

Howe of Alford

Intermediate Zone Statistical Summary

2023

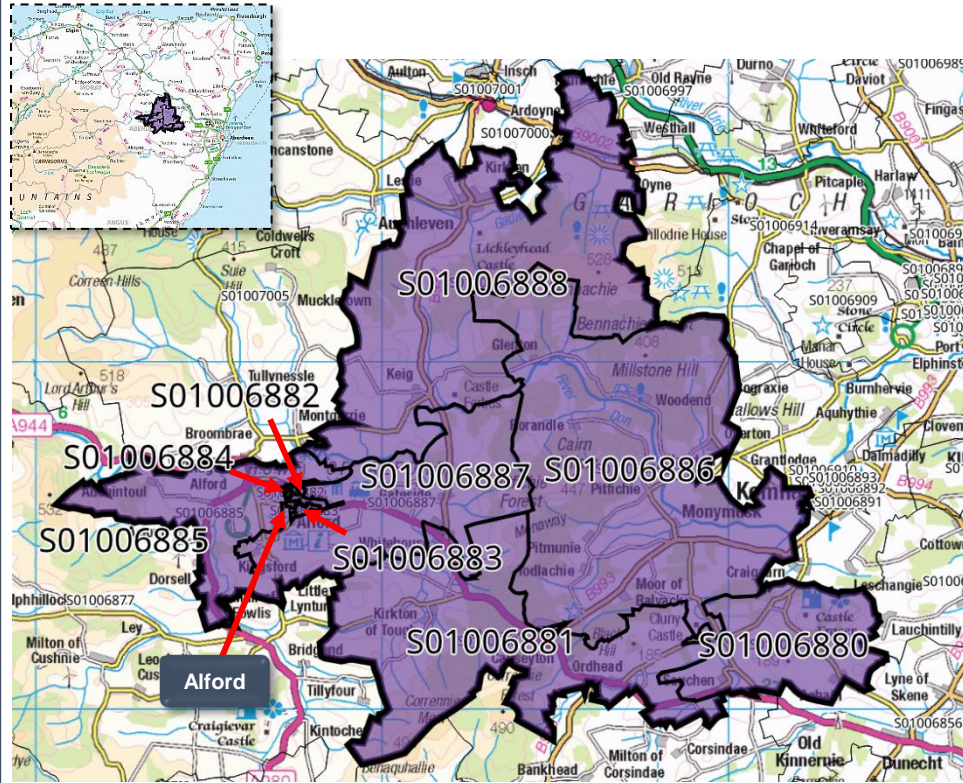


Craig Watson



Howe of Alford

Data Zones Within the Intermediate Zone



Relevant Multi-Member Wards



Notes on the Maps

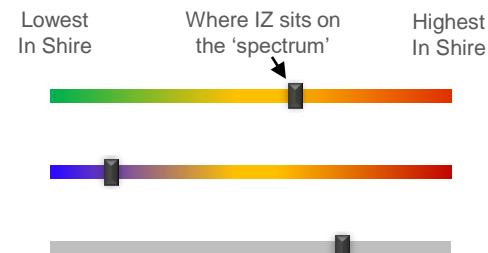
The map on the left shows the location and geographic area of the Howe of Alford Intermediate Zone. It contains 5 Data Zones. Alford comprises 3 Data Zones – S01006882, and S01006883, and S01006884.

Three MMWs straddle the Intermediate Zone (Huntly, Strathbogie and Howe of Alford, West Garioch, and Westhill and District).

Spectrum Charts Explained

The following statistical pages frequently utilise spectrum charts as a visual aid to accompany an indicator. They are used to place the relevant Intermediate Zone (IZ) in the context of all other IZs in Aberdeenshire with regards to that indicator.

The charts to the right are examples of the spectrum charts used in this report. The black line represents where the IZ sits in the context of the highest and lowest figures in Aberdeenshire. If the black line is situated towards the left-hand side, the IZ recorded one of the lowest figures in Aberdeenshire. Conversely, if the black line is towards the right-hand side, it recorded one of the highest figures in Aberdeenshire.



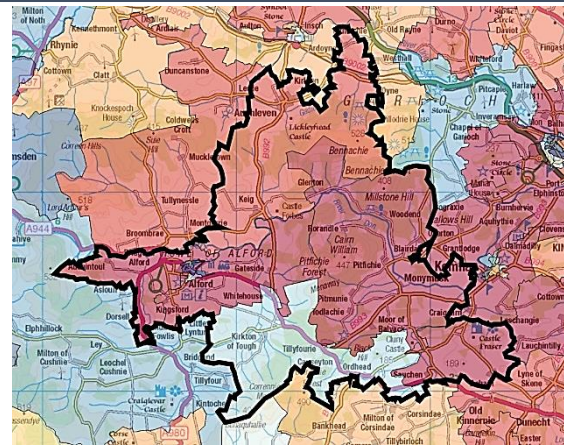
The green/red spectrum charts are the most common type. If the black line is situated towards the red end of the spectrum, it means the figure is objectively worse than most other IZs in Aberdeenshire and vice versa.

The blue/red spectrum charts are used in the demographic section to denote high population growth (red) and population decline (blue).

The grey spectrum charts are simply used to denote high and low in the context of Aberdeenshire, where the high / low figure is neither good nor bad. An example would be the proportion of dwellings that fall within Council Tax Bands F-G.

Howe of Alford Demographic Data

Map of Howe of Alford: Population Change (2014-2021)



Low Growth / Depopulation (Blue) High Growth (Red)

The population in this IZ increased by 8.3% between 2014 and 2021 - one of the greatest percentage increases in Aberdeenshire over that period.

