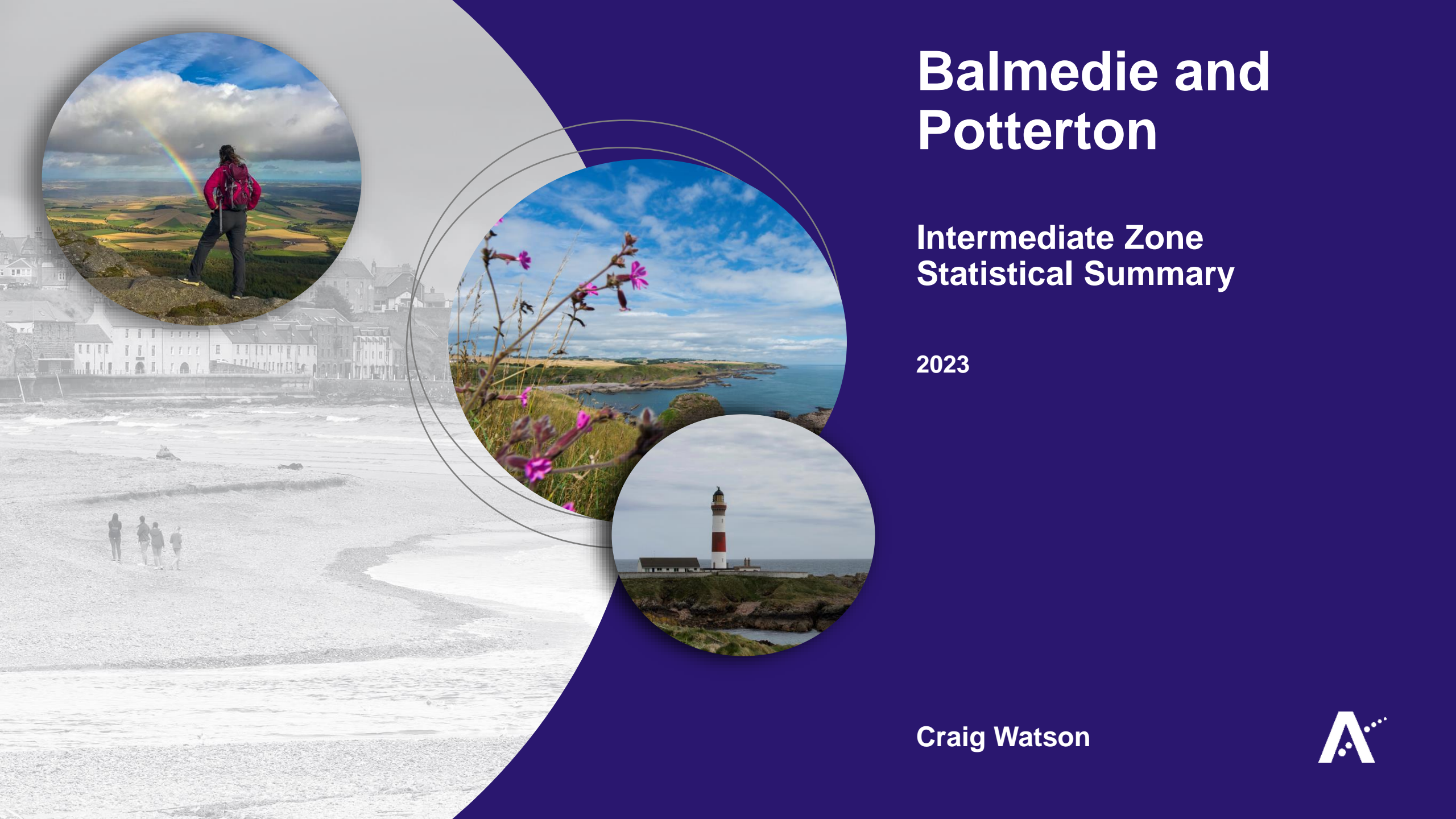


# Balmedie and Potterton

## Intermediate Zone Statistical Summary

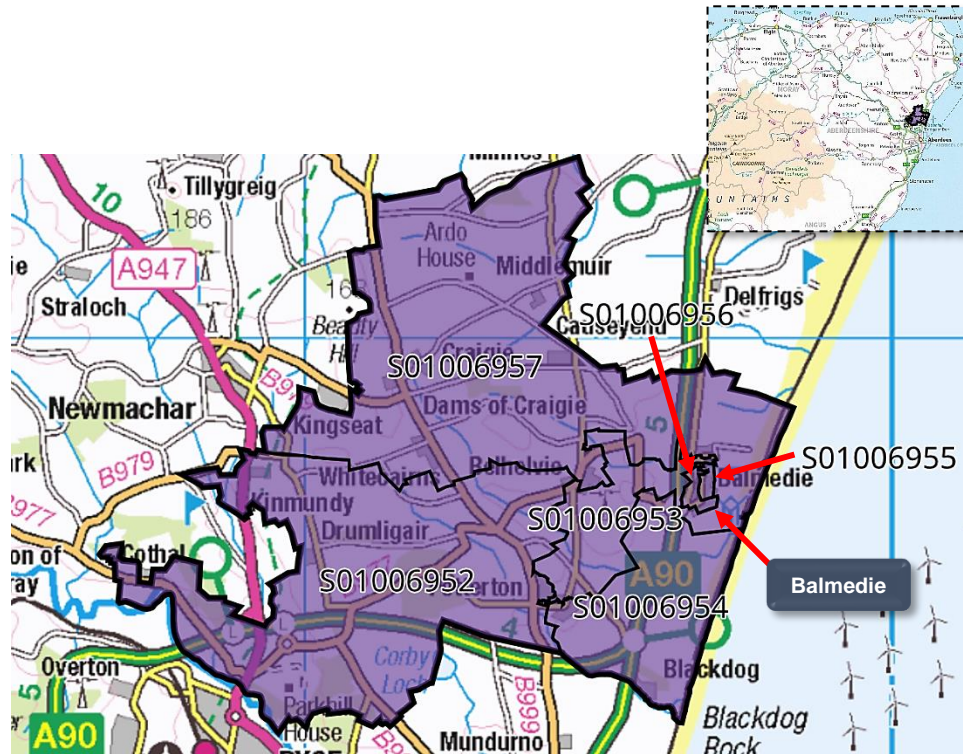
2023

Craig Watson

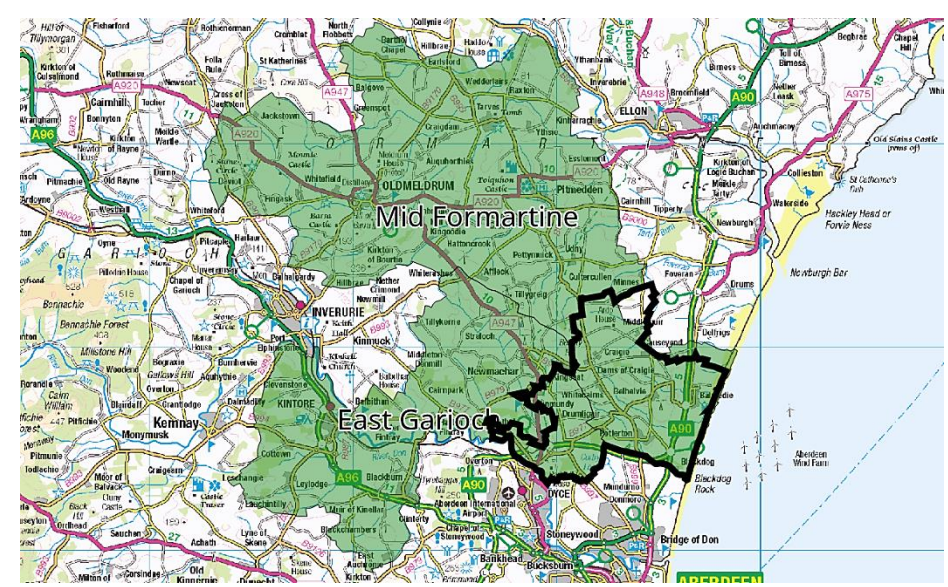


Balmedie and Potterton

Data Zones Within the Intermediate Zone



Relevant Multi-Member Wards



Notes on the Maps

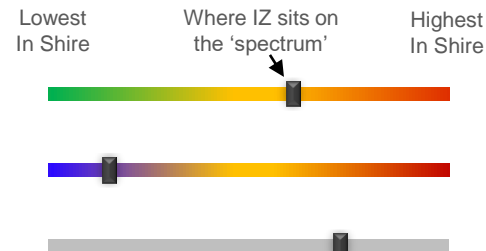
The map on the left shows the location and geographic area of the Balmedie & Potterton Intermediate Zone. It contains 6 Data Zones.

Two MMWs straddle the Intermediate Zone (East Garioch and Mid Formartine).

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.



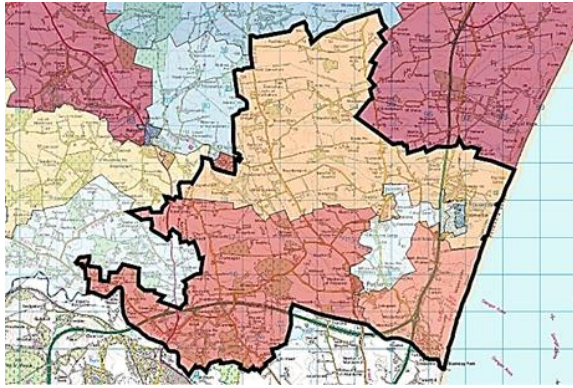
The green/red spectrum charts are the most common type. If the black line is situated towards the red end of the spectrum, it means the figure is objectively worse than most other IZs in Aberdeenshire and vice versa.

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.

## Balmedie and Potterton Demographic Data

Map of Balmedie and Potterton: Population Change (2014-2021)



Low Growth / Depopulation High Growth

Population Change per Data Zone, 2014 & 2021

