



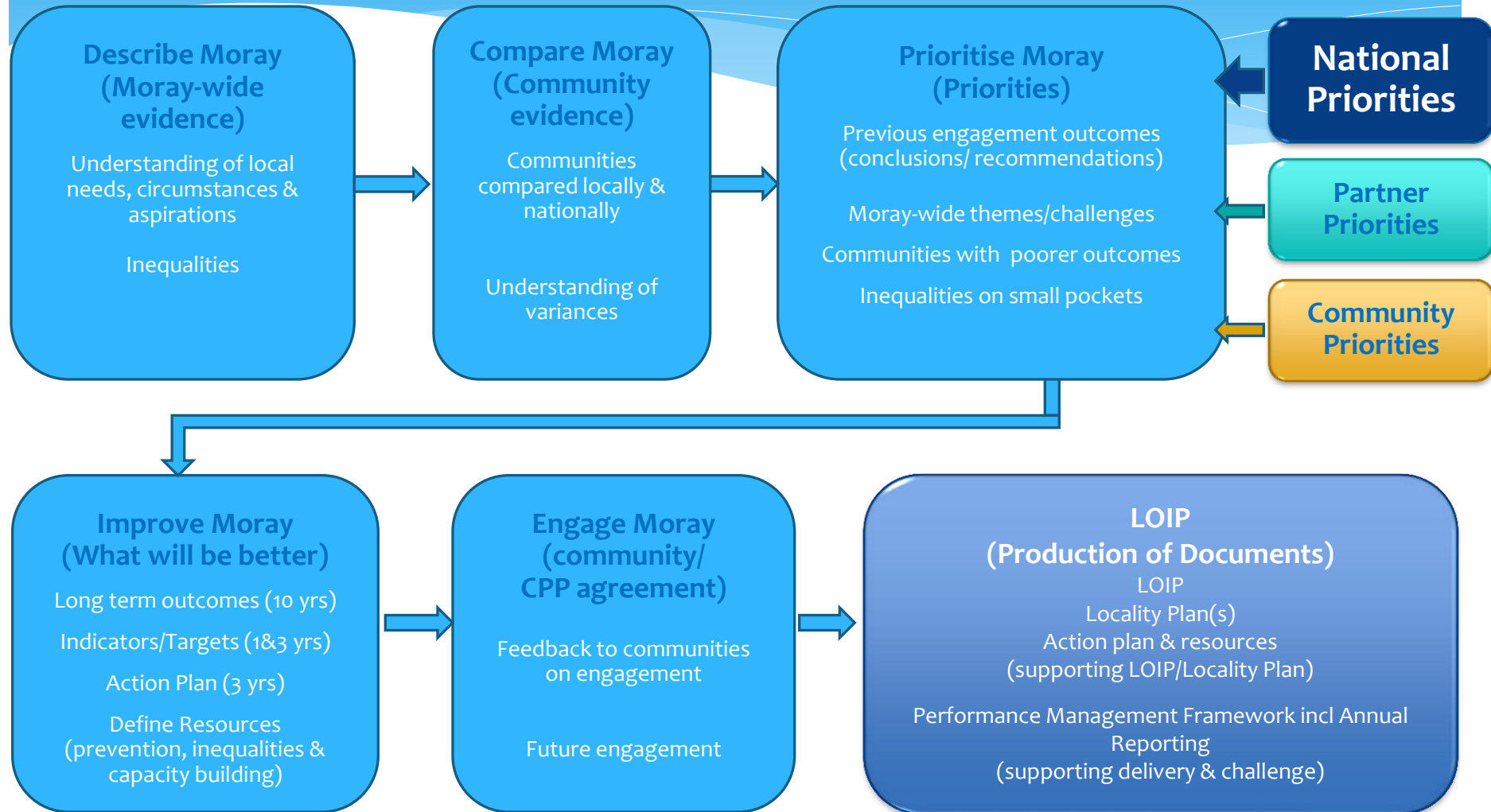
**Moray  
Community Planning  
Partnership**

