visits to Aberdeen City and Shire were visiting historic venues (53%) and short walks or strolls (51%). Overseas visitors were more likely to visit cities (49%).
- Feedback on 'Activities' highlighted a potential area for improvement as nearly a quarter of respondents (23%) were neither/less satisfied with 'Opportunities to attend local events/festivals'.

Key conclusions

- There are many activities, both indoor and outdoor, in and around Huntly for visitors and families.
- The surrounding countryside provides a wider range of walking, skiing and cycling opportunities, including Clashindarroch Forest itself. There are 10 SSCIs across the Fund Area.
- Traditional music, dancing and the visual arts are supported by a range of projects, groups and initiatives.
- The range of activities and local countryside provide good marketing opportunities for attracting visitors to the area, and the Visit Scotland survey results give an indication of the importance of the natural scenery/landscape and historic venues to visitors.

The Third Sector

Whilst definitions are somewhat contested, the third sector is often characterised as being 'composed of organisations that are formally organised, non-profit distributing, constitutionally independent from the state, self-governing and benefitting from some form

of voluntarism⁶². More commonly, activity in this sector will be described as 'voluntary' or 'community' activity.

The Council for Voluntary Services Aberdeenshire – Central and South⁶³ – is one of over 50 Councils for Voluntary Services (CVS) in Scotland and exists to support voluntary and community organisations in the Clashindarroch area. Together with Aberdeenshire North's CVS (Bridge) and the Volunteer Centre Aberdeenshire they comprise Aberdeenshire Voluntary Action, the area's Third Sector Interface, which exists to 'understand, communicate with and represent the interests of the voluntary sector locally'⁶⁴. Moray's Third Sector Interface, tsiMoray, is the equivalent organisation based in Elgin, providing support, information and services to individuals, social enterprises and voluntary and community groups in Moray⁶⁵.

In Aberdeenshire, in 2012, 31% of the population provided unpaid help to organisations or groups in the previous 12 months which is slightly above the national average of 29%. In Moray, 36% of the population provided unpaid help to organisations or groups⁶⁶. Volunteering Scotland analysed the previous Scottish Household Panel Survey statistics on volunteering and found that:

- formal volunteers living in Aberdeenshire contributed 10 million hours of help each year, and £173 million to the local economy each year⁶⁷;
- formal volunteers living in Moray contributed 3.5 million hours of help, contributing £49.3 million to the local economy each year⁶⁸.

These figures indicate the extensive nature of the third sector in Moray and Aberdeenshire, and of its importance in delivering services and activities that enhance and support local communities.

A number of third sector organisations have been highlighted elsewhere in this Profile as contributing to the vibrancy of the Clashindarroch area. These include overarching community development organisations such as the Marr Area Partnership and community and business associations such as Huntly Business Association, Cabrach Community

⁶² *Mapping The Third Sector in Rural Scotland: An Initial Review of the Literature*, M. Woolvin, SAC Research, 2012, p. 2.

⁶³ <http://www.cvsa.co.uk/index.html>

⁶⁴ http://www.ouraberdeenshire.org.uk/index.php?option=com_content&task=view&id=489&Itemid=111

⁶⁵ <http://www.voluntaryactionmoray.org.uk/>

⁶⁶ <http://www.scotland.gov.uk/Topics/Statistics/16002/LATables-2012>

⁶⁷ <http://www.volunteerscotland.net/policy-and-research/data-and-graphs/local-area-profiles/aberdeenshire/>

⁶⁸ <http://www.volunteerscotland.net/policy-and-research/data-and-graphs/local-area-profiles/moray/>

Association, Glass Community Association and Huntly Development Trust. A range of organisations contribute to the arts such as Deveron Arts, and to recreation, wellbeing and leisure – for example, AB54 Health and Wellbeing Group, NOW (Networks of Wellbeing) and the Huntly Community Allotments which provide a hub for a number of growing and mental health initiatives locally⁶⁹. Third sector organisations also provide a rich web of support and services to specific groups including children and young people, the elderly, people with disabilities, etc. Sometimes provision will be through the local branch of a national charity – the Huntly based Citizens Advice Bureau for example – or through local groups in the area.