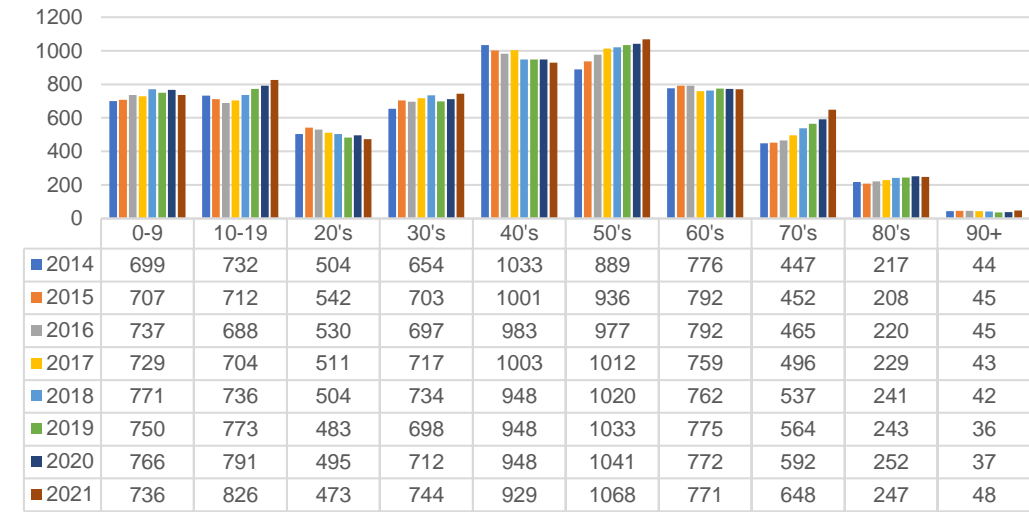
All DZs in the IZ registered population growth except for those in parts of Alford and the relatively large rural area either side of the A944 southbound, running from Whitehouse to roughly Millbank and Ordhead.

DZs that experienced population growth include S01006885, which includes the west portion of Alford (Covenant Way) stretching towards Breda Hill; S01006887, which also includes part of Alford (Correen Road and environs) as well as the large rural area to the east, stretching towards Pitchie Forest. DZ S01006886 also experienced healthy population growth. This area includes Monymusk and stretches northwards towards Bennachie.

This IZ generally saw most age groups increase in number, except for those in their 20's and 40's. The fall in the number of 40-somethings is more or less general across Aberdeenshire.

The IZ's age profile is similar to Aberdeenshire in that those in their 50's comprise the greatest number, followed by those in their 40's. In both instances, the proportions are slightly higher in this IZ compared to Aberdeenshire as a whole. Conversely, this IZ is home to a lesser proportion of people in their 20's compared to most other IZs in Aberdeenshire.

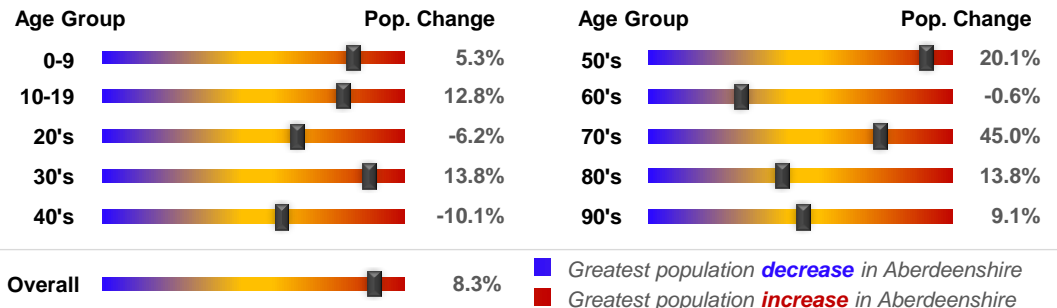
Population per Age Group, Howe of Alford, 2014-2021



Population Change per Data Zone, 2014 & 2021

Data Zone	2014	2021	% Difference
S01006880	618	742	20.1%
S01006881	589	562	-4.6%
S01006882	423	376	-11.1%
S01006883	469	439	-6.4%
S01006884	902	798	-11.5%
S01006885	742	1019	37.3%
S01006886	823	930	13.0%
S01006887	611	751	22.9%
S01006888	818	873	6.7%
Total	5995	6490	8.3%

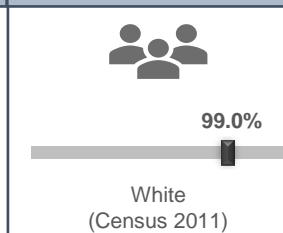
Rate of Population Change per Age Group, 2021 Compared to 2014



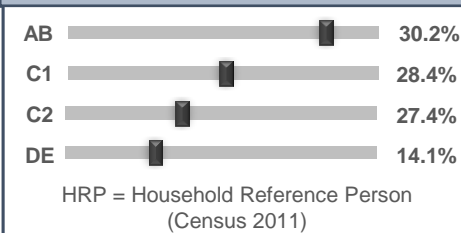
Country of Birth



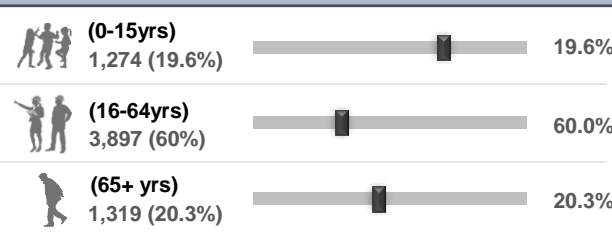
Ethnicity



Approximated Social Grade of HRP



Population per Broad Age Group, 2021



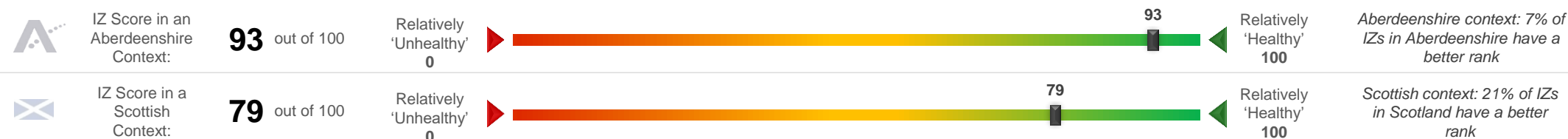
In 2021 6,490 people lived in Howe of Alford -- 1,274 (19.6%) were under 15 years of age, 3,897 (60%) were aged 16-64, and 1,319 (20.3%) were over 65.

The black markers show where these percentages sit in the context of Aberdeenshire: left = low; right = high.