# **Community Planning Board**

## **16<sup>th</sup> March 2017**

### **Themes / Challenges for Moray: Local Outcome Improvement Plan (LOIP)**

# Requirements of the Community Empowerment Act



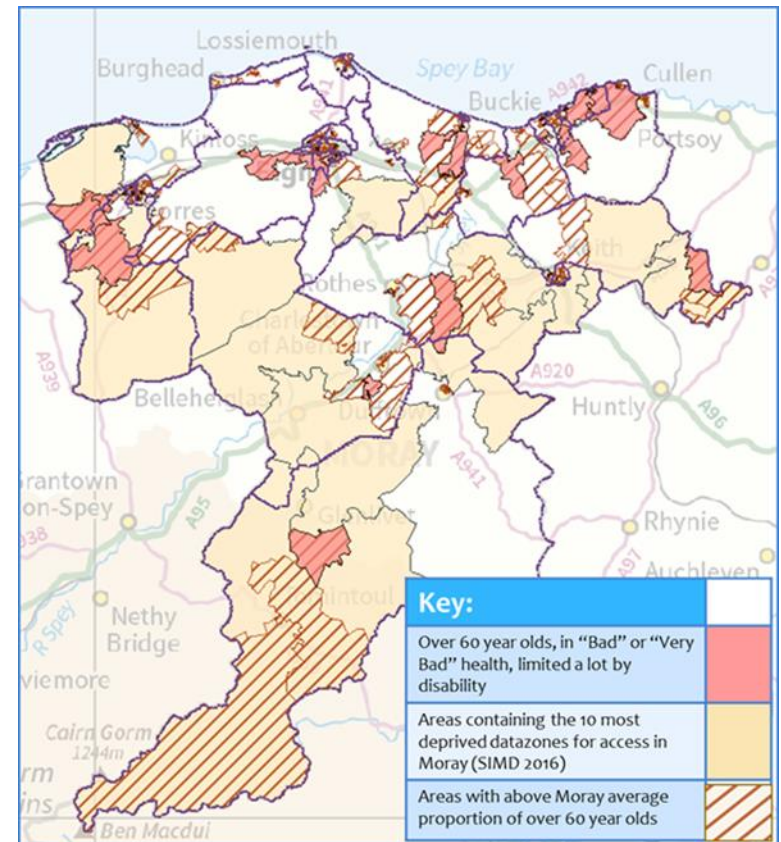
# Sources of evidence

- \* Moray Area Profile
- \* Themes/Challenges for Moray: Document
- \* Themes/Challenges for Moray: Maps
- \* Moray ASG/LMG Data
- \* ASG/LMG Summary Profiles
- \* Data Profiles
- \* Mapped Profiles
- \* Community Profiles
- \* Community Planning Outcomes Profile presentation
- \* 2016 Community Engagement Results
- \* Prevention Day: Practitioner Feedback
- \* National Strategic Priorities
- \* Community Planning Partner Priorities

# Understanding of local needs, circumstances & aspirations

## Aging population

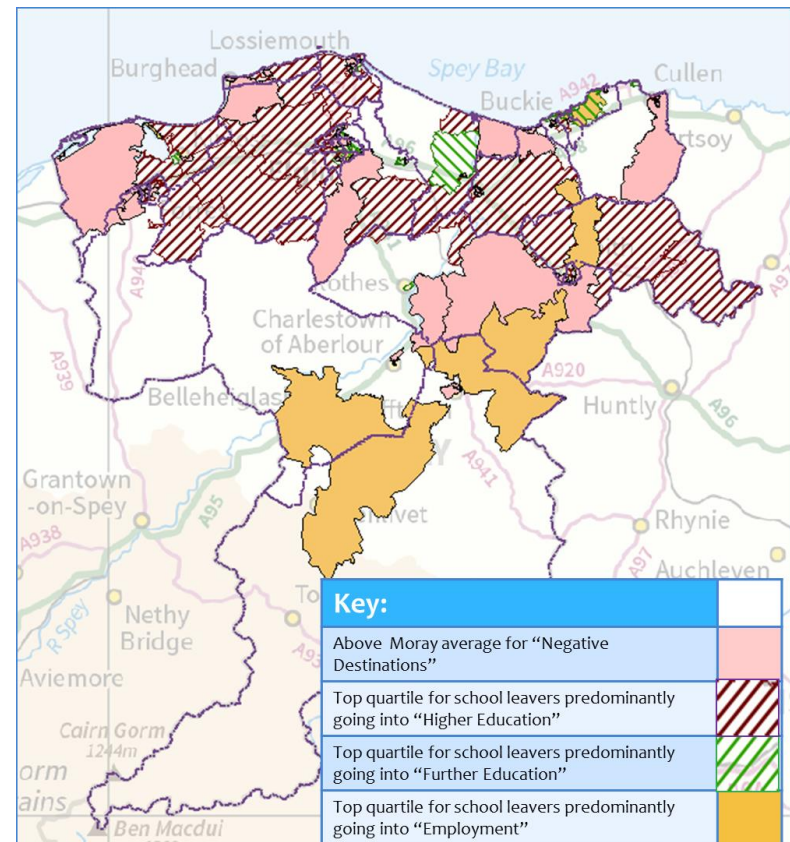
- \* Higher proportion of residents aged 60 and over
- \* More older people with intensive needs remain at home
- \* Older population in rural and coastal areas
- \* Access deprivation