Data Zone	2014	2021	% Difference
S01006952	807	855	5.9%
S01006953	834	805	-3.5%
S01006954	847	871	2.8%
S01006955	625	584	-6.6%
S01006956	1134	1096	-3.4%
S01006957	1129	1122	-0.6%
<b>Total</b>	<b>5376</b>	<b>5333</b>	<b>-0.8%</b>

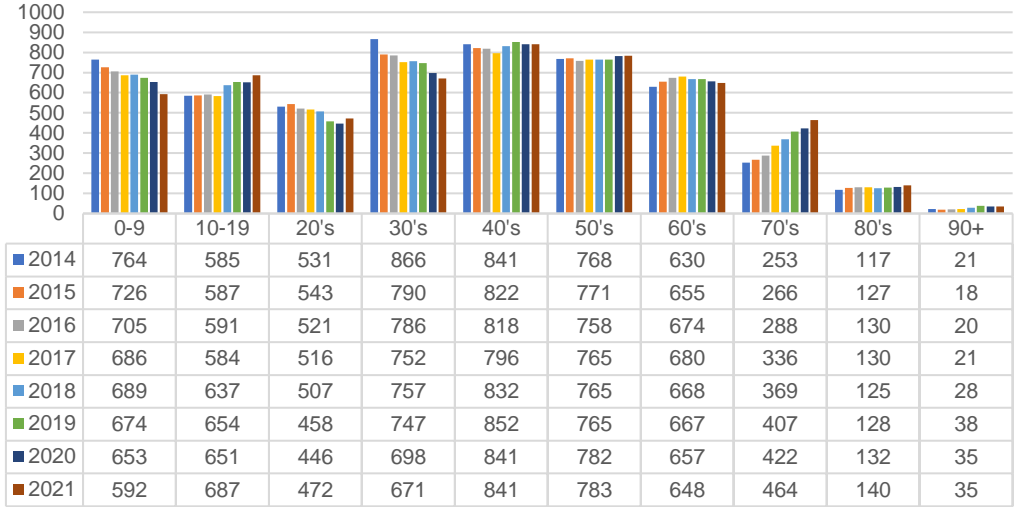
The population of this IZ decreased by 0.8% between 2014 and 2021, which is not out of keeping with many other IZs in Aberdeenshire.

The DZs that registered the greatest percentage declines both cover parts of Balmedie. DZ S01006955, which saw the greatest decline, covers the eastern portion of Balmedie, from Forsyth Road (near the school) to the area opposite the library on Egie Road. This is largely due to a fall in the 30-something population, particularly early 30's, and fewer children under 5 years of age.

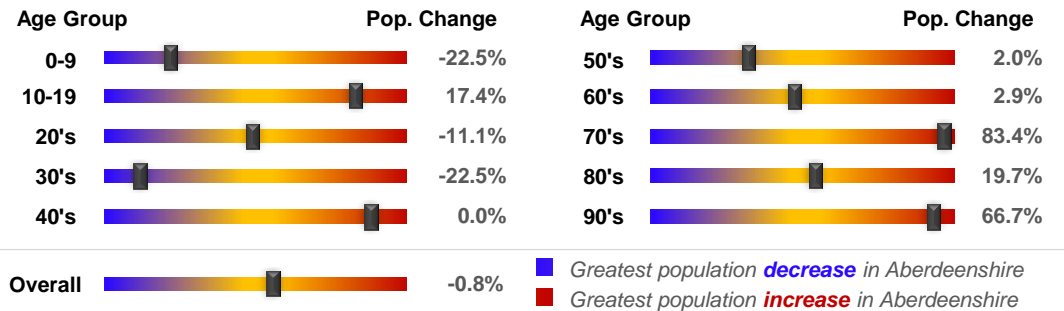
Indeed, this appears to be reflected across the general IZ area. As the spectrum charts show, those in their 30's reduced at a greater rate in this IZ compared to most other IZs in Aberdeenshire. Those in their early 70's have almost doubled since 2014, with the growth rate among the highest in Aberdeenshire over that period.

