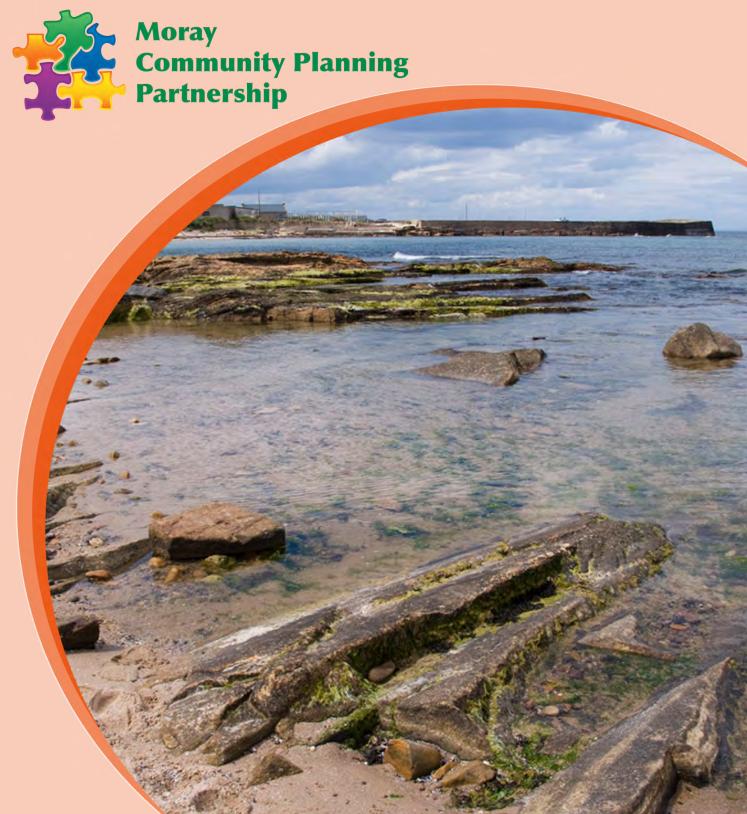
Community Profile Hopeman

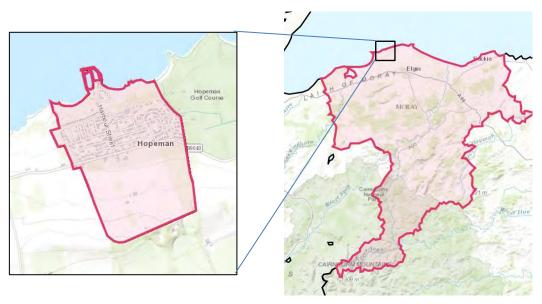
Lossiemouth ASG/LMG



Hopeman, Moray

Area profile

One of Moray's seaside villages, Hopeman, originally called Newtown of Hopeman", was established in 1805 to house and re-employ people displaced during the Highland Clearances. Founded by William Young of Inverurie as a fishing port, the village expanded to export stone from nearby quarries after the building of a new harbour in 1838. By 1850 some 70 fishing boats operated from the harbour and by 1890 there were 120. With the demise of local fishing, today the harbour is now a marina housing mainly pleasure boats.



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Corporate Policy Unit The Moray Council August 2016



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1 Population Structure

1.1 Age profile

Hopeman had a population of 1,724 in 2011¹ which is just over a 6% increase from 1,624 residents in 2001. The age profile of Hopeman shows that the median age, in 2011, for females was 44 and 42 for males. The median ages show Hopeman having a slightly older resident population with both males and females being a year older than the Moray average and two years older than Scotland.

Table 1 Age structure of Hopeman ²

Age	Hopeman	Moray	Scotland
% 0 to 4 years old	4.9	5.6	5.5
% 5 to 15 years old	15.2	12.6	11.8
% 16 to 29 years old	12.5	16.1	18.5
% 30 to 44 years old	19.4	19.1	20.0
% 45 to 59 years old	22.0	21.3	21.1
% 60 to 74 years old	17.3	16.9	15.5
% 75 years old and over	8.6	8.4	7.7

- Table 1 above shows that, in 2011, the population structure of Hopeman was divided. Hopeman has both more residents below the age of 16 (20.1%) and above the age of 44 (47.9%) than Moray (18.2% & 46.6% respectively) and significantly more than Scotland (17.3% & 44.3%).
- Whilst the 5-15 age group in Moray and Scotland has reduced significantly between
 the two census dates Hopeman's proportion within this age group in Hopeman has
 remained fairly static, this indicates that there are proportionately more children in
 Hopeman than there are in both Moray and Scotland. Table 2 shows the 5-15 year
 old population in 2001 and 2011.

Table 2 Age structure of Hopeman ³

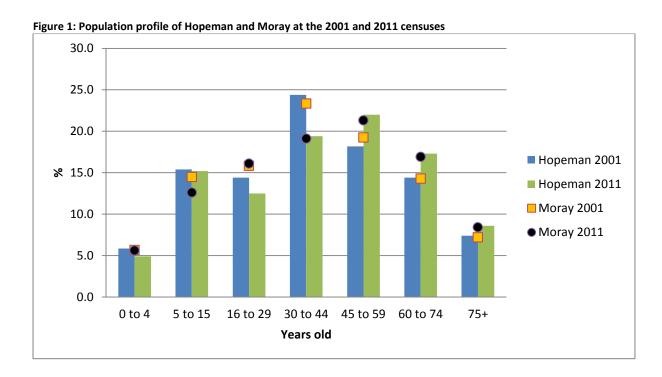
	Hopeman	Moray	Scotland
% 5-15 years old 2001	15.4	14.5	17.5
% 5-15 years old 2011	15.2	12.6	11.8

¹ 2011 census

² 2011 census

³ 2011 census

- Table 1 also shows that Hopeman differs most within the 16-29 age bracket where there are almost 4% less residents than Moray (16.1%) and 6% less than Scotland (18.5%).
- Between the census of 2001 and 2011 Hopeman's 45-59 age group saw the largest increase in population, from having proportionately less in 2001 it now has more in this age group than both Moray and Scotland.



 As figure 1 above shows all age groups below the age of 45 have seen reductions in proportionate populations with the most significant reduction within the 30-44 year age group which has dropped by 5% in ten years.