# Understanding of local needs, circumstances & aspirations

## Young people

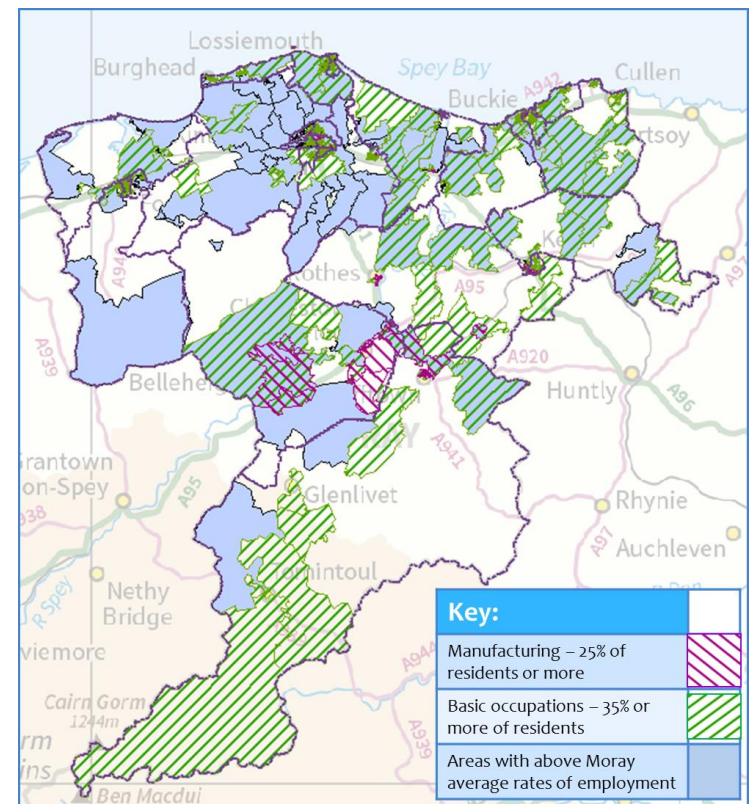
- \* Missing age group
- \* Variation in attainment
- \* Variation in positive destinations
- \* Aspirations of young people/industry in Moray



# Understanding of local needs, circumstances & aspirations

## Economy/Industry

- \* High employment rates
- \* Lower paid, lower skilled jobs
- \* Traditional industry
- \* Types of industry and links with income, attainment and post school destinations



# Inequalities

## Gender equality

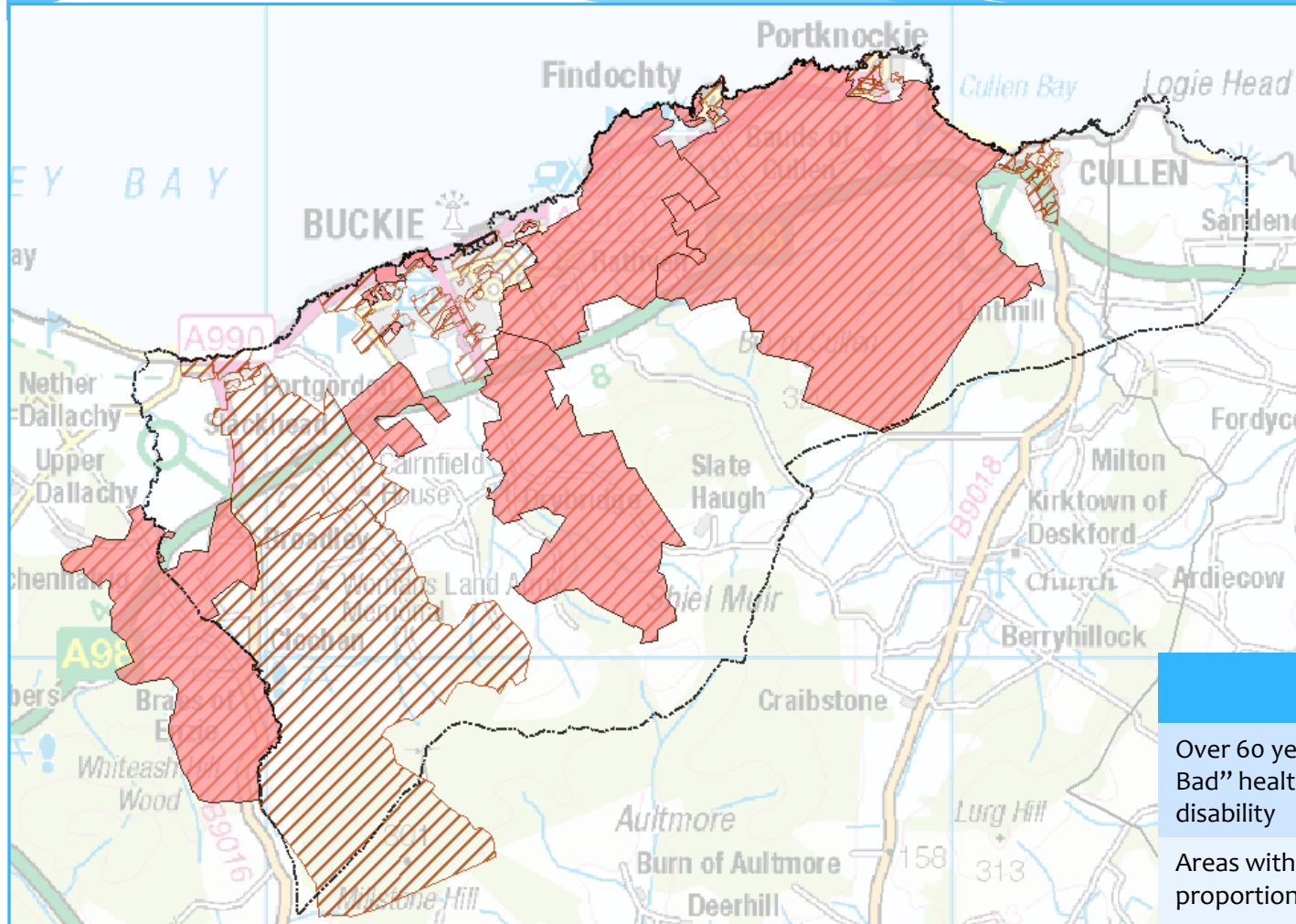
- \* Gender pay gap 15.5%, double national average
- \* Higher proportion of female part-time workers
- \* Lower proportion of female population in Moray, most notably at 16-25 age group