Despite this, the IZ's age profile tends to be slightly younger than most other areas in Aberdeenshire, with those in their early 40's, and children under 16, particularly those aged 10-14, comprising a greater proportion of the population compared to Aberdeenshire as a whole. This may have implications for services that cater to the needs of families and younger people in the area. Policy makers may therefore wish to determine if there are any gaps in service provision in these areas, particularly services that cater to the needs of families and young people.

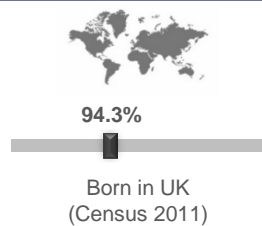
Population per Age Group, Balmedie and Potterton, 2014-2021



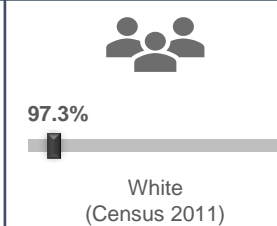
Rate of Population Change per Age Group, 2021 Compared to 2014



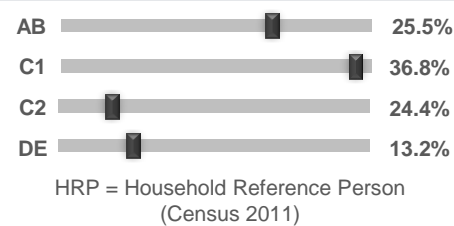
Country of Birth



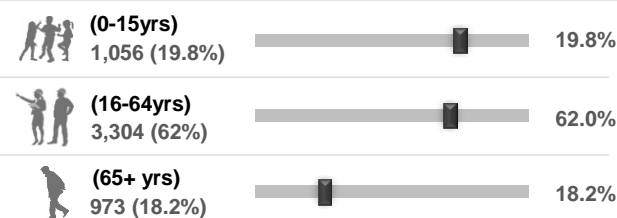
Ethnicity



Approximated Social Grade of HRP



Population per Broad Age Group, 2021



In 2021 5,333 people lived in Balmedie and Potterton -- 1,056 (19.8%) were under 15 years of age, 3,304 (62%) were aged 16-64, and 973 (18.2%) were over 65.

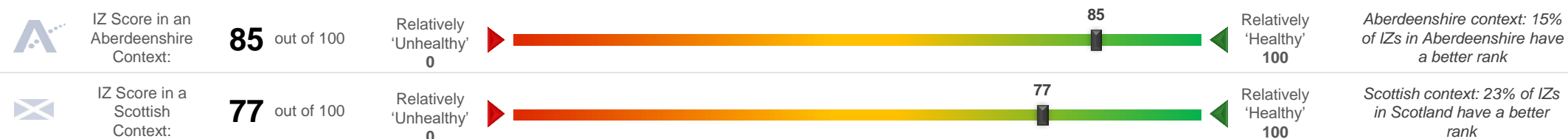
The black markers show where these percentages sit in the context of Aberdeenshire: left = low; right = high.

Balmedie and Potterton Health Data (1 of 2)

SIMD 2020 Health Domain Rank		Universal Credit (UC) Limited Work Capability Households	Personal Independence Payments																																																																								
<p>Relatively Good Ranking  Relatively Poor Ranking</p>		<p><b>No. of Households in receipt of Universal Credit</b></p> <p>Intermediate Zone</p> <p>17000 16000 15000 14000 13000 12000</p> <p>Aberdeenshire</p> <p>Apr-21 Jun-21 Aug-21 Oct-21 Dec-21 Feb-22 Apr-22 Jun-22 Aug-22 Oct-22 Dec-22 Feb-23 Apr-23</p> <p><b>% of Households where at least 1 occupant has limited work capability (May-2023) - Aberdeenshire Context</b></p> <p>1.3%</p>	<p><b>No. of Cases with Entitlement</b></p> <p>Intermediate Zone</p> <p>100 90 80 70 60 50 40 30 20 10 0</p> <p>8500 8000 7500 7000 6500 6000</p> <p>Aberdeenshire</p> <p>Apr-21 Jun-21 Aug-21 Oct-21 Dec-21 Feb-22 Apr-22 Jun-22 Aug-22 Oct-22 Dec-22 Feb-23 Apr-23 Jun-23</p> <p><b>% of Working Age Population (16-64) Receiving PIPs (Jul-2023) - Aberdeenshire Context</b></p> <p>1.7%</p>																																																																								
<p><b>Day-to-Day Activities</b></p> <p>Proportion of people whose day-to-day activities are limited a little or a lot - Aberdeenshire Context (Census 2011)</p> <p>11.2%</p>	<p><b>Health Rating</b></p> <p>Proportion of people who rated their health as either 'good' or 'very good' - Aberdeenshire Context (Census 2011)</p> <p>90.7%</p>	<p>According to monthly health-related benefits data, the number of households on Universal Credit has decreased since the summer 2022 peak, generally contradicting the Aberdeenshire trend, which has been on a steady upwards trajectory since late 2021. The number of households with Limited Work Capability or LWC (due to physical or mental health issues) has remained relatively steady throughout the period, now affecting 31 households, which is similar to the number seen over the summer peak. However, the IZ figure of 1.3% of households with at least 1 occupant assessed as having LWC is towards the lower end of the Shire spectrum. Indeed, it's one of the lowest figures in the local authority area.</p> <p>A higher proportion of the Working Age Population (1.7%) 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 likewise decreased since the 2022 peak. Again, the 1.7% figure is among the lowest in Aberdeenshire, perhaps reflecting the younger age profile of the area.</p>																																																																									
<p><b>SIMD 2020 Health Domain Indicators per each Data Zone in the Balmedie and Potterton Intermediate Zone (compared to Aberdeenshire average)</b></p>																																																																											
<p><b>SIMD Health Domain Indicator (Data Zones colour-coordinated with map) &gt;&gt;</b></p> <table border="1"> <thead> <tr> <th></th> <th>S01006952</th> <th>S01006953</th> <th>S01006954</th> <th>S01006955</th> <th>S01006956</th> <th>S01006957</th> <th>Shire</th> </tr> </thead> <tbody> <tr> <td>Health Domain Rank (see map for colour-coded rankings) (the higher, the better)</td> <td>4927</td> <td>6820</td> <td>6471</td> <td>4608</td> <td>6468</td> <td>6403</td> <td>5,254</td> </tr> <tr> <td>Comparative Illness Factor (Scotland = 100) (the lower, the better)</td> <td>60</td> <td>20</td> <td>35</td> <td>55</td> <td>40</td> <td>35</td> <td>58</td> </tr> <tr> <td>Emergency stays in hospital (Scotland = 100) (the lower, the better)</td> <td>77.1</td> <td>55.5</td> <td>67.0</td> <td>87.1</td> <td>55.1</td> <td>55.8</td> <td>71.5</td> </tr> <tr> <td>Hospital stays related to alcohol misuse (Scotland = 100) (the lower, the better)</td> <td>28.0</td> <td>27.6</td> <td>16.9</td> <td>103.7</td> <td>18.2</td> <td>17.0</td> <td>45.4</td> </tr> <tr> <td>Hospital stays related to drug misuse (Scotland = 100) (the lower, the better)</td> <td>36.9</td> <td>0.0</td> <td>0.0</td> <td>21.1</td> <td>0.0</td> <td>12.6</td> <td>30</td> </tr> <tr> <td>Proportion of live singleton births of lowbirth weight (the lower, the better)</td> <td>3.3%</td> <td>8.6%</td> <td>12.5%</td> <td>0.0%</td> <td>0.0%</td> <td>0.0%</td> <td>4.0%</td> </tr> <tr> <td>Proportion of population being prescribed drugs for anxiety, depression or psychosis</td> <td>15.9%</td> <td>12.7%</td> <td>13.4%</td> <td>16.2%</td> <td>12.3%</td> <td>14.0%</td> <td>15.6%</td> </tr> <tr> <td>Standardised Mortality Ratio (Scotland = 100) (the lower, the better)</td> <td>86</td> <td>71</td> <td>42</td> <td>109</td> <td>80</td> <td>124</td> <td>85</td> </tr> </tbody> </table>					S01006952	S01006953	S01006954	S01006955	S01006956	S01006957	Shire	Health Domain Rank (see map for colour-coded rankings) (the higher, the better)	4927	6820	6471	4608	6468	6403	5,254	Comparative Illness Factor (Scotland = 100) (the lower, the better)	60	20	35	55	40	35	58	Emergency stays in hospital (Scotland = 100) (the lower, the better)	77.1	55.5	67.0	87.1	55.1	55.8	71.5	Hospital stays related to alcohol misuse (Scotland = 100) (the lower, the better)	28.0	27.6	16.9	103.7	18.2	17.0	45.4	Hospital stays related to drug misuse (Scotland = 100) (the lower, the better)	36.9	0.0	0.0	21.1	0.0	12.6	30	Proportion of live singleton births of lowbirth weight (the lower, the better)	3.3%	8.6%	12.5%	0.0%	0.0%	0.0%	4.0%	Proportion of population being prescribed drugs for anxiety, depression or psychosis	15.9%	12.7%	13.4%	16.2%	12.3%	14.0%	15.6%	Standardised Mortality Ratio (Scotland = 100) (the lower, the better)	86	71	42	109	80	124	85
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Balmedie and Potterton Health Data (2 of 2)