1.2 Marital Status

Table 2 Marital Status 4

Marital status	Hopeman	Moray	Scotland
All people aged 16 and over	1,377	76,251	4,379,072
% Single (never married or never registered a same-sex civil partnership)	23.2	28.8	35.4
% Married or in a registered same-sex civil partnership	61.1	51.8	45.4
% Separated (but still legally married or still legally in a same-sex civil partnership)	2.2	3.1	3.2
% Divorced or formerly in a same-sex civil partnership which is now legally dissolved	6.5	8.5	8.2
% Widowed or surviving partner from a same-sex civil partnership	7.0	7.9	7.8

- Hopeman has a significantly higher proportion of people who are married or in a same sex civil partnership (61.1%) than both Moray (51.8%) and Scotland (45.4%). Between the two census dates the number of married people has risen by approximately 44 people, however proportionately there has been a small drop of 1%. In comparison to Moray and Scotland the proportion of Married people or those in same sex civil partnerships are much higher being almost 10% more than Moray and 15% higher than Scotland. It is surprising that the proportion of this group is so high given that 23.7% of Hopeman's residents live alone (see Housing Section 3).
- Hopeman has a lower percentage of people who are separated or divorced (8.7%)
 than Moray (11.6%). Hopeman has seen a small rise (0.3%) between the two census
 dates, however the rise has been at a lower rate than Moray (3%) and Scotland
 (0.8%).

⁴ 2011 census

2 Identity

2.1 Ethnicity

Table 3 Ethnicity ⁵

Ethnicity	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% White - Scottish	71.2	77.7	84
% White - Other British	25.9	18	7.9
% White - Irish	0.5	0.5	1
% White - Polish	0.2	1.1	1.2
% White - Other	0.7	1.7	2
% Asian, Asian Scottish or Asian British	0.6	0.6	2.7
% Other ethnic groups	0.9	0.5	1.3
Percentage of households where not all persons are in same ethnic group category	20.4	14.5	10.6

- Hopeman has a significantly lower proportion of white Scottish residents compared with the rest of Moray.
- A much higher proportion of White- other British people reside in Hopeman than the
 whole of Moray. It is likely that this is due to the close proximity of two military
 bases at Kinloss and Lossiemouth. In comparing residential areas close to these
 bases, all show higher than average proportions of White-Other British residents.
- The biggest difference between the ethnicity profile of Hopeman and that of Moray is the relatively large proportion of households where not all persons are in the same ethnicity group category. It is likely that the majority of these households consist of White Scottish and White Other British as the remainder of all other ethnicities only make up 2.9% of the overall population.

⁵ 2011 census

2.2 Country of Birth

Table 4 Country of birth ⁶

Country of birth	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% Scotland	70.8	75.4	83.3
% England	23.8	17.8	8.7
% Wales	0.8	0.9	0.3
% Northern Ireland	0.7	0.7	0.7
% Republic of Ireland	0.3	0.2	0.4
% Other EU countries (inc UK part not specified)	1.7	2.9	2.6
% Other countries	1.9	2.1	4

- Three quarters of Moray's population were born in Scotland; Hopeman has proportionately less (70.8%). Nationally the proportion of Scottish born residents is even higher (83.3%).
- The proportion of Hopeman residents born in England is almost three times higher than the national average and 6% higher than Moray. As previously stated Hopeman's close proximity to Moray's two military bases is likely to be a huge influencing factor.
- Residents born out with parts of UK stated make up 2.9% of Hopeman's population.
 This equates to approximately 41 people.

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⁶ 2011 census

2.3 Religion

Table 5 Religion ⁷

Religion	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% Church of Scotland	35.6	34.0	32.4
% Roman Catholic	4.8	6.6	15.9
% Other Christian	18.6	9.4	5.5
% Muslim	0.3	0.3	1.4
% Other religions	0.6	0.9	1.1
% No religion	32.7	41.2	36.7
% Not stated	7.4	7.7	7.0

- Proportionately the highest religious group in Hopeman are those stating their religious beliefs as being Church of Scotland (35.6%). This is slightly higher than both Moray and Scotland.
- Hopeman has a significantly higher proportion of residents stating their religious beliefs as being Other Christian. In comparison to Moray Hopeman has proportionately almost double the residents, and, more than three times the national figure.
- Both Hopeman and Moray have a low proportion of Roman Catholics. The proportion of Roman Catholics in Scotland is more than three times that of Hopeman.

2.4 Length of residency for residents born overseas

Table 6 Length of residence in the UK 8

Length of residence in UK	Hopeman	Moray	Scotland
All people born outside the UK	65	4,883	369,284
% Resident in UK for less than 2 years	12.3	14	22
% Resident in UK for 2 years or more but less than 5 years	6.2	20	22
% Resident in UK for 5 years or more but less than 10 years	12.3	17	19
% Resident in UK for 10 years or more	69.2	49	37

⁷ 2011 census

⁸ 2011 census

- 3.8% of Hopeman's residents were born outside of the UK which slightly less than Moray (5.2%) and significantly less than Scotland where the migratory population contributes 7% of the overall population.
- Hopeman's resident migrant population appears to be well established with more than two thirds having been resident for 10 years or more. In comparison the majority of both Elgin's and Scotland's migrant population have been resident for less than 10 years.
- The figures in Table 7 appear to suggest that Hopeman's inward migration has slowed down with less than 20% having resided in the area for 5 years or less. In comparison 34% of Moray's migratory and 44% of Scotland's population have resided for less than five years.

2.5 Language

- 99.1% of Hopeman residents speak English well, proportionately more than both Moray (1.3%) and Scotland (1.2%).
- 40.6% of the Hopeman residents, who are over three years old, are able to speak Scots⁹ compared to 45.3% for Moray and 30.1% nationally. The Census does not ask about the Doric dialect which is commonly spoken in the North East of Scotland but anecdotal evidence is that the Doric dialect of Scots is by far the main dialect spoken in Elgin. This suggests that a large proportion of the residents have family links to the area over several generations.
- The 2011 census indicates that at the time there were seven residents in Hopeman that could speak Gaelic.

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⁹ Scots is the collective name for Scottish dialects

3 Housing

Household composition is important information to determine local services provided by the Council, its partners and the third sector.

Table 7 Household Composition ¹⁰

Household Composition	Hopeman	Moray	Scotland
Total number of households (with residents)	701	40,062	2,372,777
% One person household - Aged 65 or over	14.0	13.7	13.1
% One person household - Aged under 65	9.7	16.4	21.6
% One family only: Lone parent: With dependent children	5.0	5.7	7.2
% One family only: Lone parent: All children non-dependent	2.7	3.5	3.9
% One family only: Married or same-sex civil partnership couple: With dependent children	22.1	15.9	13.6
% One family only: Married or same-sex civil partnership couple: No dependent children	24.0	21.7	18.4
% One family only: Cohabiting couple: With dependent children	2.1	4	3.7
% One family only: Cohabiting couple: No dependent children	4.7	5.5	5.5
% Other households: All full-time students	0.0	0	0.9
% Other households: All aged 65 and over	12.1	9.7	7.8
% Other households: Other	3.6	3.9	4.4

- There are 701 households in Hopeman with an average of 2.5 residents per household which is slightly higher than the 2.3 residents per household in Moray and 2.2 in Scotland.
- The highest proportion of households contain married couples or those in a same sex partnership with no dependent children (24.0%).
- Married or same sex civil partnerships with dependent children account for 22.1% of Hopeman households which is significantly higher than Moray (15.9%) and Scotland (13.6%).