The Aberdeenshire Council website lists almost 50 clubs and societies within the Huntly area⁷⁰, and HDT has a more comprehensive list of nearly 150 organisations⁷¹ (though this includes some statutory organisations that may be providing support or complementary services to the third sector). Groups range from uniformed organisations such as Brownies and Scouts (of which there are 14 in and around Huntly), to leisure groups such as Huntly Angling Association, Huntly Ramblers and the Huntly and District Pipe Band, to services such as parent toddler groups and over 50s clubs, community associations, including a range of sporting clubs (e.g. yoga, Huntly Nordic Ski Club and Huntly Rugby Football Club). This gives an indication of the wide range of opportunities for civic engagement within the Clashindarroch area, from becoming a participant to a volunteer group leader.

There are a number of community facilities for groups to meet, which is critical to supporting a vibrant community sector, including:

- Friendship House Huntly
- Linden Centre (Huntly Community Centre)
- Rhynie Community Centre
- Ythanwells Community Education Centre
- The Tin Hut (Gartly)
- The Square (Rhynie)

A range of funding opportunities are available to third sector organisations in the area. National opportunities are listed on the Scottish Government website⁷² and through the Scottish Council for Voluntary Organisation's (SCVO) mailing list. SCVO are developing a

⁶⁹ For example see <https://en-gb.facebook.com/pages/Huntly-Community-Growers/365841256812915>

⁷⁰ <http://www.aberdeenshire.gov.uk/clubs/search-area.asp?areaid=7&x=34&y=11>

⁷¹ <http://www.huntly.net/community/groups/>

⁷² <http://www.scotland.gov.uk/Topics/Built-Environment/regeneration/communityfunds>

funding database called 'Funding Scotland' which is due to be launched in 2014. Both Moray and Aberdeenshire received LEADER funding for 2007 – 2013, and both areas are in the process of creating Local Development Strategies for the forthcoming 2014 – 2020 LEADER round. Key priorities for both areas will be to fund projects that address critical local issues in a rural economic and social development context, from youth unemployment to community transport and high speed broadband. Having cross border, national and international cooperation and partnership projects that demonstrate innovation and which contribute to the economic sustainability of the area will also be important in the new LEADER programme.

Key conclusions

- The third sector in the Clashindarroch area is supported through a range of infrastructure bodies including the locally based Council for Voluntary Services Aberdeenshire – Central and South under the umbrella of Aberdeenshire Voluntary Action. tsiMoray is the equivalent organisation in Moray.
- There is a wide range and high number of voluntary and community groups in the area, with a number of community venues in which to meet or run activities.
- A range of funding opportunities exist, including LEADER which is currently transitioning from the 2007-2013 period to the 2014-2020 period. LEADER requires project applicants to source match funding, which could be a key opportunity for the Clashindarroch Community Fund.

Conclusions

The Clashindarroch area is characterised by a combination of opportunities and challenges. The number of older people presents both a challenge and an opportunity: a challenge in terms of providing adequate social care and health services, but a potential opportunity in harnessing the older generation's experiences and time in a range of civic participation activities and projects. The Marr Youth Action Plan (2011) highlights some key issues for young people in Huntly including the need for more youth facilities and the lack of job opportunities and low wages for young people.

The skills gap in the area is of concern for local businesses, and a lack of training providers combined with decreasing educational attainment and higher education levers provide a worrying backdrop to this. Skills and training could therefore be an area of focus for the

Fund. Agriculture remains a key industry, and supporting the diversification of farming through local community activities such as farmers markets could be an area for the Benefit Fund to consider. Existing organisations such as Cabrach Community Association and Huntly Business Association support local economic development and therefore may represent a good initial starting point for discussions about this challenge.