Balmedie and Potterton's position on the 'Health Spectrum' – Aberdeenshire and Scottish Context (the higher the score, the better)



Selection of ScotPHO indicators, Balmedie and Potterton 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	123.7	-53.5%		-79.8%	Down	Rate per 100,000 pop.
All-cause mortality among the 15-44 year olds	27.7	-70.6%		-76.3%	Down	Rate per 100,000 pop.
Babies exclusively breastfed at 6-8 weeks	43.7	3.1%		11.9%	Up	% of babies with a valid feeding status
Bowel screening uptake	74.7	1.7%		9.1%	Up	% of eligible people (aged 50-74)
Child dental health in primary 1	92.3	13.5%		19.2%	Up	% of P1 pupils
Child dental health in primary 7	91.4	11.7%		16.4%	Up	% of P7 pupils
Child healthy weight in primary 1	80.6	3.2%		10.8%	Down	% of P1 pupils
Deaths all ages	1045.9	-1.2%		-11.4%	Down	Rate per 100,000 pop.
Developmental concerns at 27-30 months	1.1	-1.7%		-13.5%	Up	% of children reviewed
Early deaths from cancer (<75)	119.5	-9.3%		-20.1%	Down	Rate per 100,000 pop.
Early deaths from coronary heart disease (<75)	31.6	-16.4%		-40.0%	Down	Rate per 100,000 pop.
Female life expectancy	82.3	0.5%		1.9%	Up	Life expectancy at birth in years
Healthy birth weight	85.1	2.0%		0.9%	Up	% of all singleton births
Immunisation uptake at 24 months - 6 in 1	98.8	1.0%		1.8%	Up	% of children in relevant age group
Immunisation uptake at 24 months - MMR	98.2	3.4%		3.8%	Up	% of children in relevant age group
Male life expectancy	81.8	5.3%		6.9%	Up	Life expectancy at birth in years
Maternal obesity	16.7	-7.8%		-9.4%	Up	% of women at antenatal booking
Patients (65+) with multiple A&E hospitalisations	7528.8	19.7%		10.3%	Down	Rate per 100,000 pop.
Patients hospitalised with asthma	52.7	65.0%		-23.0%	Up	Rate per 100,000 pop.
Patients hospitalised with COPD	173.1	47.9%		-16.6%	Down	Rate per 100,000 pop.
Patients hospitalised with coronary heart disease	335.0	13.9%		-1.9%	Down	Rate per 100,000 pop.
Patients with emergency hospitalisations	4818.7	-8.7%		-33.4%	Down	Rate per 100,000 pop.
Premature births	6.9	-2.3%		-1.3%	Up	% of all live births
Uptake of the HPV vaccine in S3 girls	94.7	5.4%		9.9%	Down	% of S3 girls

Based on the 24 health-related indicators in the table, this IZ has one of the best health profiles in Aberdeenshire and, indeed, Scotland.

The area compares favourably to most other areas in Scotland in terms of a range of health-related outcomes, particularly in relation to Alcohol-related hospital stays; Child dental health in primary 1; Developmental concerns at 27-30 months; Patients with emergency hospitalisations; and Uptake of the HPV vaccine in S3 girls. In each instance the area is in the top 10% in Scotland.

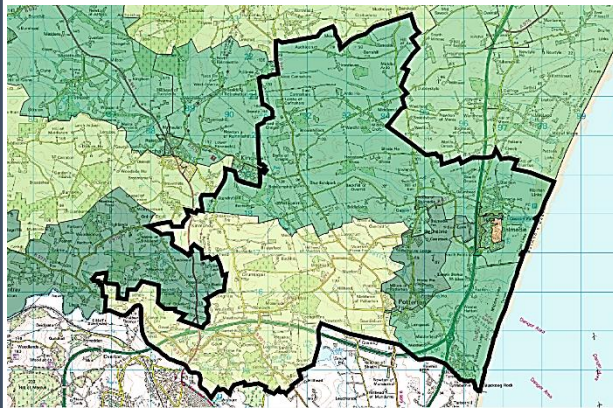
Issues that may require further investigation include:

- Patients (65+) with multiple emergency hospitalisations;
- Patients hospitalised with heart disease;
- Patients hospitalised with COPD; and
- Patients hospitalised with asthma

With regards to these indicators the IZ compares less favourably to other areas in Aberdeenshire and, to some extent, Scotland (and/or the trend is worsening).