¹⁰ 2011 census

- The data from Table 3 (Section 1.2) indicates that 61.1% of Hopeman's population are either married or in a same sex civil partnership. Table 8 above indicates that 46.1% of the population are married or in a same sex civil partnership with either dependent or non-dependent. From these two facts it can be deduced that 15% of Hopeman households with married or same sex civil partnerships have no children living in the household.
- Hopeman has one of the lowest proportions of single person households under the age of 65. Only 9.7% of households (68) are single person households under the age of 65.
- 26.1% of Hopeman households are occupied by people aged only over the age of 65.
 This is a significantly higher proportion than both Moray (23.4%) and Scotland (20.9%).

3.1 Tenure and House Type

Table 8 Tenure and House Type 11

Tenure	Hopeman	Moray	Scotland
Total number of households (with residents)	701	40,062	2,372,777
% Owned	82.0	65.9	62
% Rented from Council	5.0	14.1	13.2
% Other social rented	2.3	5.2	11.1
% Private rented	9.7	12.6	12.4
% Living rent free	1.0	2.1	1.3
House Type			
% House or bungalow	96.1	87	63.4
% Detached	55.5	37.2	21.9
% Semi - detached	27.0	31.4	22.8
% Terraced house (including end-terrace)	13.7	18.4	18.6
% Flat or maisonette or apartment	3.9	12.6	36.4
% Caravan or other mobile or temporary structure	0.0	0.4	0.2

 Hopeman has the second highest house ownership rate in Moray, with 82.0% of properties owned, significantly higher than both Moray (65.9%) and Scotland (62.0%). It is only surpassed by close neighbour Duffus (91.7%).

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¹¹ 2011 census

- Average house prices in Hopeman¹² are currently £30K more than the Moray average of £158K. In the past 5 years Moray house prices have increased by 17.8%, over the same period Hopeman house prices have increased by 19.2%.
- Between the two census periods (2001 & 2011) house ownership in Hopeman has remained at similar levels. With the overall increase in households (70) over the same period, in 2011 there are 60 more owned properties than there were in 2001.
- Council property occupancy in Hopeman is almost a third of Moray as a whole and has declined 2.1% since the previous census in 2001.
- In Hopeman, Moray and Scotland there are proportionately less households living in council properties in 2011 than there were in 2001 In Moray, council property occupancy has proportionately reduced by 4.2% between 2001 and 2011 which relates to around 900 less households living in Moray Council owned properties. In Hopeman there are 10 less properties rented from Moray Council in comparison to 2001, this is likely to be as a result of the "Right to buy" scheme.
- Private rented properties in Hopeman whilst being at a lower level than both Moray and Scotland have increased 3.5% since 2001.
- In Hopeman, between the 2001 and 2011 censuses the total number of households increased by 11.1% (631 increased to 701) which a similar growth rate to Moray (11.9%).
- Only 3.9% of households live in flats, almost a third of the Moray average (12.6%) and almost 10 times less than the Scotland average.
- More than 55% of Hopeman households live in detached properties, significantly higher than both the Moray (37.2%) and Scotland (21.9%) averages.

¹² http://www.zoopla.co.uk/house-prices/hopeman/

3.2 Transport¹³

Table 9 Cars per household

Car or van availability	Hopeman	Moray	Scotland
Total number of households (with residents)	701	40,062	2,372,777
% No car or van	15.5	19.9	30.5
% 1 car or van	44.8	46.9	42.2
% 2 cars or vans	32.4	25.5	21.6
% 3 or more cars or vans	7.3	7.7	5.6

- Hopeman (15.5%) has proportionately less people who have no access to a car or van than Moray (19.9%) and significantly less than Scotland (30.5%).
- In general car or van access is high in comparison to Moray and Scotland and has increased since 2001. Most noticeable since 2001 is the increase of almost 10% in the number of households with access to two or more vehicles.
- Between the two census dates (2001 & 2011) the number of cars or vans has
 increased by approximately 200, in the same time the households have increased by
 a lesser amount (70) showing the car/household ration has significantly increased
 over the period.
- The lack of frequent public transport in Hopeman limits access to and from Elgin.
 Public transport is only available via a bus service.

¹³ 2011 census

4 Economy and Labour

Table 10 Economic Activity 14

Economic activity	Hopeman	Moray	Scotland
All persons 16 to 74	1,228	68,410	3,970,530
% Economically active	70.4	71.5	69
% Employees - part-time	17.7	15.7	13.3
% Employees - full-time	39.8	41.4	39.6
% Self-employed	7.5	8.4	7.5
% Unemployed	2.2	3.9	4.8
% Full-time student - employed	2.6	1.7	2.9
% Full-time student - unemployed	0.6	0.4	0.8
% Economically inactive	29.6	28.5	31
% Retired	18.5	16.3	14.9
% Student	3.5	3.4	5.5
% Looking after home or family	3.8	3.9	3.6
% Long-term sick or disabled	2.4	3.2	5.1
% Other	1.4	1.5	1.9

- Similar to Moray (67.2%) Hopeman has 67.6% of all 16-74 year olds in some form of employment; however the individual types of employment differ.
- Hopeman has a slightly lower proportion of people working on a full-time basis and slightly higher proportion working on a part-time basis in comparison to Moray. Both Hopeman and Moray have higher employment rates than Scotland. Since the 2001 census the proportion of people employed part-time has increased (3.4%) and those working full-time has decreased slightly (0.9%).
- Self-employment rates in Hopeman are identical to Scotland and slightly lower than Moray.
- Hopeman has the second lowest unemployment rate of all areas profiled in Moray,
 Botriphne has the lowest. The unemployment rate in Hopeman is less than half that of Scotland.
- The proportion of economically inactive people in Hopeman is slightly higher than Moray. This is mainly attributable to the proportion of retired people in Hopeman (18.5%) in comparison to Moray (16.3%).

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¹⁴ 2011 census

• There are proportionately less residents who are long term sick or disabled living in Hopeman in comparison to Moray and the rate is less than half of the Scotland.