	Moray residents aged 16 to 74	Part-time employees	Full-time employees	Looking after home/family
Males	34,015	1,621	19,082	171
		4.8%	56.1%	0.5%
Females	34,395	9,136	9,228	2,516
		26.6%	26.8%	7.3%



# Communities Compared Locally & Nationally

## Older people: age as a percentage of population



### Buckie

Over 60 year olds, in “Bad” or “Very Bad” health, limited a lot by disability

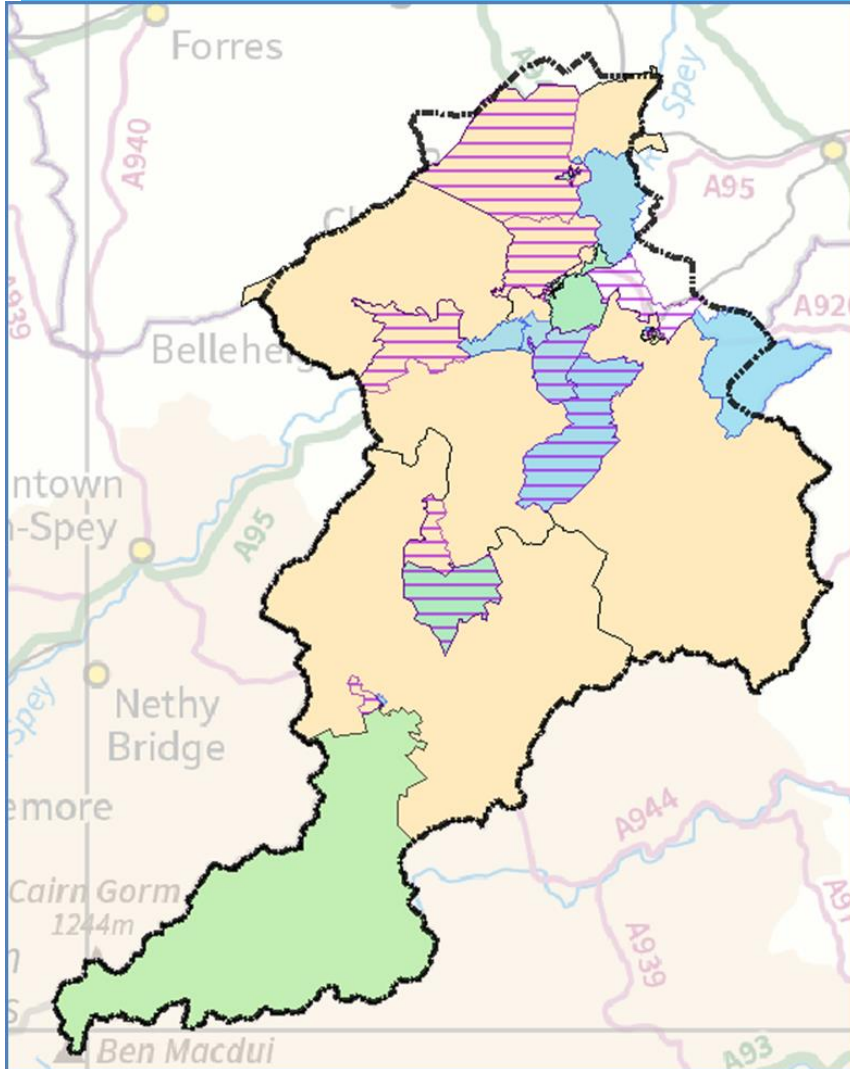
Areas with above Moray average proportion of over 60 year olds





