



Ardersier

HIGHLAND

POPULATION **1,176**

Ardersier in Moray was founded in the 17th century when the fishing village of Blacktown was resettled due to the building of Fort George (still a British Army base). It expanded with the oil boom when a platform construction and repair site (McDermott Yard) was built and the current name Ardersier was adopted.

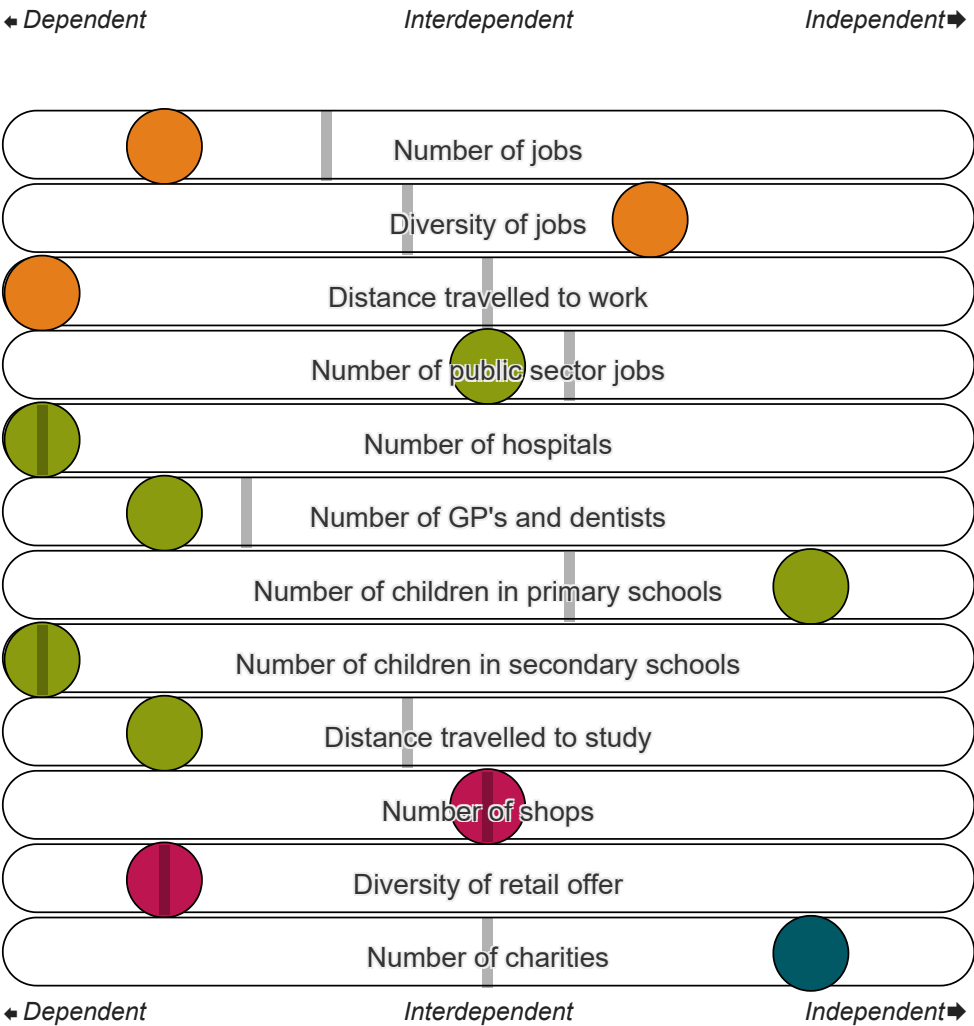
In this, and similar small towns, people experience more challenging circumstances with higher rates of unemployment, poorer health, lack of a car, lower levels of education and lower social grades than other groups. A higher proportion live in social rented housing. There is a higher proportion of single person households and lone parents.

Ardersier is an interdependent to dependent town.

Its most similar towns are [Calderbank](#), [Cowie](#), [Douglas](#), and [High Valleyfield, Low Valleyfield and Culross](#).

To gain more insight into Ardersier, compare it to any of the other towns included in USP.

Inter-relationships



Ardersier is an **interdependent to dependent** town.

Combining inter-relationships and typology, Ardersier is grouped with 13 other towns. It has similarities to these towns in terms of the number of hospitals, children in secondary schools, jobs, public sector jobs, shops, GP's and dentists, and diversity of retail offer.

It differs in terms of the number of charities. It also differs in the distance travelled to study. Ardersier differs most from its group in the distance travelled to work.