4.1 Industry

Table 11 Employment by Industry 15

Industry	Hopeman	Moray	Scotland
All persons aged 16 to 74 in employment	830	45,983	2,516,895
% A. Agriculture, forestry and fishing	1.7	3.2	1.7
% B. Mining and quarrying	3.6	2.9	1.4
% C. Manufacturing	6.5	12.1	8
% D. Electricity, gas, steam and air conditioning supply	0.5	0.3	0.8
% E. Water supply; sewage, waste management and remediation activities	0.4	0.6	0.8
% F. Construction	5.8	9.1	8
% G. Wholesale and retail trade; repair of motor vehicles and motorcycles	14.7	14.8	15
% H. Transport and storage	4.7	4.2	5
% I. Accommodation and food service activities	5.7	6	6.3
% J. Information and communication	0.8	1.1	2.7
% K. Financial and insurance activities	1.2	1.2	4.5
% L. Real estate activities	1.4	1.1	1.2
% M. Professional scientific and technical activities	4.1	3.5	5.2
% N. Administrative and support service activities	3.3	3.2	4.3
% O. Public administration and defence; compulsory social security	13.6	11.9	7.0
% P. Education	14.0	7.9	8.4
% Q. Human health and social work activities	13.7	12.7	15
% R, S, T, U. Other	4.3	4.1	4.9

- With half of the 18 categories of industry being less than 0.5% different from Moray,
 Hopeman shows many similarities in the types of industry within which people are employed.
- The industry in which residents are employed is wholesale and retail trade; repair of motor vehicles and motorcycles (14.7%), a figure almost identical to the Moray average (14.8%) a similar to the national figure (15.0%) also.
- Two of the categories; Manufacturing and Construction are significantly lower (6.5% & 5.8% respectively) in Hopeman in comparison to the Moray averages (12.1% & 9.1%).

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¹⁵ 2011 census

- A significant proportion of employed Hopeman residents work within the Education sector (14.0%) which is far higher than both Moray (7.9%) and Scotland (8.8%).
- As with other areas of Moray within close proximity to Moray's military bases at
 Lossiemouth and Kinloss the proportion of Hopeman residents employed in the
 Public administration and defence; compulsory social security is higher than the
 Moray average (11.9%) and significantly higher than the national figure (7.0%). The
 two closest profiled areas of Duffus (13.9%) and Burghead (13.8%) have similar
 proportions of residents working in this sector.

4.2 OccupationTable 12 Occupation ¹⁶

Occupation	Hopeman	Moray	Scotland
All persons 16 to 74 in employment	830	45,983	2,516,895
% Managers, directors and senior officials	8.1	7.6	8.4
% Professional occupations	14.6	11.4	16.8
% Associate professional and technical occupations	17.6	14.7	12.6
% Administrative and secretarial occupations	9.9	8.4	11.4
% Skilled trades occupations	13.3	16.6	12.5
% Caring, leisure and other service occupations	12.5	10	9.7
% Sales and customer service occupations	7.2	8.1	9.3
% Process, plant and machine operatives	7.3	10.4	7.7
% Elementary occupations	9.5	12.8	11.6

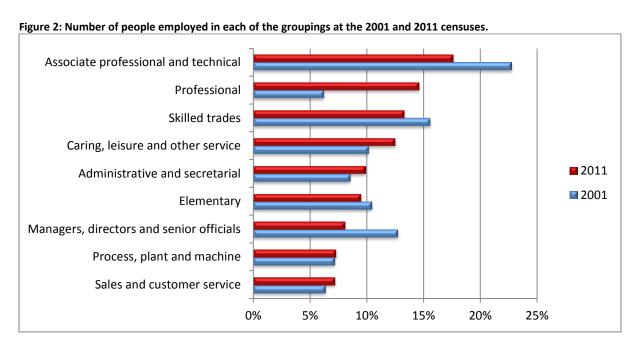
- Two thirds of Hopeman's employees spend 31hrs or more at work¹⁷. This is lower than the Moray and Scotland averages (71.1% and 72.0% respectively)
- People employed in the top three occupations in the table above are likely to be in the largest earning grouping of all the occupations described. 40.3% of Hopeman's working population are employed within these occupations, higher than nationally (37.8%) and significantly higher than the proportion of Moray (33.7%).

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¹⁶ 2011 census

¹⁷ 2011 census

- Conversely, people employed in the bottom three occupations in Table 14 are likely
 to be employed within the lowest earnings grouping. The proportion of employees
 within these groups is significantly lower in Hopeman (24.0%) in comparison to both
 Moray (31.3%) and Scotland (28.6%). This indicates that employees from Hopeman
 have higher earnings potential than other areas of Moray.
- The Associate professional and technical range of occupations with 17.6% is the largest individual group which a larger proportion to both Moray (14.7%) and significantly higher than Scotland (12.6%).
- Sales and customer service occupations (7.2%) employ the least amount of
 Hopeman's working population, lower than both Moray (8.1%) and Scotland (9.3%).
- The graph below shows the changes in proportions employed in occupations between the two census dates (2001 & 2011).



- The graph shows that those employed in Professional occupations have more than doubled (6.2% to 14.6%) in the ten year period.
- The graph also shows that the proportions employed within Associate professional and technical, and, Managers, directors and senior officials have reduced significantly over the same period.

4.3 Unemployment

- In the 2011 census 2.2% (27 people) of Hopeman residents were unemployed compared to 3.9% in Moray and 4.8% of people nationally. This is small increase (0.2%) from 2001 where 23 people were unemployed.
- Of the unemployed population in Hopeman, more than half were aged between 25
 & 49 which is significantly higher than the Moray average (45.4%). 74.1% of
 Hopeman's unemployed population and last worked within the previous year.

4.4 Transport

Table 13 Travel to Work ¹⁸

Travel to work	Hopeman	Moray	Scotland
All persons aged 16 to 74 who were in employment (excluding full-time students)	798	44,816	2,400,925
% Car (including passengers car pools and taxis)	68.5	63.7	62.4
% Train	5.0	2.2	3.7
% Bus	3.6	3.4	10
% On foot	5.3	12.2	9.9
% Other	7.4	6.3	3.1
% Works mainly at or from home	10.2	12.1	10.8

- The breakdown of the travel to work categories was far more detailed within the 2011 census. In 2001 there were no separate categories for walking to work, travel by train or by bus, as a result no direct comparisons can be made between these categories. The only direct comparisons that can be made are within the travel by car and working from home categories.
- Hopeman has proportionately more people travelling to work by car (68.5%) than
 there are within Moray as a whole. The proportion of people using a car as there
 preferred mode of transport is very similar to the rate in 2001 (68.2%).
- Hopeman has the highest proportion of residents (5.0%) who use the train to travel to and from their places of work in comparison to all other profiled areas of Moray.
- Far less people from Hopeman (5.3%) walk to their places of work in comparison to the Moray average (12.2%). This no surprise given that there are no major employers within walking distance.