# Communities Compared Locally & Nationally

## Older people: access to services



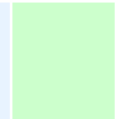
### SPEYSIDE

60 to 64 years old  
(>10% of the residents in an output area)

65+ years old  
(>25% of the residents in an output area)

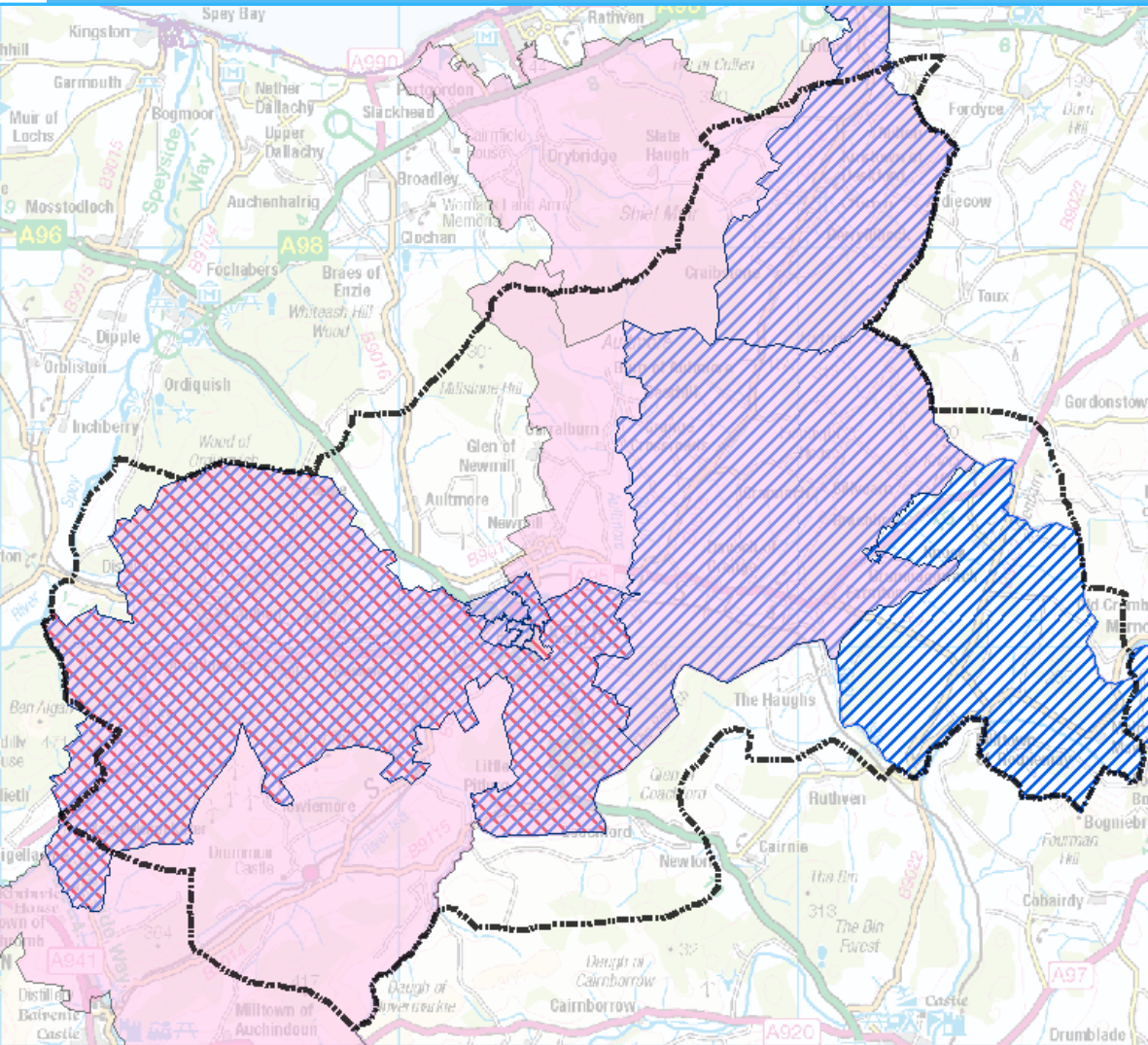
High levels of unpaid care  
(over 35 hours per week)