- Employment
- Public
- Commercial
- Social
- Average for the category

Population change 2011 to 2022**2%**

▲ More
than similar towns per head of population

Household change 2011 to 2022**9%**

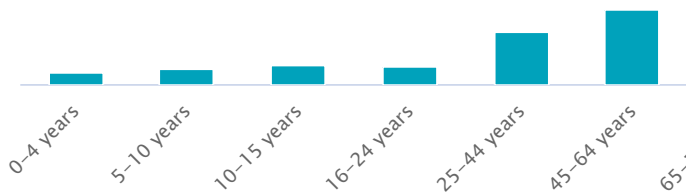
▲ More
than similar towns per head of population

Population

Age

40%

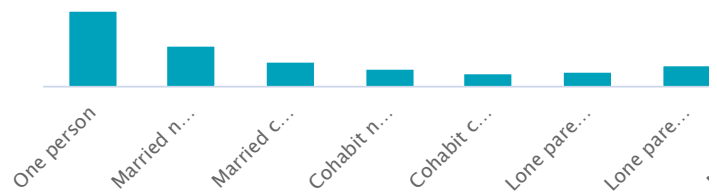
20



Household composition

40%

20



Car ownership

60%

40

20



Tenure

75%

50

25



Population 2022

1k

▼ Less
than similar towns

Households 2022

531

▼ Less
than similar towns

Population change 2011 to 2022

2%

▲ More
than similar towns per head of population

Household change 2011 to 2022

9%

▲ More
than similar towns per head of population

Very bad health

1%

▼ Less

No central heating

5%

▲ More

than similar towns per head of population

Occupancy rating of bedrooms 1 or less

2%

▲ More
than similar towns per head of population

than similar towns per head of population

Disabled

6%

▲ More
than similar towns per head of population

Employment

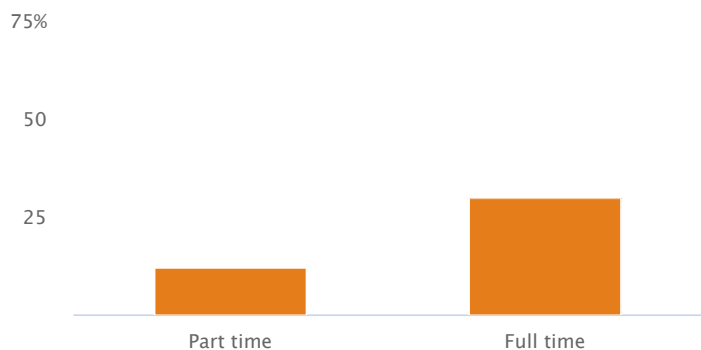
Jobs

150

▼ Less
than similar towns per head of population

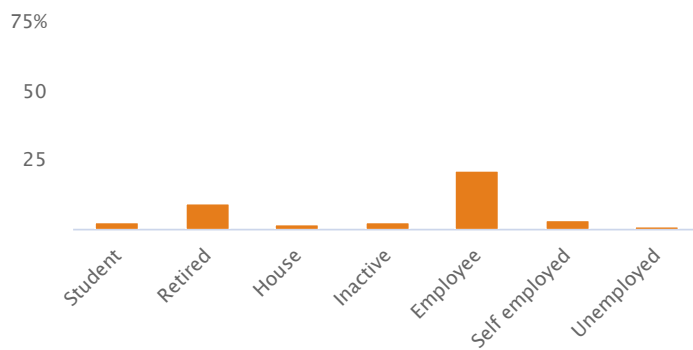
Employment type

(% working full time vs part time aged 16-74)



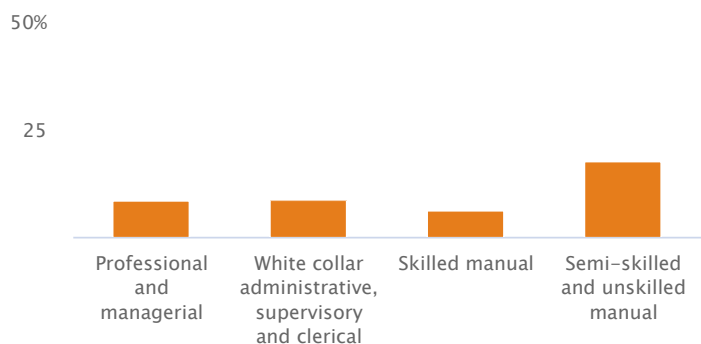
Occupation

(% aged 16-74)