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¹⁸ 2011 census

• The percentage of Hopeman residents working from home has more than doubled between the two census dates. In 2001 4.1% (30 people) worked from home, by 2011 the amount had increased to 10.2% (81 people).

5 Education

Table 14 Education Facts 19

Interesting facts	Hopeman	Moray	Scotland
Percentage 16 to 17 year olds in education	88.9	76.6	79.8
Percentage of households where no person aged 16 to 64 has a highest level of qualification of Level 2 or above, or no person aged 16-18 is a full-time student	40.7	49.0	47.2

- Hopeman and close by neighbour Duffus have the highest proportion of 16 17 year olds in education with (88.9% & 92.3% respectively) in comparison to all other profiled areas in Moray.
- In Hopeman there are proportionately less households in comparison to both Moray and Scotland where no one holds a national level qualification above level 2 (SCE Higher or similar) or no person aged 16-18 is a full-time student.

¹⁹ 2011 census

Table 15 Travel to study 20

Travel to study	Hopeman	Moray	Scotland
All people aged 4 and over studying	350	15,771	996,282
% Car (including passengers car pools and taxis)	17.1	23.2	22.3
% Train	0.9	1.0	2.9
% Bus	34.6	20.3	21.5
% On foot	37.1	41.5	39.1
% Other	2.6	2.0	1.7
% Studies mainly at or from home	7.7	12.0	12.4

- Similar to the travel to work section (4.4) the breakdown of the travel to study
 categories was far more detailed within the 2011 census. In 2001 there was no
 separate categories for walking, travel by train or by bus, as a result no direct
 comparisons can be made between these categories. The only direct comparisons
 that can be made are within the travel by car and studying from home categories.
- In Hopeman a lower proportion (17.1%) of pupils/students travel to study by car than either Moray (23.2%) or Scotland (22.3%). This proportion increased between the 2001 and 2011 censuses from 12.8% to 17.1%.
- The proportions of students walking and travelling by bus to their place of study are
 fairly evenly split. Most of the students travelling by bus will be travelling to
 Lossiemouth High school and it is likely that all of the students walking will be to
 Hopeman primary school. More than a third of students travel to their place of study
 by bus. In Moray and Scotland the figure is closer to a fifth of students.
- Significantly less Hopeman (7.7%) students study from home in comparison to both Moray (12.0%) and Scotland (12.4%). Between the 2001 and 2011 censuses however the proportion of students studying by this method has more than doubled (3.2% to 7.7%), 11 students to 27.

²⁰ 2011 census

Table 16 Highest qualification ²¹

Highest qualification ²²	Hopeman	Moray	Scotland
All persons aged 16 and over	1,377	76,251	4,379,072
% With no qualifications	21.4	26.7	26.8
% Highest qualification attained - Level 1	24.5	26.3	23.1
% Highest qualification attained - Level 2	14.4	14.4	14.3
% Highest qualification attained - Level 3	10.0	9.9	9.7
% Highest qualification attained - Level 4 and above	29.6	22.7	26.1

- Table 18 suggests that the population of Hopeman have high levels of educational achievements. There are less people with no qualifications than both Moray and Scotland, and, more people with Degree level or higher qualifications than both Moray and Scotland.
- There is very little difference of those people with Level 1/2/3 qualifications between residents of Hopeman (48.9%), Moray (50.6%) and Scotland (47.1%).
- Between the two census dates (2001 & 2011) levels of academic qualifications have improved. In 2001 27.4% of Hopeman's population had no academic qualification which is 6% more than 2011. Similarly the proportion of people with degree level qualifications increased significantly between 2001 & 2011. In 2001 20.3% (235 people) were educated to degree level, by 2011 this had increased to 29.6% (408 people). In real terms this shows an almost 75% increase in the number of people educated to this level. Over the same period the 16-74 population has increased by 218 of which only 45 (20%) are not educated to degree level.
- Highly qualified people would typically be higher earners. The housing stock in
 Hopeman has more houses or bungalows than more and also has a significantly
 higher proportion of owned properties which is indicative of households with higher
 incomes.

Level 1Standard Grade (equivalent or above)Level 2Higher (equivalent or above)Level 3HNC (equivalent or above)Level 4Degree (equivalent or above)

²¹ Census 2011 http://www.scotlandscensus.gov.uk/variables-classification/highest-level-qualification

²² The following table shows what the levels used in the census mean.

5.1 Attainment

5.1.1 S4 Attainment

Table 17 S4 Attainment ²³

Name	Hopeman	Moray	Scotland
Total S4 Students from 2008/9 to 2012/13 ²⁴	118	5,499	280,909
S4: No pupils with 5 awards at SCQF level 5 and above	57	2,161	103,795
Percentage of pupils with 5 awards at SCQF level 5 and above	44.8%	39.3%	36.9%
Average S4 Tariff	212	198	185

- Over the five years between 2008/9 and 2012/13 44.4% of pupils living in Hopeman area attained five awards at SCQF level 5 and above. This performance is better than Moray (39.3%) and much better than Scotland (36.9%). In comparison to Hopeman's two closest neighbours more pupils attain five awards at level 5 and above than Burghead (30.1%) and less than Duffus (62.1%).
- The average Tariff score for Hopeman (212), which takes into account the number of awards achieved by pupils and their grades, was significantly higher than the Moray (198) and national averages (185).

²³ Source – Scottish Neighbourhood Statistics - http://www.sns.gov.uk

²⁴ The sample is taken over five years to comply with the other monographs of other areas/localities of Moray. Nearly all of those other areas did not have sufficient numbers in a single year to make a comparison with the larger data sets of Moray and Scotland.