SIMD 2020 Health Domain Rank		Universal Credit (UC) Limited Work Capability Households	Personal Independence Payments							
		<p>No. of Households in receipt of Universal Credit</p> <p>% of Households where at least 1 occupant has limited work capability (May-2023) - Aberdeenshire Context</p> <p>2.2%</p>	<p>No. of Cases with Entitlement</p> <p>% of Working Age Population (16-64) Receiving PIPs (Jul-2023) - Aberdeenshire Context</p> <p>2.4%</p>							
<p>Day-to-Day Activities</p> <p>Proportion of people whose day-to-day activities are limited a little or a lot - Aberdeenshire Context (Census 2011)</p> <p>14.7%</p>	<p>Health Rating</p> <p>Proportion of people who rated their health as either 'good' or 'very good' - Aberdeenshire Context (Census 2011)</p> <p>88.3%</p>	<p>According to monthly health-related benefits data, the number of households on Universal Credit has remained relatively steady throughout the last couple of years. The number of households with Limited Work Capability or LWC (due to physical or mental health issues) has increased since the beginning of the Covid era and remained relatively high throughout, now affecting 68 households <i>versus</i> 10 in January 2020. The IZ figure of 2.2% of households with at least 1 occupant assessed as having LWC is towards the lower end of the spectrum in an Aberdeenshire context but higher than the previous reporting period.</p> <p>A higher proportion of the Working Age Population (2.4%) receive Personal Independence Payments (PIPs). This helps with some of the extra costs caused by long-term disability, ill-health or terminal ill-health. The IZ trend has generally followed the Aberdeenshire trend over the last couple of years. The 2.4% figure is generally in keeping with most other IZs in Aberdeenshire.</p> <p>According to SIMD 2020 data, DZ S01006880 has the best health ranking (Sauchen / Castle Fraser area) and S01006885 has the 'worst' (although it is not bad in a Scottish context). The latter DZ covers an area from Bank Brae in Alford, stretching westward towards Baillie Drive, and farther, towards Auchintoul.</p>								
SIMD 2020 Health Domain Indicators per each Data Zone in the Howe of Alford Intermediate Zone (compared to Aberdeenshire average)										
<p>SIMD Health Domain Indicator (Data Zones colour-coordinated with map) >></p>										
	S01006880	S01006881	S01006882	S01006883	S01006884	S01006885	S01006886	S01006887	S01006888	Shire
Health Domain Rank (see map for colour-coded rankings) (the higher, the better)	6927	6907	5906	6085	5543	5156	6524	6737	6623	5,254
Comparative Illness Factor (Scotland = 100) (the lower, the better)	15	25	35	55	60	60	40	35	35	58
Emergency stays in hospital (Scotland = 100) (the lower, the better)	51.0	44.2	74.8	59.2	60.7	67.9	58.8	54.1	55.1	71.5
Hospital stays related to alcohol misuse (Scotland = 100) (the lower, the better)	21.7	22.9	9.7	7.6	33.1	53.8	7.9	17.3	9.2	45.4
Hospital stays related to drug misuse (Scotland = 100) (the lower, the better)	0.0	0.0	46.9	0.0	19.6	0.0	0.0	0.0	0.0	30
Proportion of live singleton births of lowbirth weight (the lower, the better)	3.4%	5.9%	8.3%	7.1%	0.0%	9.3%	0.0%	0.0%	0.0%	4.0%
Proportion of population being prescribed drugs for anxiety, depression or psychosis	10.4%	9.0%	18.0%	13.7%	13.6%	14.6%	12.1%	10.3%	13.7%	15.6%
Standardised Mortality Ratio (Scotland = 100) (the lower, the better)	80	44	90	55	78	107	67	41	60	85

Howe of Alford Health Data (2 of 2)

Howe of Alford's position on the 'Health Spectrum' – Aberdeenshire and Scottish Context (the higher the score, the better)



Selection of ScotPHO indicators, Howe of Alford IZ compared to Aberdeenshire & Scotland (latest data)

Indicator	Latest Available Figures				IZ Trend	Indicator Measurement
	IZ	IZ's latest figure compared to:				
		Aberdeenshire	Scotland			
Alcohol-related hospital stays	456.9	71.9%		-25.2%	Up	Rate per 100,000 pop.
All-cause mortality among the 15-44 year olds	28.8	-69.5%		-75.4%	Up	Rate per 100,000 pop.
Babies exclusively breastfed at 6-8 weeks	56.6	16.0%		24.8%	Up	% of babies with a valid feeding status
Bowel screening uptake	77.5	4.5%		11.9%	Up	% of eligible people (aged 50-74)
Child dental health in primary 1	91.4	12.7%		18.3%	Up	% of P1 pupils
Child dental health in primary 7	90.6	10.9%		15.7%	Down	% of P7 pupils
Child healthy weight in primary 1	65.8	-11.6%		-4.0%	Down	% of P1 pupils
Deaths all ages	745.3	-29.6%		-36.9%	Down	Rate per 100,000 pop.
Developmental concerns at 27-30 months	1.0	-1.9%		-13.6%	Up	% of children reviewed
Early deaths from cancer (<75)	111.8	-15.1%		-25.2%	Down	Rate per 100,000 pop.
Early deaths from coronary heart disease (<75)	15.0	-60.4%		-71.6%	Up	Rate per 100,000 pop.
Female life expectancy	83.9	2.5%		4.0%	Down	Life expectancy at birth in years
Healthy birth weight	84.9	1.9%		0.8%	Up	% of all singleton births
Immunisation uptake at 24 months - 6 in 1	97.7	-0.1%		0.7%	Down	% of children in relevant age group
Immunisation uptake at 24 months - MMR	97.2	2.4%		2.9%	Down	% of children in relevant age group
Male life expectancy	85.3	9.8%		11.4%	Up	Life expectancy at birth in years
Maternal obesity	22.4	-2.1%		-3.7%	Down	% of women at antenatal booking
Patients (65+) with multiple A&E hospitalisations	6648.7	5.7%		-2.6%	Down	Rate per 100,000 pop.
Patients hospitalised with asthma	7.0	-78.1%		-89.8%	Down	Rate per 100,000 pop.
Patients hospitalised with COPD	54.4	-53.5%		-73.8%	Down	Rate per 100,000 pop.
Patients hospitalised with coronary heart disease	247.0	-16.0%		-27.7%	Down	Rate per 100,000 pop.
Patients with emergency hospitalisations	4612.4	-12.7%		-36.3%	Down	Rate per 100,000 pop.
Premature births	10.0	0.7%		1.8%	Up	% of all live births
Uptake of the HPV vaccine in S3 girls	92.4	3.1%		7.6%	Down	% of S3 girls

Based on the 24 health-related indicators in the table, this IZ has one of the best health profiles, both in the context of Aberdeenshire as well as Scotland as a whole.