SIMD 2016 most-deprived  
quintile for access



# Communities Compared Locally & Nationally

## Young people: potential



### Keith

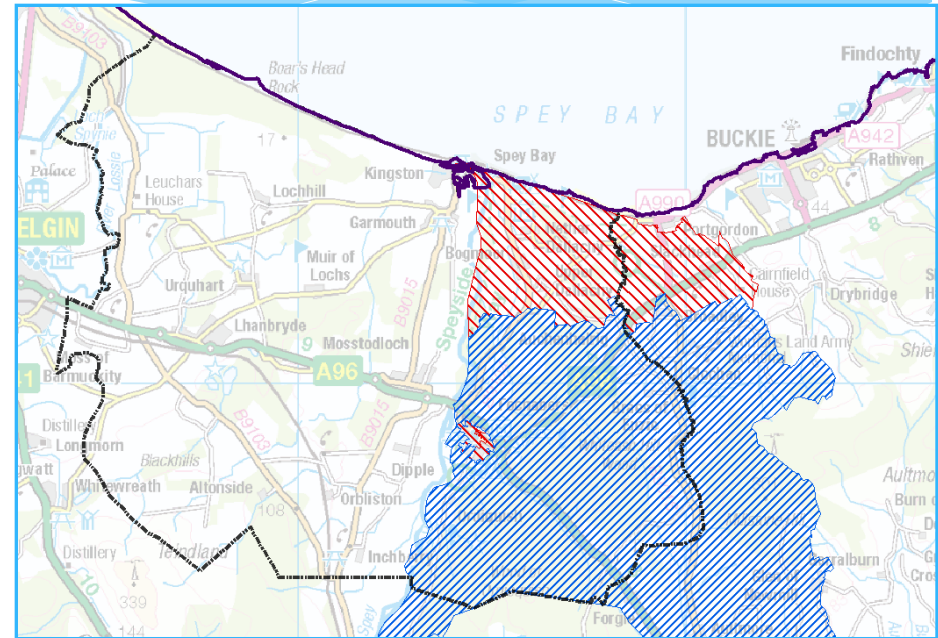
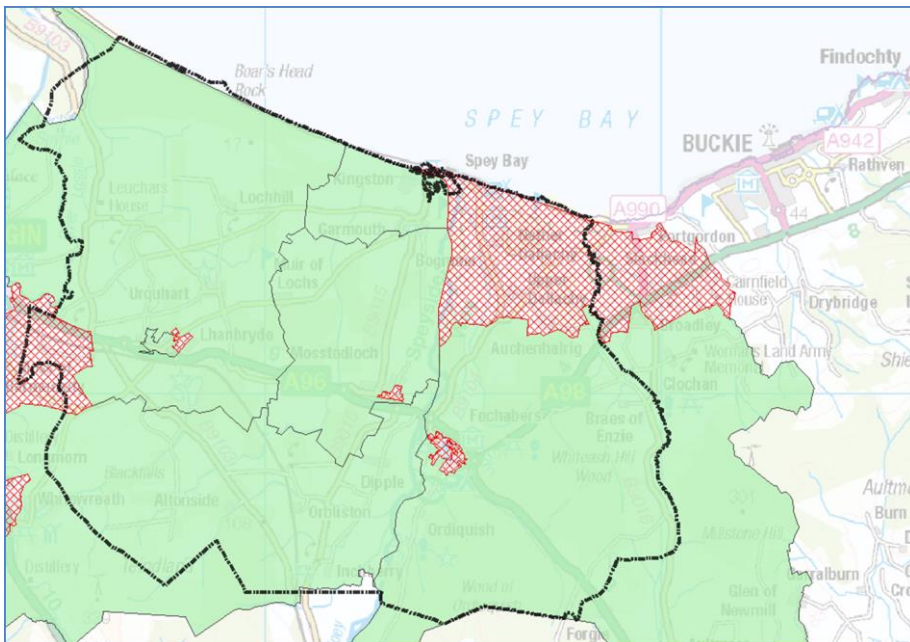
School leavers going onto Employment  
(Above Moray average of 28.7%)

S4 Tariff Score – Top Quartile (for Moray)

S5 Tariff Score – Top Quartile (for Moray)

# Communities Compared Locally & Nationally

## Young people: variances



### MILNE'S:

- Variation in attainment and destination between rural / town areas

S4 Tariff Score – Top Quartile  
(for Moray)



S5 Tariff Score – Top Quartile  
(for Moray)



Positive Destinations  
(above Moray average)



Negative Destinations  
(above Moray average)