5.1.2 S5 Attainment

Table 18 S5 Education Attainment²⁵

	Hopeman	Moray	Scotland
Total Students for S5	87	4,380	235,893
S5: No pupils with 1 award at SCQF level 6 and above : 2008/9 - 2012/13	54	2,521	128,253
S5: Percentage of pupils with 1 award at SCQF level 6 and above : 2008/9 - 2012/13	62.1%	57.6%	54.4%
S5: No pupils with 3 award at SCQF level 6 and above : 2008/9 - 2012/13	23	1,399	74,789
S5: Percentage of pupils with 3 award at SCQF level 6 and above : 2008/9 - 2012/13	26.5%	31.9%	31.7%
S5: No pupils with 5 award at SCQF level 6 and above : 2008/9 - 2012/13	11	595	34667
S5: Percentage of pupils with 5 award at SCQF level 6 and above : 2008/9 - 2012/13	12.5%	13.6%	14.7%
5 year Tariff average	369	365	347

- Because each year there is a low number of S5 pupils sitting exams the data provided uses a 5 year period from 2008/09-2012/13 to gain a larger sample size to explore how attainment in Hopeman compares with the rest of Moray and Scotland.
- Over the five year period the proportion of pupils in secondary year 5 attaining at least one award at SCQF level 6 from Hopeman (62.1%) area was higher than the rest of Moray (57.6%) and higher than the Scottish figure of 54.4%. Attainment of 3 and 5 awards at SCQF level 6 however is less than both Moray and Scotland.
- During the same period the tariff score attained by S5 pupils from Hopeman (369) was similar to the Moray average (365) and 24 points above the Scottish average (347).

²⁵ The sample is taken over five years to comply with the other monographs of other areas/localities of Moray. Nearly all of those other areas did not have sufficient numbers in a single year to make a comparison with the larger data sets of Moray and Scotland.

5.2 Leaver Destination

Table 19 Leaver Destination ²⁶

	Hopeman	Moray	Scotland
Total leavers	90	5,237	265,363
Higher Education	32.3%	33.3%	36.0%
Further Education	27.8%	27.2%	27.1%
Training ²⁷	0.0%	1.5%	5.7%
Employment	30.0%	28.7%	19.7%
Total Positive	90.1%	90.7%	88.4%
Unemployed and seeking employment or training	9.9%	7.4%	9.6%
Unemployed not seeking employment or training	0.0%	1.7%	1.3%
Total Negative Destination	9.9%	9.1%	10.9%
Unknown	0.0%	0.2%	0.6%

- Leaver destination statistics of Hopeman pupils show that 29.6% of Hopeman residents were educated to degree level or above which is higher than both Moray and Scotland, yet less Hopeman leavers progress onto higher education (32.3%) in comparison to both Moray (33.3% and Scotland (36.0%). This fact may indicate that highly educated people choose to move to Hopeman raising the proportion. This can be evidenced by the increase in the number of residents with a degree qualification between the two census periods (2001 & 2011). Of the 218 person increase in the 16-74 age group 173 are educated to degree level, representing 80% of the increase...
- Hopeman had slightly more school leavers moving onto a negative destination where
 9.9% become unemployed and seeking employment or training in comparison to the
 Moray (7.4%) and Scotland (9.6%) averages.
- Of those you became unemployed upon leaving school all were seeking employment. In contrast 1.7% and 1.3% of school leavers from Moray and Scotland were not seeking either training or employment.

²⁷ The "Training" destination shown in the table above refers to destinations where there is no employer or no formal education establishment (For example a government training scheme). As these opportunities occur less frequently away from the large centres of population the uptake in Moray is small.

²⁶Data for the 5 year period from 2008/09-2012/13, Source – Scottish Neighbourhood Statistics - http://www.sns.gov.uk

Leavers moving onto Further Education (27.8%) and Employment (30%) were similar
to the Moray averages. In comparison to Scotland (19.7%) however Hopeman and
Moray have a significantly higher percentage of leavers entering employment
directly from school.

6 Health and Social care

6.1 Health

Table 20 Self-assessed Health ²⁸

	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% Very good	55.1	53.7	52.5
% Good	30.7	31.3	29.7
% Fair	10.6	11.1	12.2
% Bad	2.6	2.9	4.3
% Very bad	0.9	0.9	1.3

- Hopeman (85.8%) has around the same proportion of people as Moray (85.0%)
 rating their health as good or very good. Both these figures are significantly higher
 than the national figure of 82.2%.
- Less than one percent (0.9%) of the populations of Hopeman and Moray rated their health as very bad. Again these percentages are much better than the Scottish figure where 1.3% of the population rated their health as very bad.

Table 21 Disability 29

Long-term health problem or disability	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% Limited a lot	7.1	7.6	9.6
% Limited a little	10.6	10.2	10.1
% Not limited	82.3	82.3	80.4

- As shown in the above table the Long-term health or disability profile for Hopeman has proportionally slightly less people with a long-term health problem or disability than Moray which, in turn, has less than Scotland.
- Hopeman and Moray have around 2% more people in the population who consider themselves not limited by a Long-term health problem or disability as compared to Scotland (80.4%).

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²⁸ 2011 census

²⁹ 2011 census

Table 22 Long Term health Conditions 30

Long-term health condition	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% With no condition	70.0	70.9	70.1
% With one or more long-term health conditions	30.0	29.1	29.9
% With deafness or partial hearing loss	6.8	7.0	6.6
% With blindness or partial sight loss	2.3	2.5	2.4
% With learning disability (for example, Down's Syndrome)	0.5	0.5	0.5
% With learning difficulty (for example, dyslexia)	1.8	2.0	2.0
% With developmental disorder (for example, Autistic Spectrum Disorder, Asperger's Syndrome)	0.5	0.6	0.6
% With physical disability	5.3	5.8	6.7
% With mental health condition	3.4	3.2	4.4
% With other condition	19.2	18.2	18.7

- The long-term health profiles of Hopeman and Moray are very similar in every aspect as shown in Table 24 above.
- No comparisons can be made with the data from the 2001 census as this data set
 was not recorded, as a result it is not possible to determine whether the long-term
 health profile of Hopeman residents changed within the ten year period.
- In Hopeman the most common condition is deafness or partial hearing loss (6.4%), followed by physical disability (5.3%) and mental health condition (3.4%).

³⁰ 2011 census

Table 23 Health Condition Prevalence rates by GP Practice 31

Health Condition Prevalence Rates (per 100 patients)	Hopeman	Moray	Scotland
"Smoking" (conditions assessed for smoking)	26.61	25.52	24.74
2. Hypertension	16.22	14.84	13.94
3. Obesity	10.63	10.53	8.05
4. Asthma	6.89	5.94	6.10
5. Diabetes	5.58	5.49	4.79

The table above shows the 5 most common health conditions recorded at the Moray Coast medical practice in Lossiemouth during March 2013 to April 2014 through the NHS Quality & Outcomes framework data collection. The Moray Coast Practice serves a large area that covers the Moray coast including Hopeman with a total GP patient roll of 9,501 (January 2013). For comparison the Moray and Scotland rates have been included.