House prices, the lack of affordable housing, housing conditions and fuel poverty represent challenges for the area. Whilst some of these are structural issues, fuel poverty reduction initiatives appear to be relevant to the Fund. Whilst Huntly is well served by roads and public transport, geographic access to services outwith this main service centre is problematic for many in the Area. Considering creative ways to overcome rural access deprivation could address a significant local need.

The Clashindarroch area has a higher life expectancy and scores better on the vast majority of health indicators, from early deaths from cancer to smoking. However, the averages mask significant health inequalities within the area, in particular in Huntly – something which is recognised in the Marr Community Plan. Supporting projects aimed at reducing health inequalities could therefore be something the Fund considers, building on rather than replicating the initiatives and projects that already exist to this end locally.

There are many activities, both indoor and outdoor, in and around Huntly for visitors and families. The surrounding countryside provides a wider range of walking, skiing and cycling opportunities, including Clashindarroch Forest itself. A thriving local arts scene combined with the opportunities for leisure in the local countryside provide good marketing opportunities for attracting visitors to the area.

Finally, there is a vibrant community sector across the area, supported by umbrella bodies and what appears to be from the desk research, a range of places for groups to meet. However the condition of these facilities is not researched here. A consideration for the Clashindarroch Community Fund will be ensuring complementarity with rather than duplication of existing effort. The forthcoming LEADER programme offers a potential opportunity for the Fund to maximise its impact through match funding larger or more risky/innovative projects that can be supported by other funders.

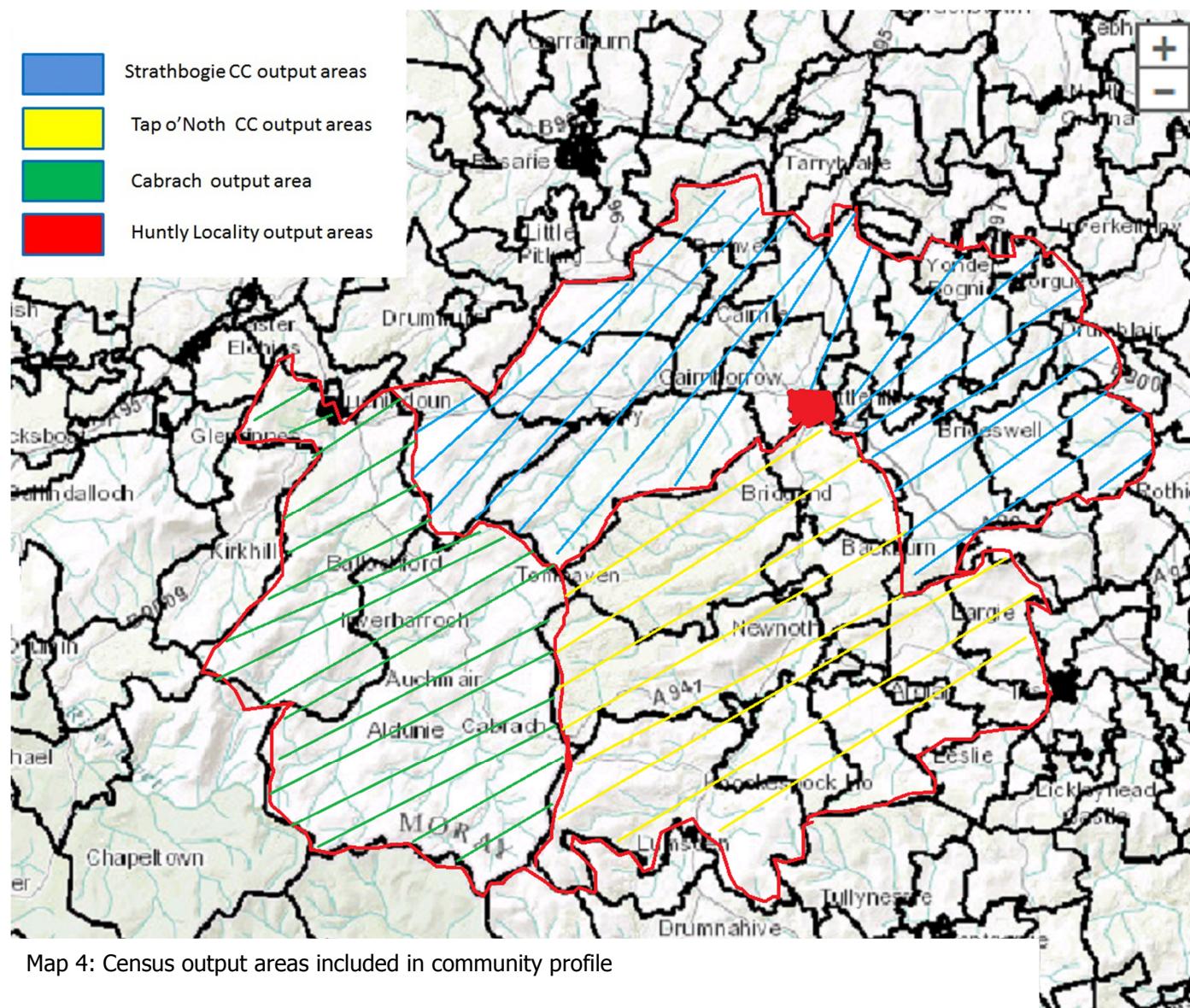
Appendix i: Census and SIMD Clashindarroch data areas

