














2023-24 Annual Report: Economic Growth

PI Status		Long Term Trends		Short Term Trends	
 Red	Alert	 Improving		 Improving	
 Amber	Warning	 No Change		 No Change	
 Green	OK	 Getting Worse		 Getting Worse	
	Data Only				



PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Annual Data		
						Value	Target
GVA Per Hour	 Green	5% variance	1% variance	No Change			
					2020/21	£38.40	£37.00
					2021/22	£39.00	£37.00
					2022/23	£39.00	£37.00
					2023/24	N/A	N/A

This data set is not currently available via the Office for National Statistics data sets. It was due to be published in January 2024 but there has been a delay.

Aberdeenshire Council can however report on the most recent available data (2022/23) which shows that we are bettering our target of £37.00 with a value of £39.00.

PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Quarterly Data		
						Value	Target
Employment Rate	 Green	3.67%	3.54%	 Improving			
					Q4 2022/23	3.1%	3.9%
					Q1 2023/24	4.3%	4.3%
					Q2 2023/24	4.3%	4.3%
					Q3 2023/24	3%	5.2%



				Q4 2023/24	2.5%	3.5%
Employment CONNECT (the Aberdeenshire Employability Partnership) has helped reduced the unemployment rate to 2.5% which is down from 3% from the previous year and is below the national average of 3.5%						

PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Annual Data		
						Value	Target
Number of businesses surviving at 1 year	 Amber	5% Variance	1% Variance	 Getting Worse			
					2020/21	94.5%	90.9%
					2021/22	95.9%	94.2%
					2022/23	92.7%	93.8%
					2023/24	N/A	N/A

Data for this PI is being collated and will be available around November 2024, however Aberdeenshire Council can report on the most recent data for the PI which was published in November 2023. The most recent data indicates that we sit slightly below Scottish average which is 93.8%.

This is based on the 2022 dataset.



There is a wider range of business support available in the region from both the public sector and from interested commercial businesses.

PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Annual Data		
						Value	Target
Number of Businesses Surviving at 5 years	 Green	5% Variance	1% Variance	 Getting Worse			
					2021/22	49.4%	40.7%
					2022/23	43.8%	40.5%
					2023/24	N/A	N/A

Data for this PI is being collated and will be available around November 2024. Aberdeenshire Council can however, report on the most recent data available (published November 2022/23). The most recent data indicates that 43.8% of businesses are surviving at 5 years and that we are performing better than the Scottish average which is 40.5%

This is based on the 2022 dataset.

There is a wider range of business support available in the region from both the public sector and from interested commercial businesses.

PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Annual Data		
						Value	Target
Unemployed People Assisted into work from Council operated / funded Employability Programmes	 Red	12.26%	12.77%	 Getting Worse			
					2021/22	7.2%	17.4%
					2022/23	5.4%	12.9%
					2023/24	N/A	N/A



This indicator data has been updated to reflect the Improvement Service Local Benchmarking Framework data, whereas the previous reporting period set our performance against internal targets. This may result in variations in the data from the last Annual Performance Report (2022/23). The most recent available verified data is for the 2022/23 reporting period. This indicator measures the total number of registered unemployed people in a year who have received support from a Council funded or operated employability programme and who go on to access employment. The indicator expresses those accessing employment as a percentage of total unemployed in the Council area.

Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes is submitted by councils as part of their annual return and is obtained from SLAED (Scottish Local Authorities' Economic Development).

This is then divided by model-based Unemployment count taken from the Annual Population Survey by the Office of National Statistics (ONS).



Aberdeenshire Council is one of the poorest performing local authorities in relation to this performance indicator, performing below the Scottish Average (12.9%) and also below the family group average (12.6%). Aberdeenshire Council is currently ranked 31st out of the 32 Scottish Local authorities.

We currently have 1720 active clients on Hanlon being supported on employability programmes. The total Universal Credit clients (including the No Work requirements & Working – No Requirements) is 15860, which means we are working with 10.8% of the total clients.