The area compares favourably to most other areas in Scotland in terms of a range of health-related outcomes, particularly in relation to Male life expectancy; Patients hospitalised with asthma; Bowel screening uptake; Developmental concerns at 27-30 months; Patients with emergency hospitalisations; Deaths all ages; Child dental health in primary 1; Patients hospitalised with COPD; Early deaths from coronary heart disease (<75); and Babies exclusively breastfed at 6-8 weeks. The IZ is in the top 10% 'healthiest' in Scotland in relation to these particular indicators.

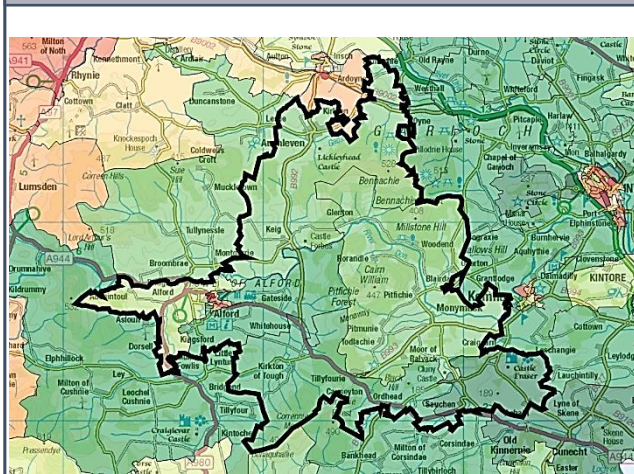
Issues that may require further investigation include:

- Child healthy weight in primary 1;
- premature births; and
- Alcohol-related hospital stays.

With regards to each of the indicators listed above the IZ compares less favourably to other areas in Aberdeenshire and, in some instances, Scotland (and/or the trend is worsening).

Howe of Alford Economic Data (1 of 3)

Rank of Household Income per Data Zone (2023)



Relatively low Relatively high

In terms of household income, this IZ is towards the more affluent end of the Aberdeenshire spectrum. The median household income in 2023 equated to £48,457, which is £6,701 higher than the Shire average (£41,756). This is more or less the same gap as last year.

Median household income ranges from £30,725 in DZ S01006882 (area between Haughton Place and Leslie Crescent in Alford) to £60,627 in DZ S01006880 (area includes Sauchen, Drumnahoy, Courtcairn and other areas around Castle Fraser).

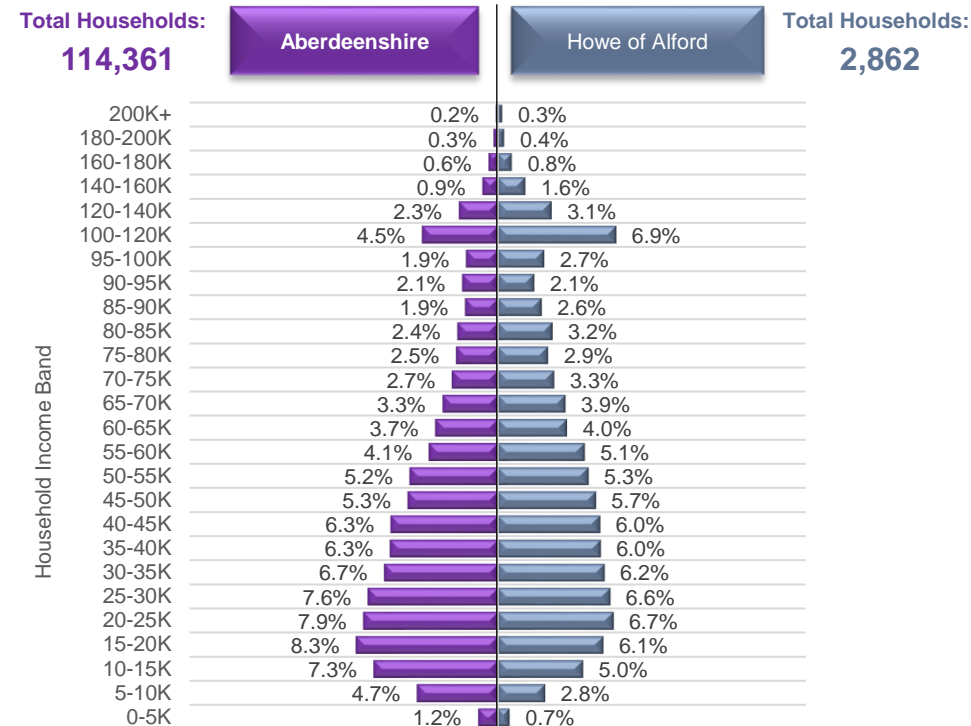
Approximately 3.5% of households in this IZ earn less than £10,000 per year, which is lower-than-average (5.3%). This equates to roughly 99 households (fewer than last year). Hameworth Court, the Hay's Walk area, and Haughton Place, all in Alford, tend to contain a higher-than-average proportion of such households.

High income households tend to be situated in the north part of Monymusk, the general Sauchen area, and the general area to the east of Montgarrie.

Household Income per Data Zone (2023)

Data Zone	Households	Average Income	Median Income	Lower Quartile Income
S01006880	296	£ 68,190	£ 60,627	£ 37,637
S01006881	235	£ 62,837	£ 55,195	£ 33,581
S01006882	208	£ 37,849	£ 30,725	£ 18,324
S01006883	223	£ 45,461	£ 37,089	£ 20,823
S01006884	375	£ 44,062	£ 35,721	£ 19,657
S01006885	447	£ 57,527	£ 50,069	£ 30,237
S01006886	431	£ 60,840	£ 52,692	£ 31,204
S01006887	289	£ 64,354	£ 56,873	£ 35,309
S01006888	358	£ 60,909	£ 53,506	£ 31,997

Household Income per Band, Howe of Alford & Aberdeenshire (2023)



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Median Household Income (2023)



£48,457

Aberdeenshire: £41,756

£48,457



% of Households Earning Less Than £10k (2023)



<£10K

3.5%

Aberdeenshire: 5.3%

3.5%



% of Households Earning More Than £100k (2023)