## Balmedie and Potterton Economic Data (1 of 3)

### Rank of Household Income per Data Zone (2023)



In terms of household income, this IZ is among the most affluent in Aberdeenshire. The median household income in 2023 equated to £51,839 which is £10,083 higher than the Shire average (£41,756).

Median household income ranges from £37,612 in DZ S01006955 (eastern portion of Balmedie) to £60,739 in DZ S01006953 (north and west part of Balmedie and includes the rural area between Belhelvie and Potterton).

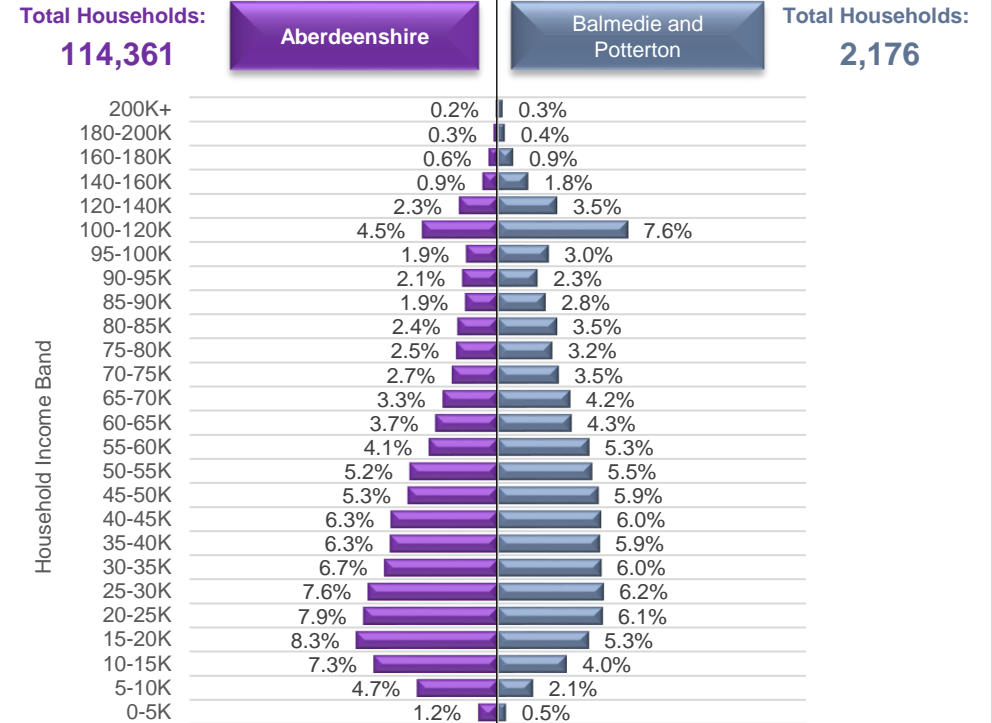
Approximately 2.5% of households in this IZ earn less than £10,000 per year, which is lower-than-average (5.3%). This equates to roughly 55 households. Areas around Balmedie School and the northwest part of Potterton tend to contain a higher-than-average proportion of such households in the context of this IZ.

High income households tend to be situated in the north part of Balmedie, and around the Keir Heights area in the southwest part of the town.

### Household Income per Data Zone (2023)

Data Zone	Households	Average Income	Median Income	Lower Quartile Income
S01006952	398	£ 53,297	£ 45,503	£ 26,883
S01006953	322	£ 68,605	£ 60,730	£ 37,385
S01006954	354	£ 60,427	£ 53,559	£ 33,228
S01006955	267	£ 44,684	£ 37,612	£ 20,993
S01006956	412	£ 63,668	£ 56,390	£ 34,441
S01006957	423	£ 62,962	£ 55,291	£ 33,610

### Household Income per Band, Balmedie and Potterton & Aberdeenshire (2023)



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### Median Household Income (2023)



**£51,839**

Aberdeenshire: £41,756

£51,839



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



**<£10K**

**2.5%**

Aberdeenshire: 5.3%

2.5%



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



**>£100K**

**14.4%**

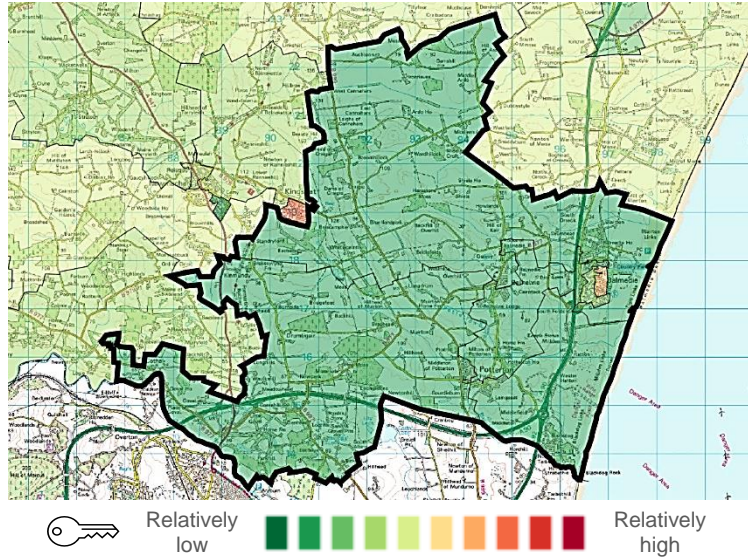
Aberdeenshire: 10.1%

14.4%

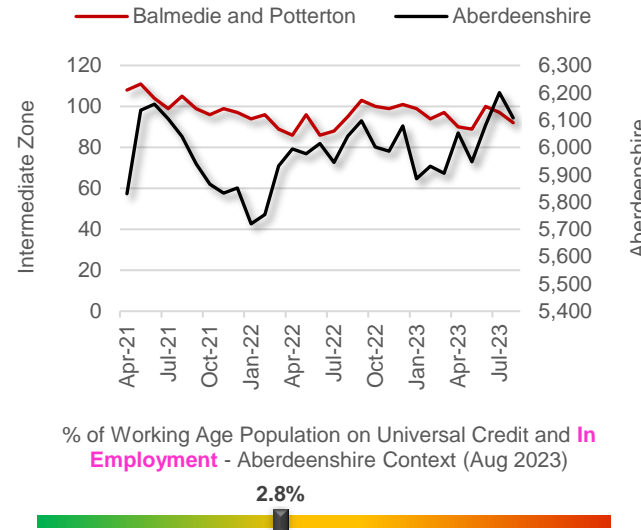


Balmedie and Potterton Economic Data (2 of 3)