PI Short Name	Traffic Light	Red Threshold	Amber Target Threshold	Short Trend	Annual Data		
						Value	Target
Proportion of Properties Receiving Superfast Broadband	 Red	90.7%	94.5%	 Improving			
					2021/22	83.8%	94.1%
					2022/23	86.2%	95.5%
					2023/24	N/A	N/A

This indicator data has been updated to reflect the Improvement Service Local Benchmarking Framework data, whereas the previous reporting period set our performance against internal targets. This may result in variations in the data from the last Annual Performance Report (2022/23). The most current verified data available for this measure is for the year 2022/2023. The proportion of properties receiving superfast broadband sits at 86.2% which is below the national average of 95.5%. That being said we are exceeding the Family Group average of 83.8%. For this indicator, the Improvement Service groups together councils based on if they are rural, semi-rural and urban. Aberdeenshire remains one of the poorest connected Local Authorities, ranking 28th out of 32 - seeing us move from 27th in 2021/22.

In 2023/24, Aberdeenshire continued to benefit from improvements to digital connectivity, through both commercial deployment programmes from telecoms operators, and the Scottish Government's Reaching 100% (R100) programme. 11,782 new full-fibre broadband connections have been completed in Aberdeenshire in the past year, 20% of which has been delivered through the R100, with 80% being through commercial improvements. The Digital Engagement Team continues to directly support residents, businesses and communities in matters relating to digital connectivity, having supported 2,135 individual premises. The team has stimulated and supported the uptake of 880 Scottish Broadband Vouchers (SBVS) to deploy alternative broadband solutions for sub-superfast premises. This represents 14% of eligible premises and is the highest uptake of SBVS in Scotland.



PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Annual Data		
						Value	Target
No. of business gateway start-ups per 10,000 population	 Green	12.9%	13.5%	 Improving			
					2021	22.9%	11.2%
					2022	17.6%	14.3%
					2023	18.0%	14.3%
					2024	19.8%	13.6%

This indicator data has been updated to reflect the Improvement Service Local Benchmarking Framework data, whereas the previous reporting period set our performance against internal targets. This may result in variations in the data from the last Annual Performance Report (2022/23). This is an LGBF indicator, and the number of start-ups supported is calculated based on a population of 262k.

The number of Business Gateway start-ups per 10,000 population is sitting at 19.8. This exceeds the national average of 13.6 and is also better than the family group average of 16.9.

The total amount of businesses started per 10K population in Aberdeenshire is 31.67, of which 16.41 are attributed towards Business Gateway activity delivered through the core budget alone, with 19.8 attributed to all Business Gateway activity delivered through the core budget and other means.

Aberdeenshire Council are performing well in this area and currently rank 10th in the Improvement Service table, when compared with other councils.

PI Short Name	Traffic Light	Red Threshold	Amber Threshold	Short Trend	Annual Data		
						Value	Target
Investment in Economic Development and Tourism (per 1,000 population)	 Green	£108,452	£113,018	 Getting Worse			
					2021/22	£181,276	£127,083
					2022/23	£151,331	£114,160
					2023/24	N/A	N/A

This indicator data has been updated to reflect the Improvement Service Local Benchmarking Framework data, whereas the previous reporting period set our performance against internal targets. This may result in variations in the data from the last Annual Performance Report (2022/23). The most current data available for this indicator is for the 2022/23 reporting period. The total investment in Economic Development and Tourism, per 1000 population for Aberdeenshire Council is £151,331. This is above the Scottish Average of £114,160 and highlights our commitment within this area as a council. That being said, we do fall short of our family group average spend which is around £164,117.

This measure captures the amount that the council is investing in economic development and tourism services, both in terms of capital projects and revenue costs. Investing in economic development and employment opportunities results not just in a positive economic outcome but can typically also lead to improvements across a wider range of social outcomes and reductions. The Local Outcome Improvements Plans (LOIPS) assign a high level of strategic priority to local economic growth, job creation and tackling unemployment.