

Economic Development Outcome Measures

August 2014 (20-08-14)

This table contains data relating to indicative outcome measures that have been allocated to the Moray Economic Partnership from the 10 Year Plan (Agreed June 19, 2014). The measures are for the purpose of monitoring matters that indicate the performance of the local economy and may point to the need for intervention.

*NB A contract with UHI Economic Research Intelligence Unit to provide datasets & bespoke research & analysis is under discussion with HIE & LAs in the H&I area

HIE periodically publishes a Moray Area Economic Profile 2014

<http://www.hie.co.uk/common/handlers/download-document.ashx?id=214bf606-2185-4ef5-ae86-bb6af816d7b3>

A suite of [performance indicators](#) have also been devised for Scottish Local Authority Economic Development (SLAED) devised by member authorities with the Improvement Service.

Outcome Measure	Status August 2014
Section 1 MEP Measures from 10 Year Plan	
Chart 01 – % Rate as Good Place to live - Measure – grow from 66% to 72%. Source- Scottish Neighbourhood Statistics (Scottish Household Survey)	2012 – 66%
<p>Comment:</p> <p>Biennial Measure published by Scottish Government – CPP to take overall responsibility for this measure- influence goes beyond MEP area of responsibility</p> <p>Local Authority level analyses published biennially. Next LA publication due August 2015 (for 2014) http://www.scotland.gov.uk/Topics/Statistics/16002</p>	
Chart 02 – Population Growth - Measure – grow from 93,000 to 97,000 Source- Census & In Year Estimates	<p>2011 Census 93,295 in 2011, an increase of 7.3 per cent from 2001.</p> <p>NRS 2013 mid Year estimate 94,350 increased 1.6% from 92, 910 (highest growth in H&I)</p>
<p>Comment: National Registers of Scotland annual measure published June *</p> <p>http://www.gro-scotland.gov.uk/statistics/theme/population/estimates/mid-year/index.html</p>	
Chart 03- Median Wage – Measure from £453.40 per week to £610.66, i.e. in line with Scottish average – Source ASHE (Annual Survey of Hours & Earnings)	<p>2012 - £453.40 per week 2013 - £466.40 per week</p>
<p>Comment: Annual measure - Next Update Dec 2014 (2012 data) *</p> <p>Median gross weekly wage of full-time workers, workplace based http://www.nomisweb.co.uk/ NB MEP are seeking more relevant local data</p>	
Chart 04 - % workforce in private sector - Measure – grow from 73% to 75% p.a. Source- ONS – Annual Employment Survey Table 5	73.3% 2012-13
<p>Comment: Published Annually, next release due September 2014.</p> <p>Data used to calculate percentage is total employees http://www.ons.gov.uk/ons/datasets-and-tables/index.html</p> <p>* MEP will want to investigate and collect other data to explore this i.e. the value of the private sector and the numbers of staff recruited by the private sector Facilitate by capital investment in site servicing and buildings & funding assistance</p>	

<p>Chart 05 – How long it takes to process planning applications - Measure – reduce from 23.1 weeks to 12.2 weeks Source – Audit Scotland /Moray Council Development Services</p>	<p>2013-14 861 decisions, average time 11.6 weeks Published by SG on 24th July 2014.</p>
<p>Comment: Next Annual update July 2015 for 2014-15. Quarterly updates published throughout the year Data available from http://www.scotland.gov.uk/Topics/Statistics/Browse/Planning/Publications/planapps2014annual</p> <p>Already meeting this target, the challenge is to keep performance at this level. Target is now 10.4 weeks for 2016-17. MEP will monitor to ensure that application process and resources are appropriate to maintain performance as fluctuating workloads, cuts in staffing or significant increases in applications could impact on performance.</p>	
<p>Chart 06 - % of those in employment aged 25-64 yrs who are graduates. – Measure – grow from 19.4% to 22.4%. – Source - SG Local Area Labour Markets in Scotland - Statistics from the Annual Population Survey</p>	<p>19.4% 2012-13</p>
<p>Comment: Quarterly updates do not include this statistic. Published annually in May http://www.scotland.gov.uk/Topics/Statistics/Browse/Labour-Market/Publications</p> <p>MEP will use this measure however it considers the matter which needs to be addressed is to ensure that the workforce has the skills that are needed by business; this is not necessarily a degree (a skilled workforce is not limited to achieving more graduates). There may also be an issue of underemployment to address, i.e. people with doctorates driving a bus. MEP plan to potentially replace or add a supplementary measure. A supplementary measure may look to record progress on how existing training facilities provide the skills needed for Moray business.</p>	
<p>Chart 07 – Progress in dualling A9 and A96 – Measure – grow to 80% A9 and 30% A96 – Source – Transport Scotland Road Projects</p>	<p>0% 2012-13</p>
<p>Comment: http://www.transportscotland.gov.uk/road % for 2023/24 based on linear progress for completion 2025 (A9) and 2030 (A96) Progress on the delivery of this measure will be in the form of updates from Moray Council Transportation staff likely in the form of a narrative regarding the phasing of construction and the junction strategy. The plan is to keep engaging with SCDI and the Moray SBF (20 08 14) NB: MEP is not directly in control of construction. The role is to lobby to get early implementation, to get the best route for Moray community, improve access to markets and make Moray easier to reach.</p>	
<p>Chart 08 - Business start-ups - Measure – grow from c 210 p.a. to 235 p.a. Source- Committee of Scottish Bankers</p>	<p>207 in 2011 190 in 2012 179 in 2013</p> <p>132 new businesses were established with 176 jobs created with Business</p>

	Gateway support in 2013-14
Comment: MEP can supplement this measure with data from Business Gateway Moray	
Date available from Scottish Committee of Clearing Bankers Next Update March 2015 (2014 year end data)	
Chart 09 - Business 5 Year survival rate - Measure – grow from 55% to 61% p.a. Source- ONS – Business Demography dataset	55.1 % in 2011 44.7% in 2012
Comment: http://www.ons.gov.uk/ons/datasets-and-tables/index.html Published annually in late Nov/early Dec. Next update due Nov/Dec 2014	businesses which started up in Moray 12 months ago, 84% continue to trade successfully with those trading for 3 years, a survival rate is 79% was achieved, with ongoing Business Gateway support – 2013-14
Chart 35 – Percentage of Households who have access to Next Generation Broadband. Measure – 95% by 2023 Source – Digital Rollout team - HIE Measure should be ‘Premises’ as opposed to ‘Households’ to incorporate	5% 2012-13 Info on percentage coverage not readily available only estimates of premises where NGB is available. For Moray presently its available to approx 7,000 premises and approx 20,000 by the end of 2014
Comment: The following exchange areas can now access services: Buckie, Elgin, Hopeman, Lhanbryde, Lossiemouth, Findhorn, and Forres. The following areas have been announced as coming soon: Aberlour, Carron, Alves, Dufftown, Fochabers, Lossiemouth, Keith, and Cullen. Source, Nick Scroggie NGB Project Compliance Manager - HIE Digital Team next update October 2014	
See also separate SLAED Performance Indicators 2012-13 Measures	