- The top four health conditions reported through GP Practices are the same for Hopeman, Moray and nationally. The Moray Coast Practice shows a higher incidence in all 5 conditions compared to Moray or Scotland.
- The rate of Osteoporosis (0.43%) present in patients of the Moray Coast Practice is the highest in Moray and is close to twice the Moray and national rates (0.20% and 0.22% respectively).
- Diabetes is an increasing problem within the general population, rates in Moray and at the Moray Coast medical practice are higher than the national figure.

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³¹Elgin is served by three GP Practices (Elgin Community, Linkwood, and Maryhill). The data shown is the weighted average of all three practices using the list sizes of each practice. The source data is from http://www.isdscotland.org/Health-Topics/General-Practice/Quality-And-Outcomes-Framework/2013-14/Register-and-prevalence-data.asp

Of the 24 health conditions recorded at GP Practices through the NHS Quality & Outcomes Framework, the Moray Coast Practice had 15 conditions where the raw prevalence rates per 100 patients were above the national rate, these were: Smoking (conditions assessed for smoking); Hypertension; Obesity; Asthma; Diabetes; Atrial Fibrillation (1.98); Cancer (2.41); Cardiovascular Disease (2.59); Heart failure (1.14); Hypothyroidism (5.05); Left Ventricular Dysfunction (LVD) (0.54); Osteoporosis (0.43); Peripheral Arterial Disease (1.13); Rheumatoid Arthritis (0.67); and Stroke & Transient Ischaemic Attack (2.38).

6.1.1 Maternity

Table 24 Teenage Pregnancies 32

	Moray	Scotland
Teenage pregnancies aged under 16, rate per 1000 women aged 13_15.: 2009-2011	5.6	6.6
Teenage pregnancies aged under 18, rate per 1000 women aged 15_17.: 2009-2011	27.5	34.4
Teenage pregnancies aged under 20, rate per 1000 women aged 15_19.: 2009-2011	42.7	49

- There are relatively fewer teenage pregnancies in Moray than for the rest of Scotland. There is a decreasing trend for teenage pregnancies across Scotland including Moray.
- The three year aggregate data for 2003-2005 for the under 16s indicated that there
 were 32 teenage pregnancies in Moray, however by 2012-2014 the number
 recorded had reduced to 15, more than halving the rate. Whilst the Scotland rate has
 also reduced over the same period it has not done so to the same extent.
- Under 20s rates in Moray are closer to Scotland rates than the other two categories and in this category the Scotland rate has reduced more than Moray's has. In 2005 there were 120 teenage pregnancies in Moray for under 20s; by 2014 the figure had reduced to 91.

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³² Source – Scottish Neighbourhood Statistics - http://www.sns.gov.uk

- Data for Hopeman teenage pregnancies is not freely available. However in the five years between 2006 and 2011 there were only 3 births for first-time-mothers (3 from 82 births, 3.7%) where the mother was under twenty and living in Hopeman.
 During the same period there were 367 (367 from 5,723 births, 6.4%) first-time-mothers who were under twenty in Moray.
- Smoking during pregnancy: There were 6 out of 74 incidents (8.1%) of women from Hopeman recorded as being smokers (at the time of booking) in the six years from 2008-13, less than half the Moray (21.2%) and National (20%) rates. Splitting this over consecutive three year periods (2008-10 & 2011-13) it shows that the proportion of mothers from Hopeman being smokers (at the time of booking) has reduced from 12.8% to 2.9%.

6.2 Social Care

Table 25 Provision of Unpaid Care ³³

Provision of unpaid care	Hopeman	Moray	Scotland
All people	1,724	93,295	5,295,403
% Not providing care	90.8	91.6	90.7
% Providing 1 to 19 hours of care a week	5.3	4.8	5.2
% Providing 20 to 34 hours of care a week	1.1	0.7	0.9
% Providing 35 to 49 hours of care a week	0.3	0.6	0.8
% Providing 50 or more hours of care a week	2.4	2.2	2.5

- 159 (9.2%) of Hopeman residents provide care to either a friend or family member.
 The proportion is similar to neighbouring Burghead (9.3%) but less than Duffus (11.2%).
- 42% or 66 of those who carry out unpaid care in Hopeman provide more than 19 hours of care a week, and, of these 41 provide more than 50 hours of care/week.

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³³ 2011 census

6.3 Hospital Emergency Admissions

Table 26 Emergency Admissions 34

	Hopeman	Moray	Scotland
Emergency admissions - both sexes - all ages - rate/100,000 : 2012	7,731	7,476	10,194
Emergency admissions - both sexes - aged 65 and over - rate/100,000 : 2012	15,768	16,945	25,493

- Emergency Admissions for all ages in Hopeman are at a higher rate than the whole of
 Moray but are well below the national average.
- As with Moray and Scotland, the probability in Hopeman of emergency admission to hospital for over-65s is more than double that for the total population, however the rate is lower than Moray. As populations age the need for health services rise, which in turn increases the burden on these services. Hopeman appears to buck this trend as there are 2.2% more of the population above the age of 65 in comparison to the Moray average, this indicates that the general health of Hopeman residents appears to be better than in Moray.

³⁴ 2011 census

7 Antisocial Behaviour

Table 27 Number of Antisocial Behaviour Complaints per 1000 population 35

Type of Complaint	Hopeman	Moray
Noise	1.2	12.2
Rowdy Behaviour	0.6	4.0
Neighbour Dispute	1.2	3.9
Graffiti	0.0	0.3
Vandalism	6.1	8.1
Litter	0.0	1.7
Fly Tipping	0.3	3.5
Dog Fouling	0.3	1.3

- Vandalism has the highest rate of Antisocial Behaviour in Hopeman (6.1), although remains lower than the Moray rate. All remaining areas of Antisocial Behaviour are significantly lower than Moray.
- From 2012/13 to 2013/14 the incidents of Antisocial behaviour have increased by 167%, however caution must be taken when considering what appears to be an alarming rise as there are very few reported incidences. In 2012/13 9 incidences were reported, 2013/14 shows a rise to 24. The largest rise was with incidents of vandalism reported which more than doubled between the two periods.
- In comparison to Burghead the occurrence of Antisocial Behaviour was significantly lower in 2012/13, however in 2013/14 there were more incidents reported in Hopeman.

Table 28 Crime Rates ³⁶

Number of Crimes per 1,000 residents per year					
Year	Hopeman Moray				
2012/13	15.7	67.5			
2013/14	36.5	69.4			

- Crime rates in Hopeman are significantly lower than the Moray averages.
- The rates show a similar trend as those shown for Antisocial behaviour whereby the rate has more than doubled between the two periods.