2011 Census

- The Census includes statistical information in relation to Population, Identity, Health, Housing, Education and Labour.
- Output areas (OA) are created for Census data, specifically for the output of census estimates. The OA is the lowest geographical level at which census estimates are provided. Output areas were introduced in Scotland at the 1981 Census and in all the countries of the UK at the 2001 Census.
- Output areas in Scotland were based on postcodes as at December 2000 and related to 2001 wards. However, the OAs did not necessarily fit inside ward boundaries where confidentiality issues made it more appropriate to straddle boundaries. The minimum OA size was 20 resident households and 50 resident people, but the target size was 50 households.
- See <http://www.scotlandscensus.gov.uk/ods-web/area.html>

Level of data: Output area	Area
Huntly (Census Locality 2010)	Huntly
S00121213	Cabrach
S00121124	Cabrach
S00091201	Strathbogie
S00091202	Strathbogie
S00091182	Strathbogie
S00091203	Strathbogie
S00091204	Strathbogie
S00091206	Strathbogie
S00091205	Strathbogie
S00091199	Strathbogie
S00091207	Strathbogie
S00091306	Strathbogie
S00091208	Strathbogie

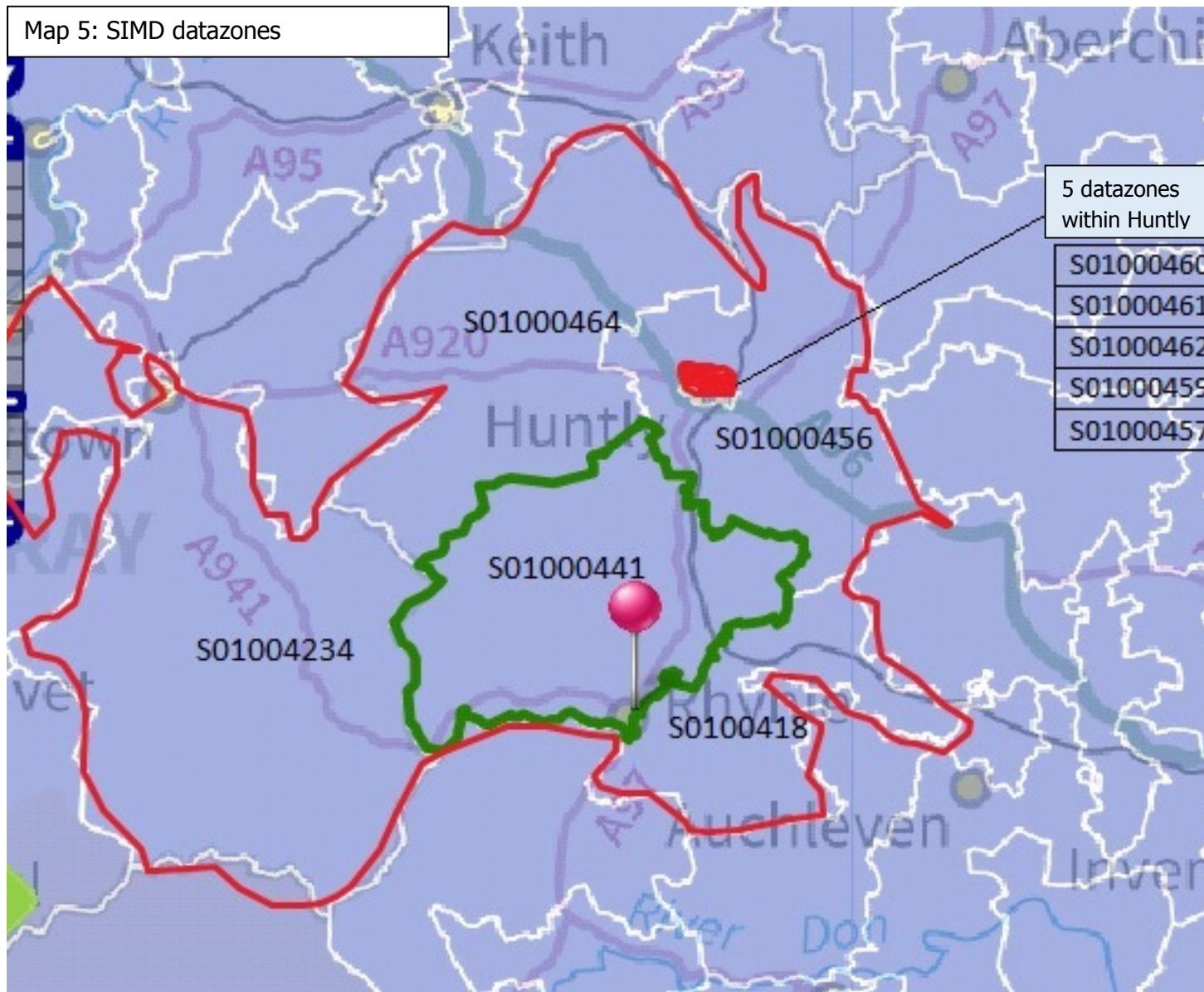
Level of data: Output area	Area
S00091305	Strathbogie
S00091303	Strathbogie
S00092977	Strathbogie
S00092978	Strathbogie
S00091304	Strathbogie
S00092364	Strathbogie
S00091302	Strathbogie
S00091196	Tap o'Noth
S00091197	Tap o'Noth
S00091187	Tap o'Noth
S00091191	Tap o'Noth
S00091194	Tap o'Noth
S00091192	Tap o'Noth
S00091193	Tap o'Noth
S00091195	Tap o'Noth
S00091190	Tap o'Noth
S00092362	Tap o'Noth
S00091189	Tap o'Noth
S00091188	Tap o'Noth
S00091186	Tap o'Noth
S00091209	Tap o'Noth
S00092533	Tap o'Noth



Scottish Index of Multiple Deprivation

Datazone	Description of area covered	Community Council(s)
S01004234	South Speyside and the Cabrach	Dufftown & District
S01000460	Huntly (South-West)	Huntly
S01000461	Huntly (centre)	Huntly
S01000462	Huntly (North-West)	Huntly
S01000459	Huntly (East)	Huntly
S01000457	Huntly (South)	Huntly
S01000464	Clashindarroch (West)	Strathbogie
S01000441	Clashindarroch (Central)	Strathbogie and Tap o'Noth
S01000456	Clashindarroch (East)	Strathbogie
S01000418	Clashindarroch (South)	Tap o'Noth

Map 5: SIMD datazones



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