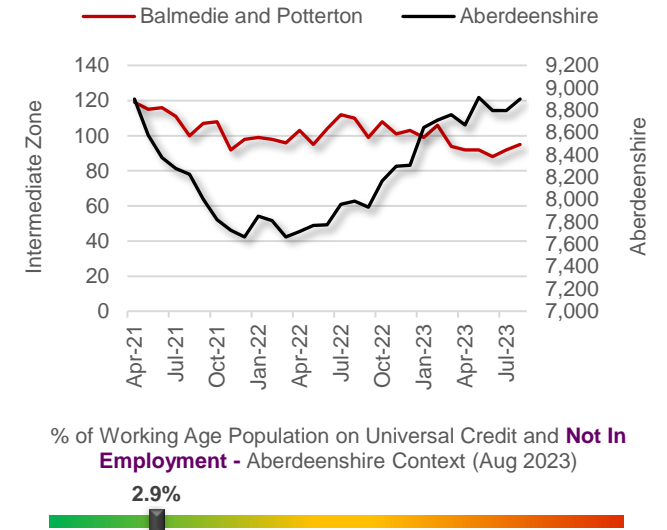
Latest Unemployment Rate - Ranking per Data Zone



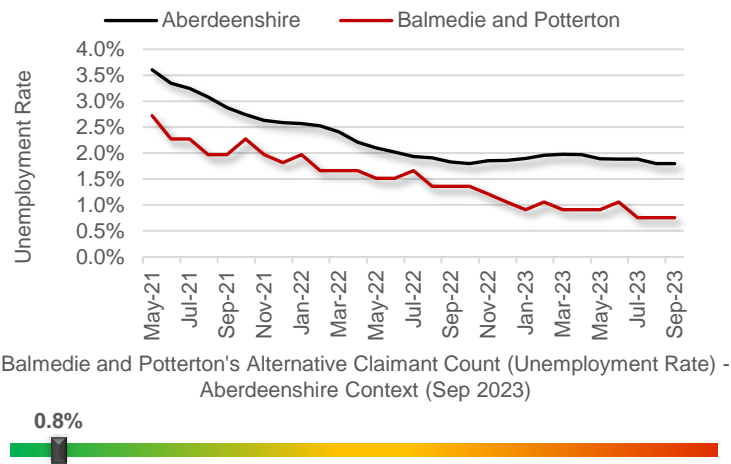
People on Universal Credit - In Employment



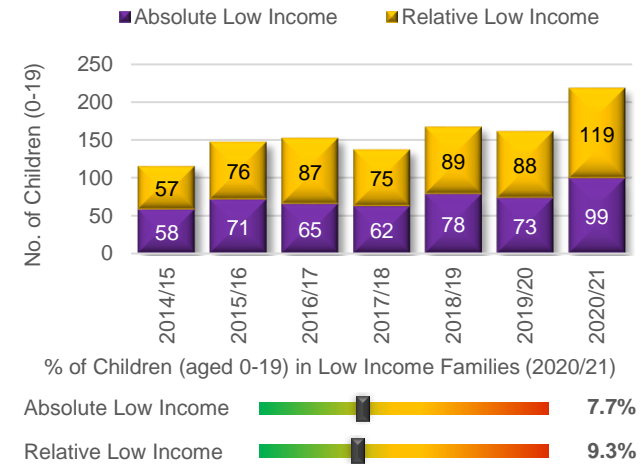
People on Universal Credit - Not In Employment



Alternative Claimant Count - Effective 'Unemployment Rate'



Children in Low Income Families



Summary

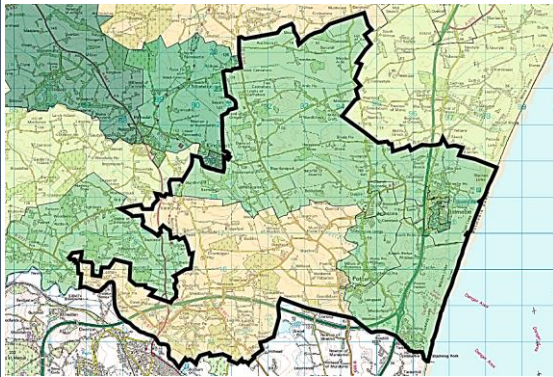
The number of people claiming Universal Credit (UC) - who are also in employment - has remained relatively steady over the last few months, contrary to the Shire-wide trend, which has increased. Latest figures show 2.8% of people aged 16-64 (who also have jobs) are claiming UC. This is towards the lower end of the spectrum in a Shire context. A similar picture emerges in relation to people on UC and not in employment.

Like Aberdeenshire, the unemployment rate in the IZ has fallen substantially since the September 2020 peak of 3.8%. Latest data suggests approximately 0.8% of the Working Age population is currently out-of-work, which is slightly lower than the Aberdeenshire rate (1.8%). The IZ rate ranges from 0.4% (S01006957, large rural area surrounding Balmedie, stretching from the beach to the edge of Kingseat and north past Ardo House) to 1.9% (S01006955, eastern part of Balmedie).

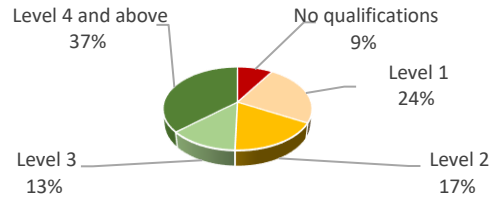
Children living in low-income families are relatively uncommon. However, recent increases suggest the issue may be coming more to the fore over recent years.

Balmedie and Potterton 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.

Major industries in terms of jobs in the area include the Construction sector, the Professional sector, Business admin., and the Health sector, which has recently been surpassed by the number of jobs in Arts, etc. Jobs in this latter industry have trebled since 2020. Reasons for this are not immediately apparent.

The growth in these type of jobs, as well as growth in mining, manufacturing, and construction, has meant a 12% increase in jobs across the IZ between 2020 and 2022, suggesting a good degree of resilience post-Covid.

The area also appears to have attracted a greater number of larger enterprises over the most recent year (i.e. companies with sales more £1 million per annum). This is due to a greater number of large enterprises in the Construction sector.

The reduction in the Professional sector enterprises (which is reflected in the jobs data) appears to relate to enterprises with annual sales of less than £0.5 million.