# Communities Compared Locally & Nationally

## Economy / Industry: traditional

### KEITH: INDUSTRY

Above Moray average

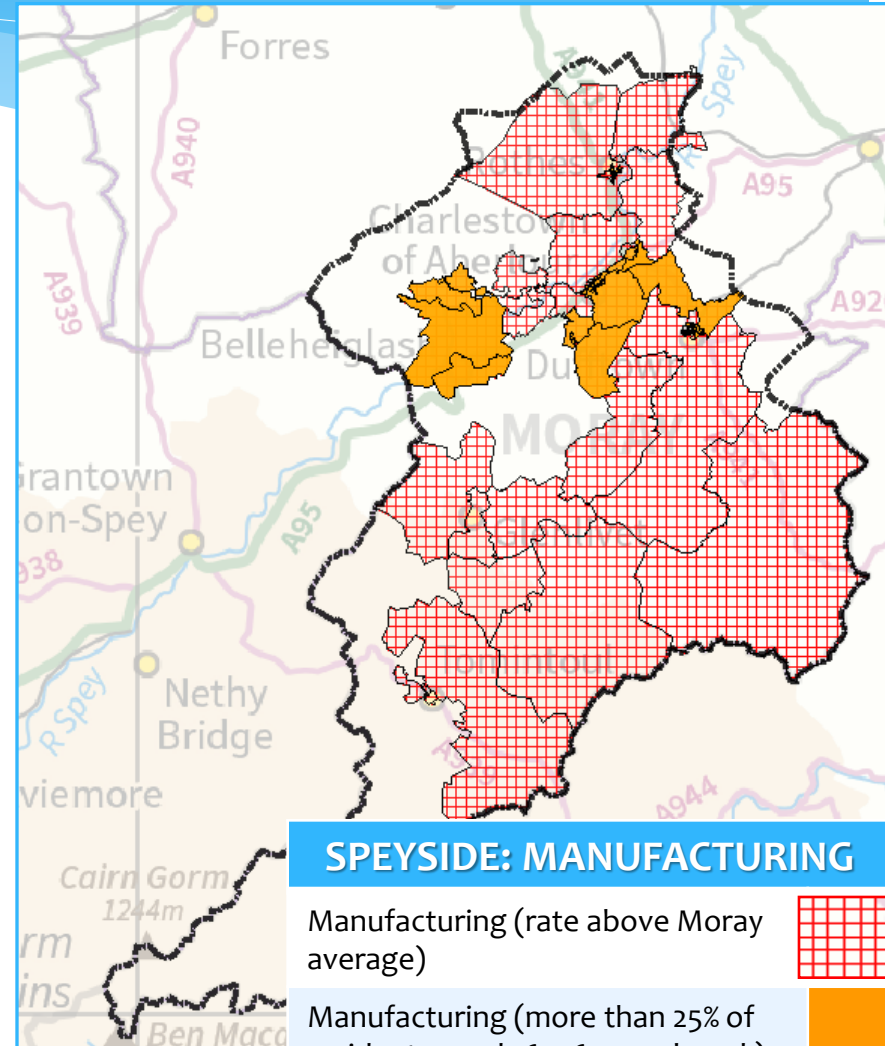
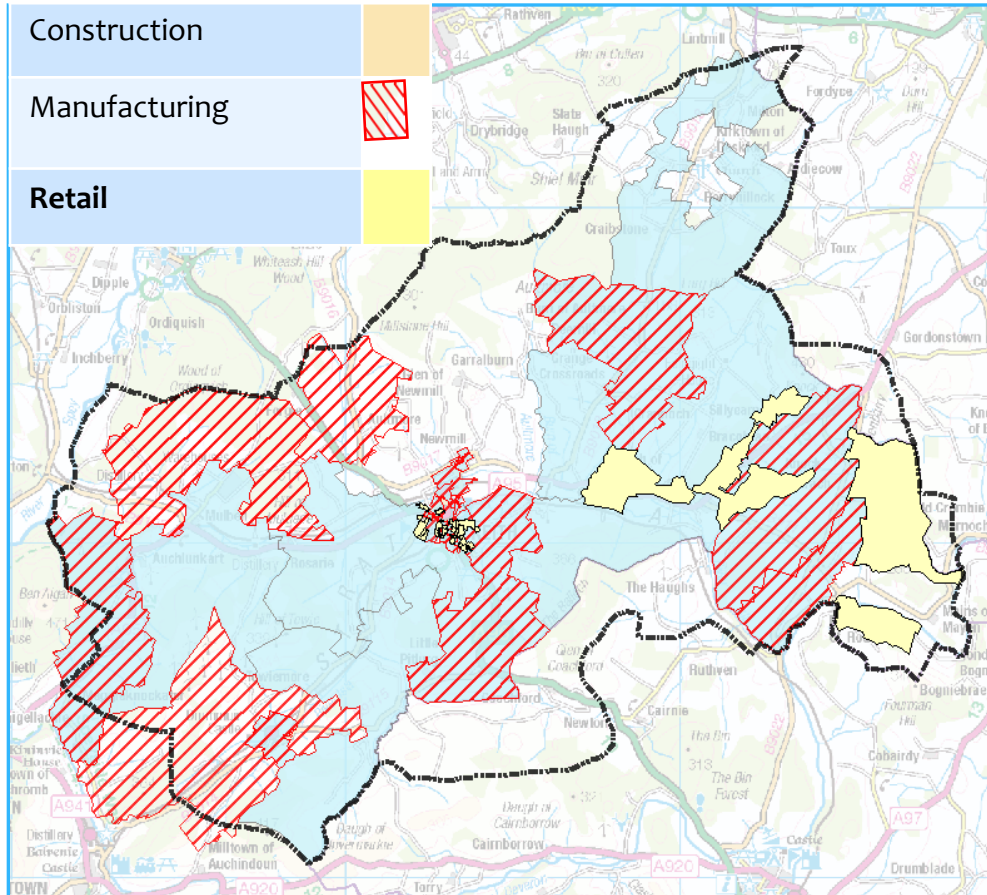
Construction