>£100K

13.1%

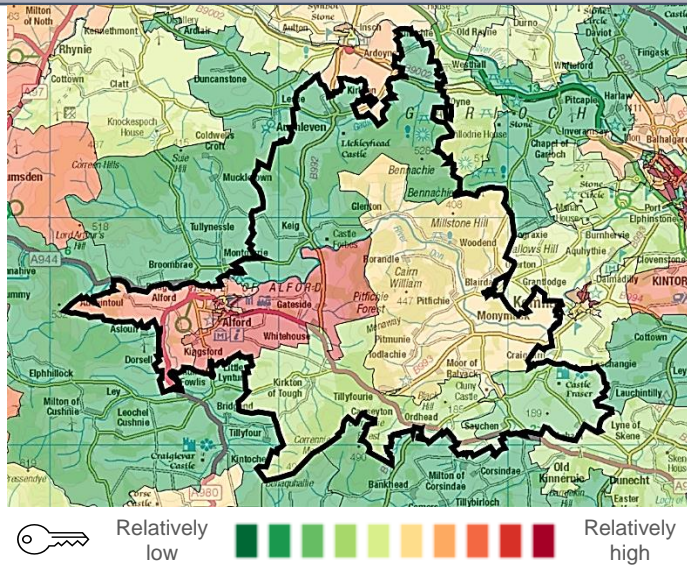
Aberdeenshire: 10.1%

13.1%

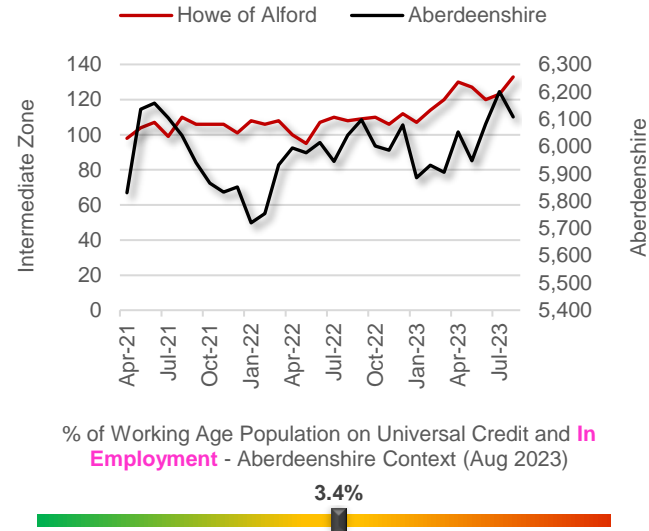


Howe of Alford Economic Data (2 of 3)

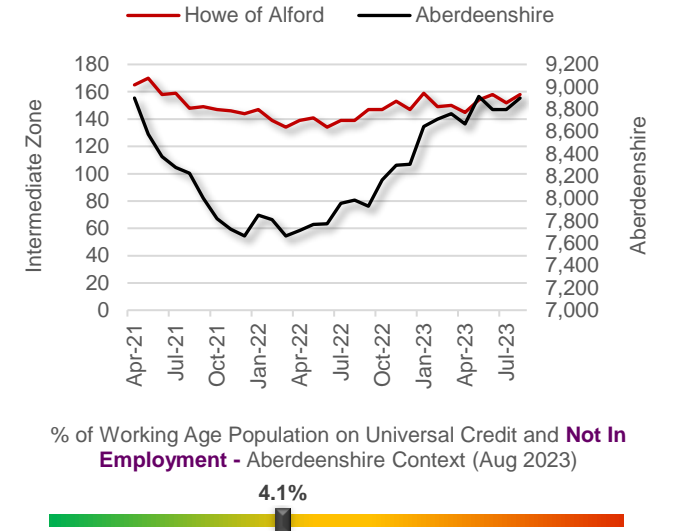
Latest Unemployment Rate - Ranking per Data Zone



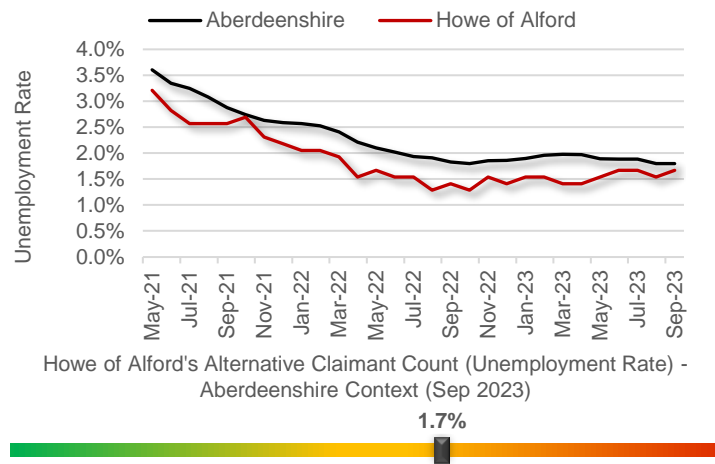
People on Universal Credit - In Employment



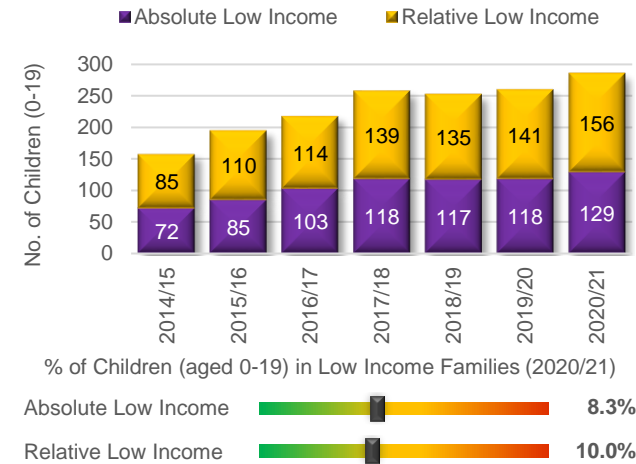
People on Universal Credit - Not In Employment



Alternative Claimant Count - Effective 'Unemployment Rate'



Children in Low Income Families



Summary

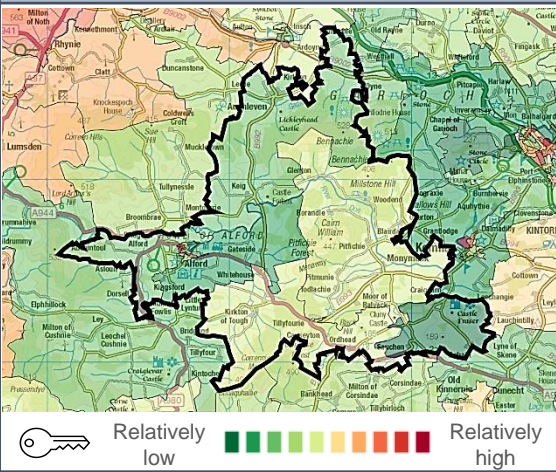
The number of people claiming Universal Credit (UC) - who are also in employment - has increased over the course of the past couple of years. Latest figures show 3.4% of people aged 16-64 (who also have jobs) are claiming UC. This is higher than last year but in keeping with most other IZs in Aberdeenshire.

