

## **Aberdeen City Council – Its Your Neighbourhood**

It has been an incredible year for Aberdeen and to celebrate alongside Keep Scotland Beautiful with our own 50 year anniversary has been very special.

We have enjoyed our most successful year ever, developing new and growing existing projects and meeting and working with many fantastic people.

Its Your Neighbourhood is an important campaign for Aberdeen and a key factor in our achievements. We have grown in to the campaign over the last few years and now have 23 Its Your Neighbourhood groups! We look forward to welcoming and growing many more groups and projects in the years to come.

Its Your Neighbourhood is a celebration and a true inspiration to all the staff, public and partners who give up so much of their time to make the campaign such a success!

It is a very challenging time for local authorities across Scotland with environmental services budgets and resources the subject of close scrutiny and reduction.

Aberdeen is facing up to these challenges and the key elements of our success has been improved customer and stakeholder engagement with a willingness to look to working in partnership with individuals, community groups and other organisations.

To take a step away from being seen as a council service our Environmental Services has labelled their work as Growing Smarter. With every project and initiative now considered, the first question the service asks is 'who can we work with on this?' Partnership working and 'Growing Smarter' is fundamental to the continued success of the service.

Partnerships continue to grow with Friends Groups, In Bloom Groups, Schools / Nurseries, Community Councils, Social Enterprise groups, Business Partners, Volunteers and of course Its Your Neighbourhood. Aberdeen's Growing Smarter campaign now has over 100 active partners across the city. It is a very challenging campaign but very worthwhile. We have created parks / green spaces champions, formed stronger bonds between neighbourhoods / communities, increased civic pride, added community Identity, brought people together in a positive experience and given local people a sense of belonging and ownership for their park / green

space. The campaign builds and inspires community leaders, has health benefits, a sense of wellbeing and belonging but most importantly it is fun! This is what Its Your Neighbourhood is all about!

The success of the campaign is down to the staff and community partners who constantly give the extra required that makes the difference. Everyone involved is enthusiastic and always open to new ideas and suggestions. Aberdeen is full of positive individuals who shine as a team, always willing to help out one another for the cause. The Council knows and acknowledges what everyone does and how hard they work to achieve their goals.

The most exciting part of this is that we believe we have only just begun! We will continue to work hard and develop the campaign for years to come. We are already looking forward to our 51<sup>st</sup> year!



**Growing**  
**Smarter**  
THE GRANITE CITY



**In Bloom Partners  
Thank You  
November 2015**



© Ian Talboys

© Ian Talboys

**Slopefield  
Allotment  
Association**



**It's Your  
Neighbourhood**

**Nether Loirston  
Growers  
Association**

**Castlewood  
Gardens**

**Turntable  
Gardeners**



**Friends of  
Seaton Park**

**Denburn  
Court  
Residents**

**Garthdee  
Field  
Allotments**

**Granitehill  
House  
Tenants  
Association**

**Friends of  
the Denburn**

**Knowing No  
Bounds**

**Brighter  
Bucksburn**

# **It's Your Neighbourhood 2016 25 groups**

**Friends of  
Duthie Park**

**Gerrard St  
Baptist  
Church**

**BeeFrieded**

**DA**

**Cummings  
Park  
Community  
Garden**

**Friends of  
Union  
Terrace  
Gardens**

**Footdee  
Community  
Development  
Trust**

**Cummings Park  
Community  
Flat**

**Hazlehead  
Primary**

**Friends of  
Walker Dam**

**Friends of  
Victoria &  
Westburn**

**Airyhall  
Primary**

**Tillydrone  
Community  
Flat**

**MBCBM**



## 5 volunteer led Beautiful Scotland entrants

- Cove in Bloom
- Culter in Bloom
- Dyce in Bloom
- Powis Residents
- Aberdeen Inspired





**In Bloom Partners Gathering  
June 2016**



**The hard work and dedication pays off**

**Beautiful Scotland Awards  
September 2016**