³⁵ Average number of complaints per year over the two years 2012/13 and 2013/14 – from police records

³⁶ From police records of reported crimes

8 Access to Service

8.1 Drive time to (2012 data)

Table 29 Drive Time ³⁷

Name	GP	Post Office	Petrol Station	Primary School	Secondary School	Shopping Facilities
Hopeman East	1.8	1.7	12.5	4.0	10.2	12.3
Hopeman West	1.7	1.7	11.6	2.2	9.4	11.4

- There are 2 data zones³⁸ which together make up the Hopeman area. The drive time shown is an average drive time for all the data zones weighted by the population of each.
- Three of the services listed in Table 31 are local to the Town hence the short travel times. The other three services are located out with Hopeman in either Lossiemouth or Elgin.

8.2 Public transport to (2012 data)

Table 30 Public Transport time to ³⁹

Datazone	GP	Post Office	Shopping Facilities
Hopeman East	4.6	4.5	24.1
Hopeman West	4.3	4.8	22.2

• The above table provides estimated journey times (minutes) by public transport to essential services for those residing in Hopeman.

³⁷ Source – Scottish Neighbourhood Statistics - http://www.sns.gov.uk

³⁸ The Scottish Index of Multiple Deprivation (SIMD) divides Scotland into 6,505 small areas, called data zones, each containing around 350 households.

³⁹ Source – Scottish Neighbourhood Statistics - http://www.sns.gov.uk

9 Summary

Table 31 SIMD 2012 quintile ranking 40 for the 2 data zones which cover the Hopeman area

Overall Average Ranking	4	4	5	4	4	5	3	5
Hopeman West	4	5	5	5	4	5	3	5
Hopeman East	4	4	4	4	4	5	2	4
Name	Income	Housing	Health	Employment	Education/ Skills/Training	Crime	Access to Services	Overall

- 1. Between the 2001 and 2011 censuses the population in Hopeman grew by 6.6% (100 Residents), a slower growth rate in comparison to Moray (7.3%).
- 2. At the time of the 2011 Hopeman with 15.2% had the third highest proportion of people within 5-15 age group of all the areas profiled in Moray. The only two areas that had higher proportions were Kinloss (18.9%) and Tomintoul (15.9%). In 2001 many areas of Moray had higher proportions of this age group than Hopeman did. In the time between the two censuses the proportion of 5-15 has remained fairly static, whereas most other areas have decreased.
- 3. There are proportionately almost 10% more married couples or couple registered in a same-sex civil partnerships living in Hopeman than there are in Moray, and, over 15% more than Scotland.
- 4. A fifth of Hopeman households consist of people who are not of the same ethnic group, almost twice the Scotland proportion.
- 5. There are proportionately double the number of people stating their religion as "Other Christian" in comparison to Moray and three times more than there are in Scotland.
- 6. Hopeman has a fairly settled long-term migrant population with 81.5% of residents born overseas having lived in the town for more than 5 years and 69.2 for 10 years or more.

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⁴⁰ The Scottish Index of Multiple Deprivation (SIMD) divides Scotland into 6,505 small areas, called data zones, each containing around 350 households. An average ranking is calculated by using a population weighted average of SIMD scores of all 29 data zones. The SIMD score for each data zone is between 1 and 6,505. In quintiles, the rankings are 1 (most deprived) to 5 (least deprived)

- 7. In Hopeman there are 50% more one person over 65s households in comparison to one person under 65s. In both Moray and Scotland there are more one person households.
- 8. Almost 85% of households in Hopeman have access to at least one car or van, higher than the Moray average (80%) and significantly higher than Scotland (70%). Rurality plays a significant role in this area where there is more need for transport to and from essential services.
- 9. Of Hopeman residents who are economically inactive more than 60% are retired which is slightly higher than Moray (57%) and significantly higher than Scotland (48%) averages.
- 10. Proportionately Hopeman (14.0%) has a higher number of employees working within the Education sector than both Moray (7.9%) and Scotland (8.4%). Findhorn (18.6%) and Duffus (20.1%) are the only other profiled areas of Moray that have proportionately more.
- 11. Slightly more than 40% of Hopeman's working population are employed within the highest income occupations, higher than both Moray (33.7%) and Scotland (37.8%).
- 12. Although the percentage of people from Hopeman travelling to work by train is low (5.0%) it is the highest proportion using this mode of transport than any other profiled area of Moray. This would appear to indicate that there are a higher proportion of Hopeman employees working out with Moray.
- 13. There is a fairly even split between students travelling to their place of study on foot (37.1%) and by bus (34.6%).
- 14. Hopeman (29.6%) has a higher proportion of highly educated people (Level 4 and above 41) than both Moray (22.7%) and Scotland (26.1%).

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⁴¹Level 4 - Degree (equivalent or above)

- 15. Due to low cohort yearly pupil numbers the numbers were amalgamated over a five year period from 2008/09 to 2012/13. Hopeman pupils perform well at S4 level with 44.8% attaining 5 awards at SCQF level 5 and above. In comparison Moray as a whole averages 39.3% of pupils achieving this standard. S5 performance however is not as good as either Moray or Scotland with only 12.5% of pupils from Hopeman attain 5 awards at SCQF level 6 and above in comparison to 13.6% in Moray and 14.7% in Scotland.
- 16. The health profile of Hopeman is very similar to Moray in most areas. When asked to self-assess their own health 85.8% of Hopeman residents describe their health as either very good or good, higher than Moray (85%) and Scotland (82.2%) rates. The prevalence of the top five health conditions in Hopeman however appears to contradict this. The rates of all conditions are higher than the Moray averages and significantly higher than the national rate which seems to indicate that personal perception of health is better than actual health. Hypertention (High blood pressure) rates show the biggest difference between Hopeman and Moray. Although there is no single cause for hypertension lifestyle choices are major influencing factor increasing the risks of developing the condition.
- 17. The prevalence of emergency hospital admissions is higher in Hopeman compared with Moray when all ages are considered, however the over 65s rate is lower.

 Emergency hospital admissions in Hopeman and Moray are significantly lower than the national average.
- 18. Data for teenage pregnancies in Hopeman is not freely available but the numbers of first-time-mothers under twenty are available. Between 2006 & 2011 there were only 3 births to first-time Hopeman mothers where the mother was under the age of twenty, representing 3.7% of all births during the time period.
- 19. Both Antisocial and crime rates in Hopeman are significantly lower than rates in Moray. Crime rates in Moray are nearly three times the rate of Hopeman.

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