Like Aberdeenshire, the unemployment rate in the IZ has fallen substantially since the November 2020 peak of 3.7%. At no point did the IZ rate exceed the Aberdeenshire rate. Latest data suggests approximately 1.7% of the Working Age population is currently out-of-work, which is lower than the Aberdeenshire-wide rate (1.8%). The rate ranges from 0.0% in S01006880 (Sauchen / Castle Fraser area, which is also the most affluent) to 2.9% in S01006887 rural area to the east and south of Alford, and includes the Correen Road area within Alford itself, between the museum and Castle Road.)

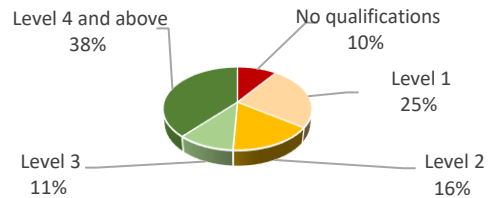
The proportion of children living in low-income households is slightly towards the lower end of the spectrum. Child poverty may be a growing issue in this particular IZ as numbers have continued to increase since 2014/15.

Howe of Alford Economic Data (3 of 3)

People With No Qualifications, Census 2011



% of Employees per Qualification Type



Summary

The employment numbers per broad industrial group relate to the kind of jobs within the area, which may be filled by those living outwith the IZ.

Employment in this IZ is generally spread out among a few sectors. The main ones include Construction, Education, and the Professional sector.

The number of jobs in the area increased by approximately 6% over the period covered, with the Construction sector arguably the most significant sector to have 'added' jobs in that it has historically employed - and still employs - a relatively large number of people.

Common job types in the area relate to construction of residential and non-residential buildings, architectural and engineering activities and related technical consultancy, and secondary education.

Most enterprises tend not to exceed £200k in annual sales. The majority relate to the Professional sector, Agriculture, and Construction. This suggests a number of relatively small farming and house-building businesses in the area. The region is also home to relatively large construction and agricultural businesses with sales in excess of £1m per annum.

Approximate Employment Count per Broad Industrial Group, Howe of Alford, 2020-22

Broad Industrial Group	2020	2021	2022	2020-22 % Diff.
Agriculture, forestry & fishing	75	100	125	67%
Mining, quarrying & utilities	10	10	10	0%
Manufacturing	35	30	45	29%
Construction	250	300	300	20%
Motor trades	30	45	40	33%
Wholesale	10	30	15	50%
Retail	100	100	75	-25%
Transport & storage (inc postal)	50	40	35	-30%
Accommodation & food services	125	125	150	20%
Information & communication	30	20	20	-33%
Financial & insurance	0	0	0	0%
Property	35	25	15	-57%
Professional, scientific & technical	200	150	175	-13%
Business administration & support services	50	45	50	0%
Public administration & defence	10	25	20	100%
Education	200	175	200	0%
Health	100	75	100	0%
Arts, entertainment, recreation & other services	125	125	150	20%
Total	1,435	1,420	1,525	6%

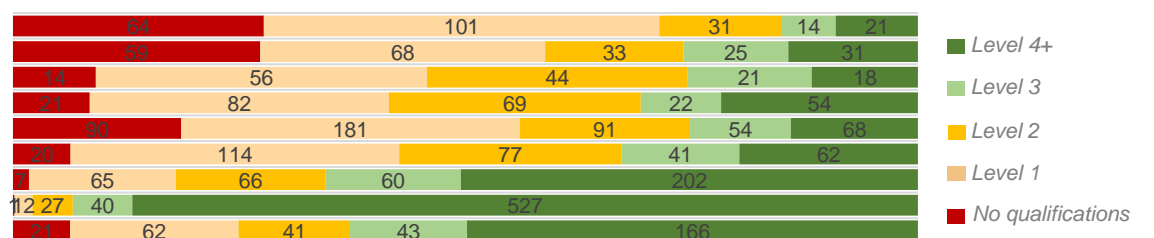
Approximate Number of Enterprises per Turnover Band (£), Howe of Alford, 2021-23

Turnover	2021	2022	2023	2021-23 % Diff.
£1m+	10	10	15	50%
£500-999k	10	5	5	-50%
£200-499k	25	30	30	20%
£100-199k	125	115	105	-16%
£50-99k	90	75	70	-22%
£0-49k	80	85	75	-6%

Employees per Occupation Type, Census 2011

Elementary occupations	231
Process, plant and machine operatives	216
Sales and customer service occupations	153
Caring, leisure and other service occupations	248
Skilled trades occupations	484
Administrative and secretarial occupations	314
Associate professional and technical...	400
Professional occupations	607
Managers, directors and senior officials	333

Employees per Qualification & Occupation Type, Census 2011



Howe of Alford Housing Data



Relatively sparse / rural

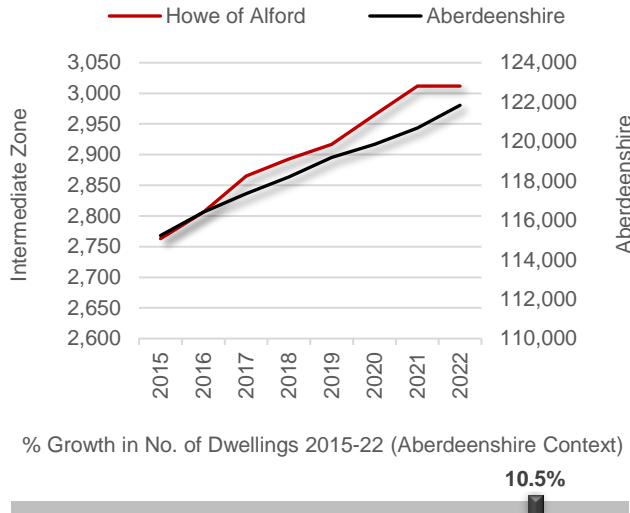
Dwellings per Hectare (2022)