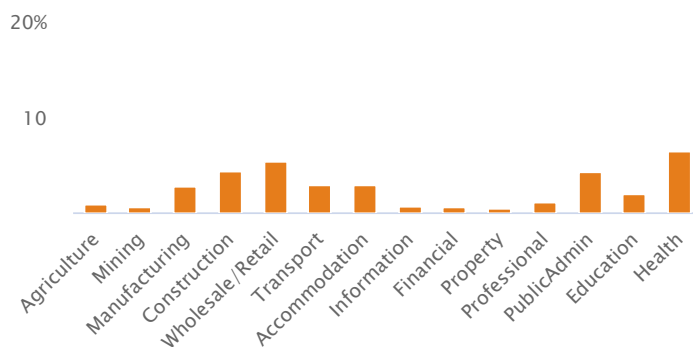


Social Grade

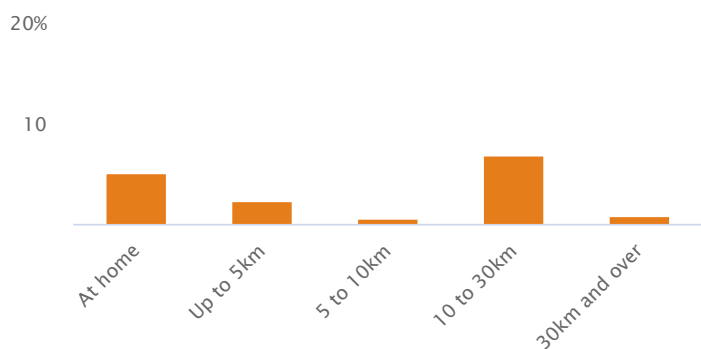
(% households aged 16-64)



Sector Diversity

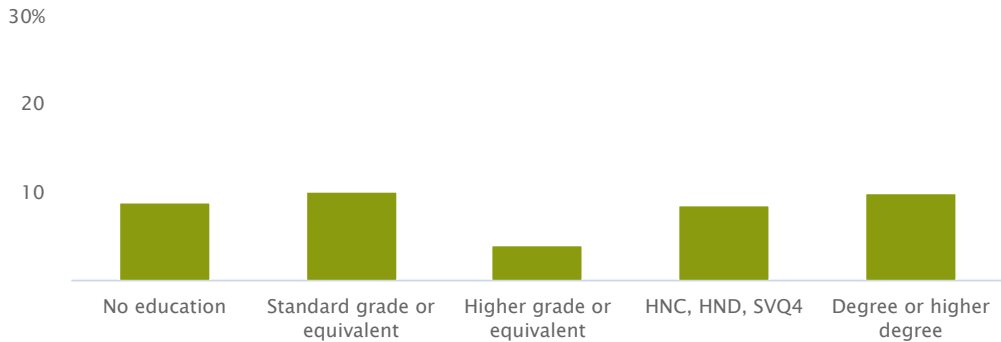


Distance travelled to work



Education

(% all people aged 16 and over)



Children in primary schools

112

▼ Less
than similar towns per head of population

Children in secondary schools

0

The same
as similar towns per head of population

Hospitals

0

The same
as similar towns per head of population

GP's and dentists

1

▼ Less
than similar towns per head of population



Commercial

Number of people per shop

196

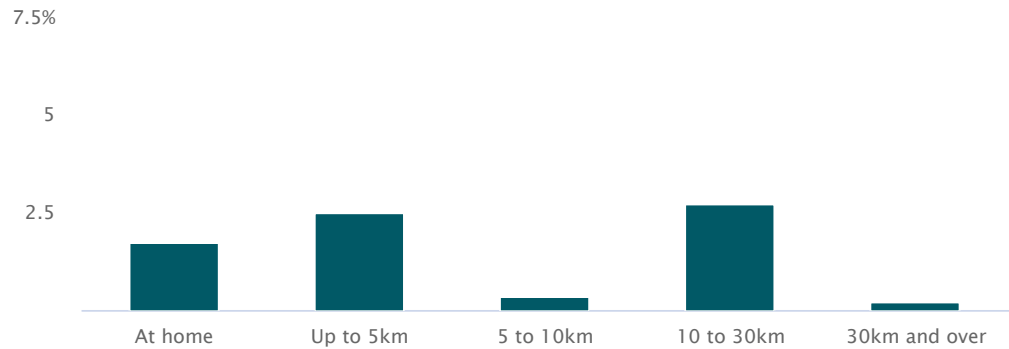
▼ Less
than similar towns per head of population

Diversity of retail offer (%)

0

▼ Less
than similar towns per head of population

Distance travelled to study.



Number of residents per charity.

196

▲ More
than similar towns per head of population



Environment Indicators

Households with D, E, F energy performance certificate rating

29%

▲ More
than similar towns per head of population

Households with green energy heating system

17%

▲ More
than similar towns per head of population

Average house price (£)

228k

▲ More
than similar towns per head of population