Approximate Employment Count per Broad Industrial Group, Balmedie and Potterton, 2020-22

Broad Industrial Group	2020	2021	2022	2020-22 % Diff.
Agriculture, forestry & fishing	0	0	0	0%
Mining, quarrying & utilities	45	75	75	67%
Manufacturing	75	125	100	33%
Construction	175	175	225	29%
Motor trades	20	25	20	0%
Wholesale	35	50	40	14%
Retail	75	100	100	33%
Transport & storage (inc postal)	75	50	50	-33%
Accommodation & food services	75	50	50	-33%
Information & communication	15	10	10	-33%
Financial & insurance	0	0	0	0%
Property	5	5	5	0%
Professional, scientific & technical	175	150	150	-14%
Business administration & support services	100	75	75	-25%
Public administration & defence	0	0	0	0%
Education	50	50	50	0%
Health	100	100	100	0%
Arts, entertainment, recreation & other services	50	75	150	200%
<b>Total</b>	<b>1,070</b>	<b>1,115</b>	<b>1,200</b>	<b>12%</b>

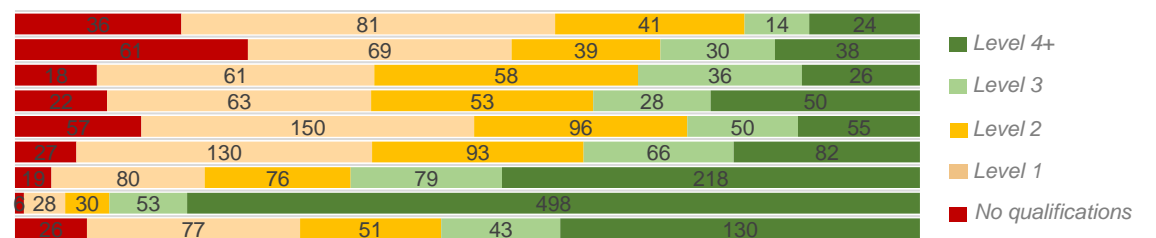
Approximate Number of Enterprises per Turnover Band (£), Balmedie and Potterton, 2021-23

Turnover	2021	2022	2023	2021-23 % Diff.
£1m+	5	5	10	100%
£500-999k	10	5	10	0%
£200-499k	20	25	10	-50%
£100-199k	70	65	65	-7%
£50-99k	50	45	55	10%
£0-49k	40	40	25	-38%

Employees per Occupation Type, Census 2011

Elementary occupations	196
Process, plant and machine operatives	237
Sales and customer service occupations	199
Caring, leisure and other service occupations	216
Skilled trades occupations	408
Administrative and secretarial occupations	398
Associate professional and technical...	472
Professional occupations	615
Managers, directors and senior officials	327

Employees per Qualification & Occupation Type, Census 2011





# Balmedie and Potterton Housing Data



Relatively sparse / rural

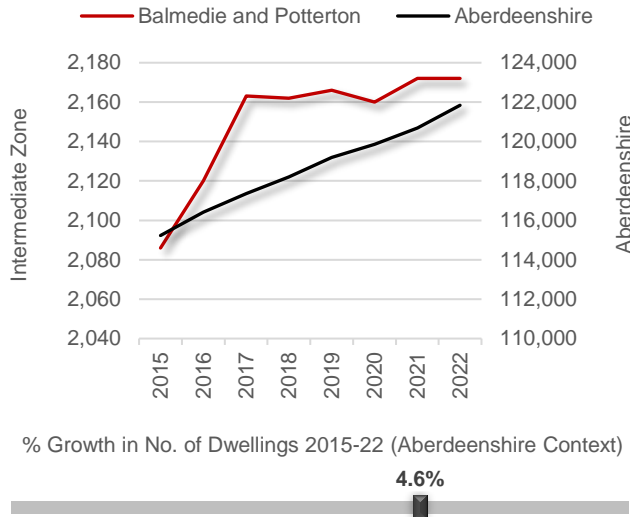
Dwellings per Hectare (2022)

0.39



Relatively dense / urban

## Number of Dwellings, 2015-22



## Summary

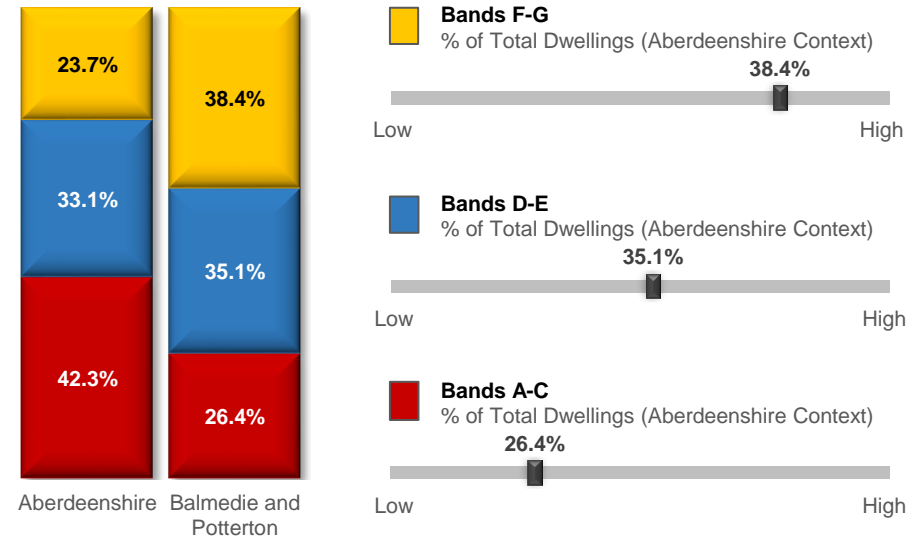
At 0.39 dwellings per hectare, this IZ is in the middle range of the spectrum between the rural and urban extremes. This is a natural outcome given that some DZs traverse built-up areas such as Balmedie and Potterton as well as the largely rural surroundings.

The number of dwellings in the IZ has increased by 4.6% since 2015, which is towards the higher end of the spectrum in an Aberdeenshire context. This is despite the fact that the population has decreased over a similar period. Most home building appears to have occurred between 2015 and 2017 and has since plateaued.

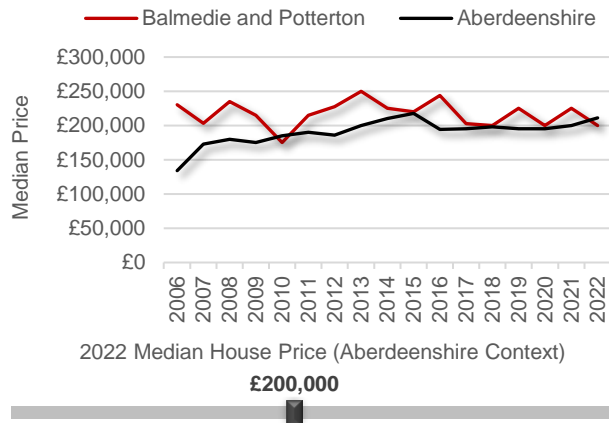
A relatively large proportion of the dwellings in this IZ (38.4%) fall within Council Tax Bands F-G. This puts the IZ towards the higher end of the spectrum. Relatively few properties fall within Bands A-C (26.4%).

The median house price is £200,000 which is approximately £11,000 lower than the Aberdeenshire average (£210,995).