0.15



Relatively dense / urban

Number of Dwellings, 2015-22



Summary

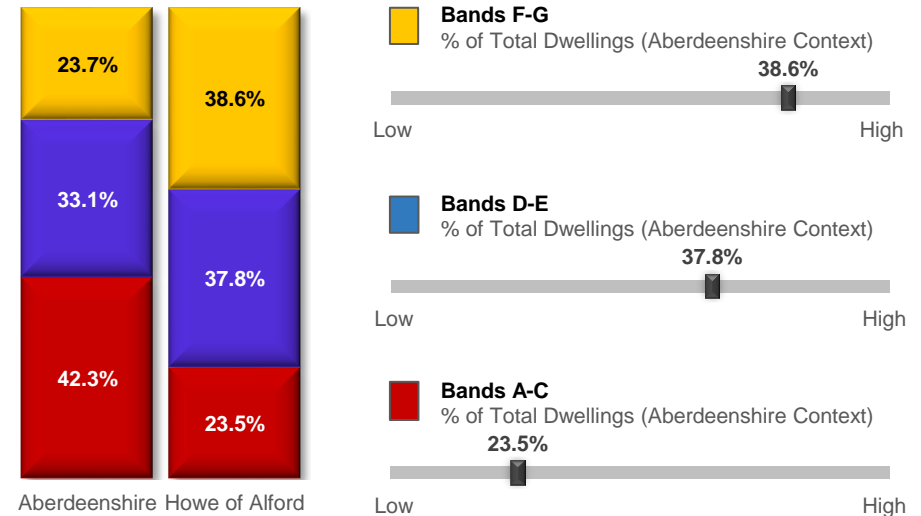
At 0.15 dwellings per hectare, this IZ is towards the more rural end of the spectrum in an Aberdeenshire context. This is unsurprising given the fact that Alford is the largest settlement in the area, which sits in the middle of miles of farmland and large wooded areas.

The number of dwellings in the IZ has increased by 10.5% since 2015, which is one of the highest growth rates in Aberdeenshire, likely a result of home building outside Alford, particularly west side. This general area is among the fastest growing in Aberdeenshire in terms of population.

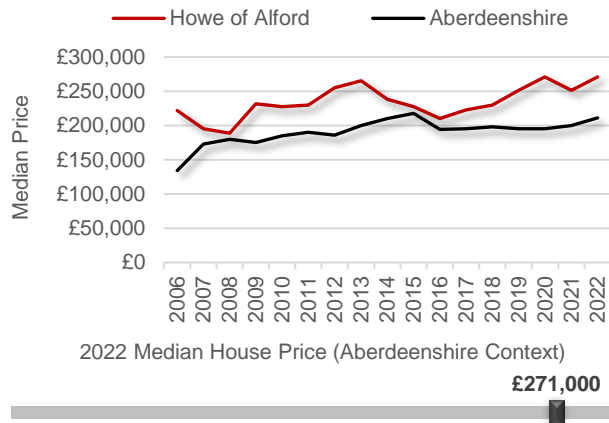
A relatively large proportion (38.6%) of the dwellings in this IZ fall within Council Tax Bands F-G. This is towards the higher end of the spectrum. Conversely, relatively few properties fall within Bands A-C.

The median house price is £271,000, which is approximately £60,000 higher than the Aberdeenshire average (£210,995), and among the highest figures in Aberdeenshire.

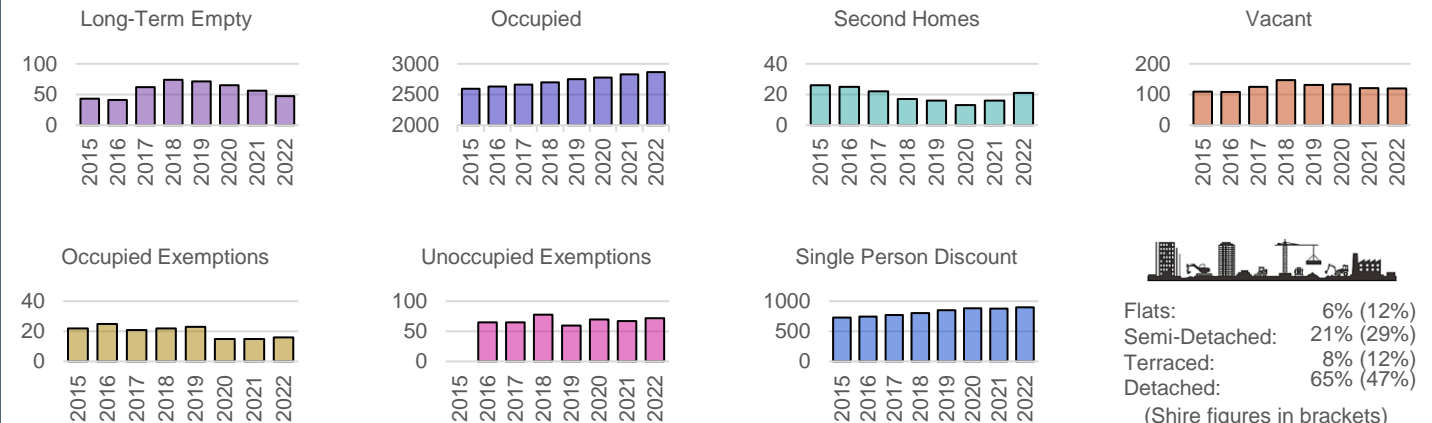
Proportion of Dwellings per Council Tax Band, 2022



Median Residential House Prices (Sales), 2006-22

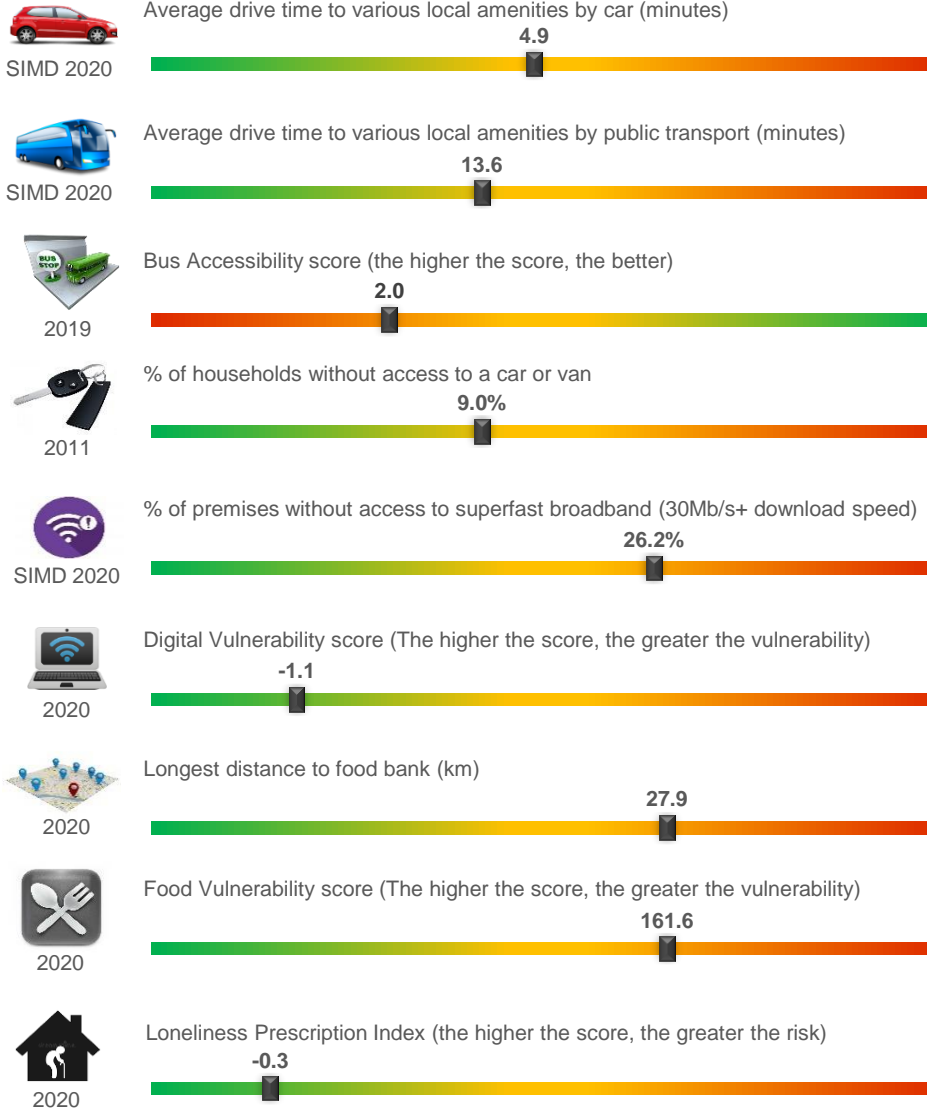


Housing Types, 2015-22 (Data on Flats, etc., relate to 2017 - the latest year for which data are available)

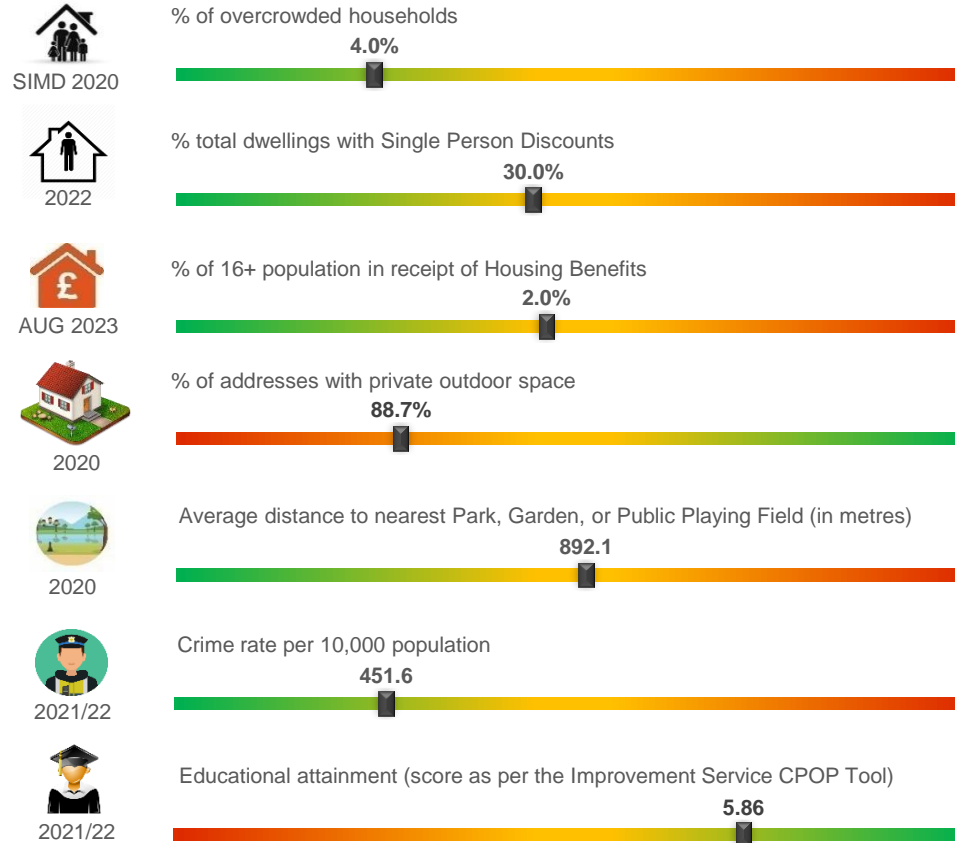


Howe of Alford Other Socio-Economic Data

Geographic Access / Digital Connectivity / Food Vulnerability / Loneliness Proxy



Housing / Environment / Crime Rate / Educational Attainment



Summary

The miscellaneous socio-economic indicators on this page tend to suggest residents in the area are relatively well-served in relation to multiple aspects of life. However, given the rural nature of the area, it tends to suffer a bit in respect of some of the 'remoteness' indicators.

For example, drive times to various local amenities via car and public transport are relatively high, and bus accessibility is relatively poor. Access to superfast broadband is also sub-optimal in some areas, particularly in the northwest portion of the IZ (Keig & environs), and down in the general Castle Fraser area.

Educational attainment is among the best in the local authority area.