## Proportion of Dwellings per Council Tax Band, 2022



## Median Residential House Prices (Sales), 2006-22

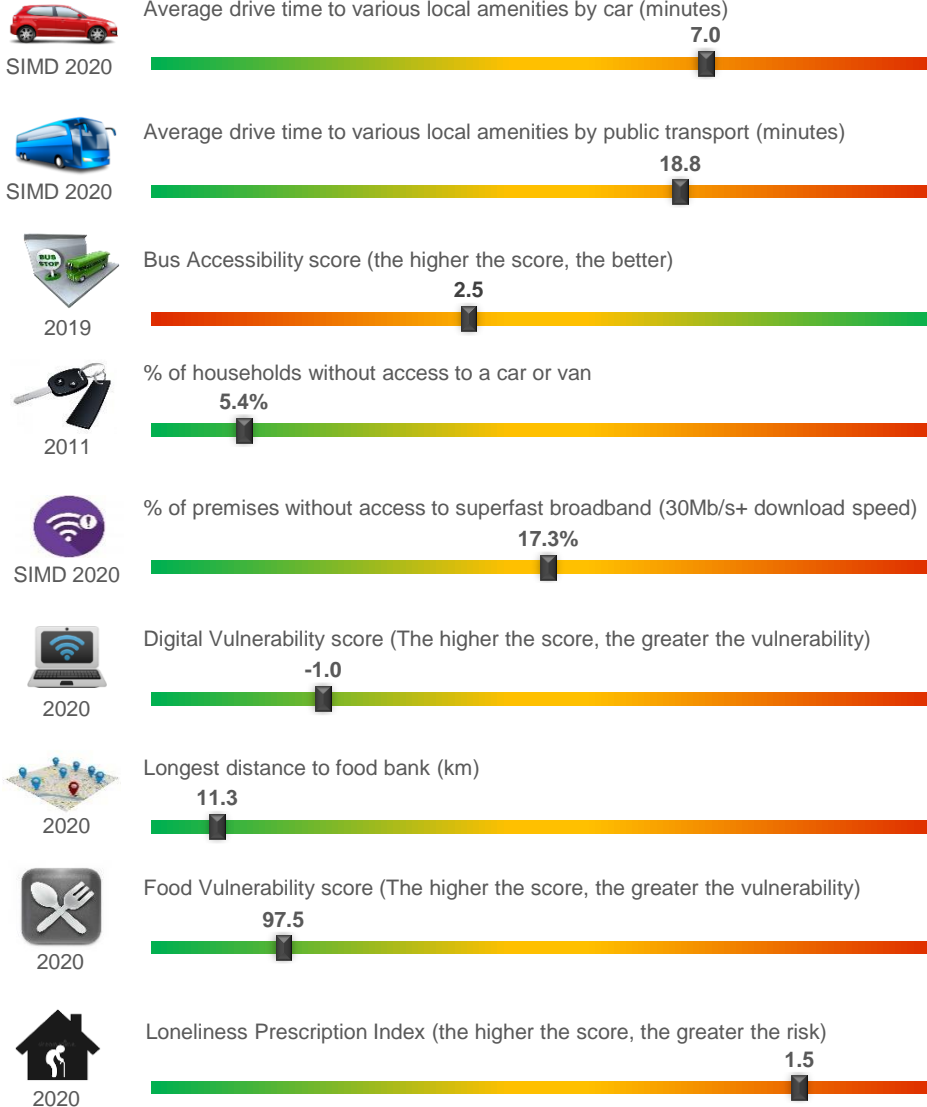


## Housing Types, 2015-22 (Data on Flats, etc., relate to 2017 - the latest year for which data are available)

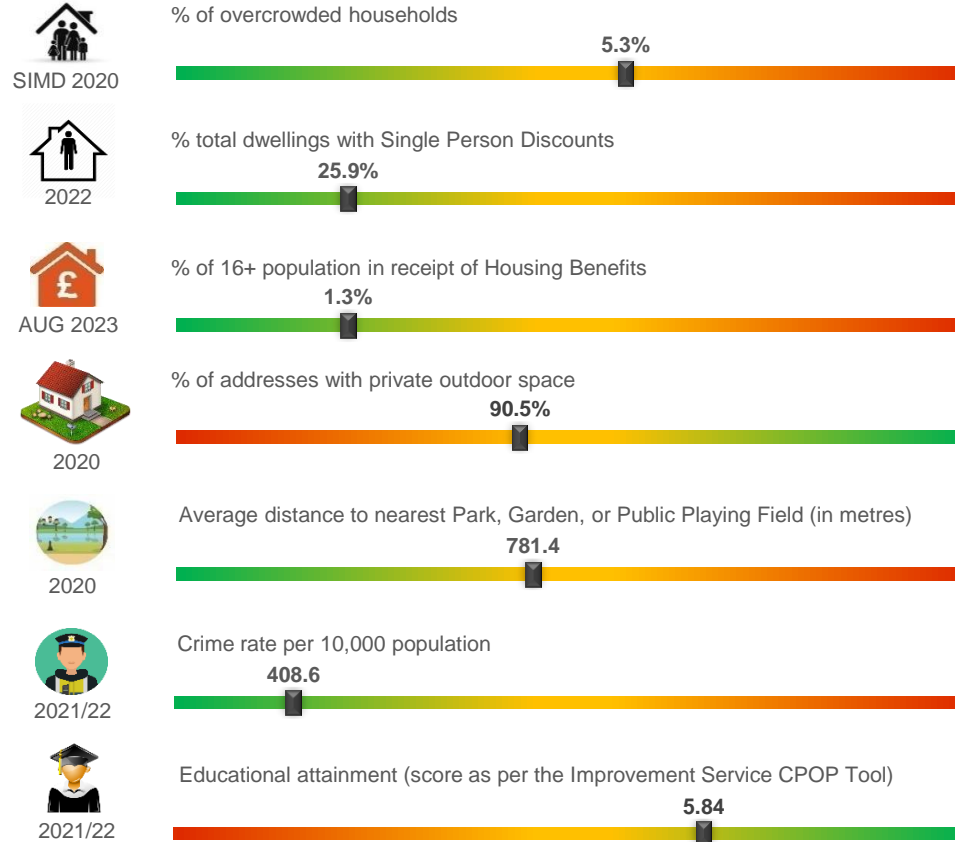


## Balmedie and Potterton Other Socio-Economic Data

### Geographic Access / Digital Connectivity / Food Vulnerability / Loneliness Proxy



### Housing / Environment / Crime Rate / Educational Attainment



### Summary

The 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 certain parts of the area, it tends to suffer a bit in respect of some of the 'remoteness' indicators.

Local car and public transport times to amenities are relatively high with relatively poor bus access. Around 17.3% of premises lack superfast broadband, notably in the northern IZ (around Ardo House), adjacent to the A90 (between Potterton and the beach), and along the Western Peripheral Route from Fowlershill Wood to Red Moss near the B977.