Manufacturing



Retail



### SPEYSIDE: MANUFACTURING

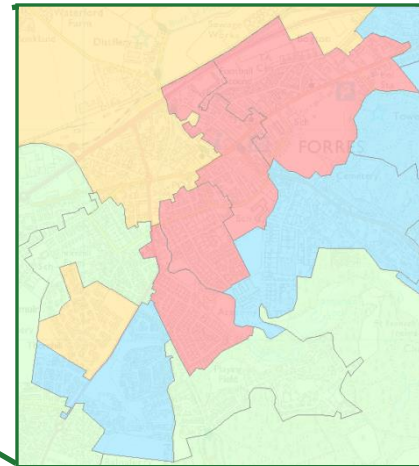
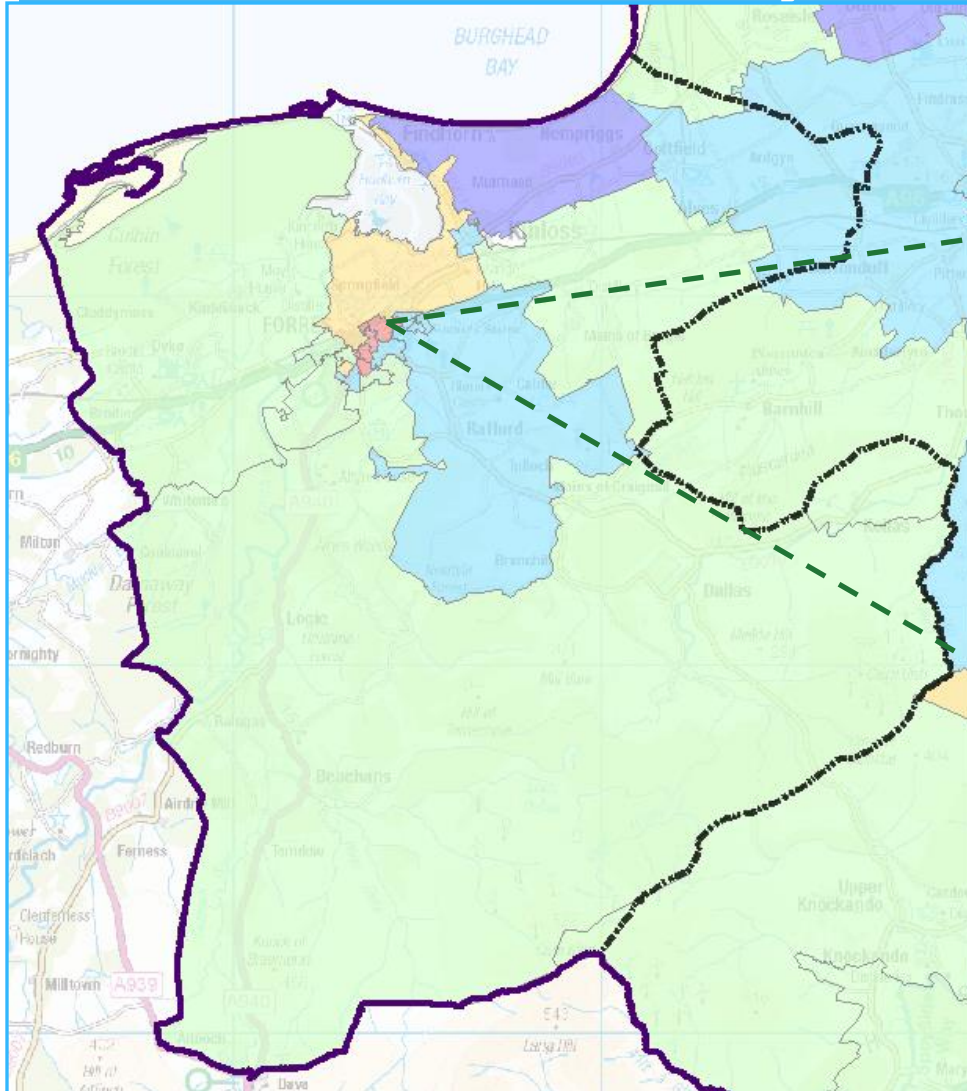
Manufacturing (rate above Moray average)



Manufacturing (more than 25% of residents aged 16 – 64 employed )

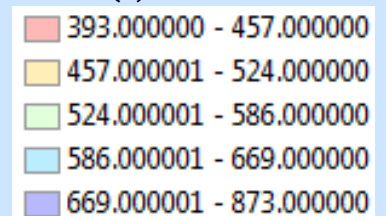


## Economy / Industry: income



# Forres

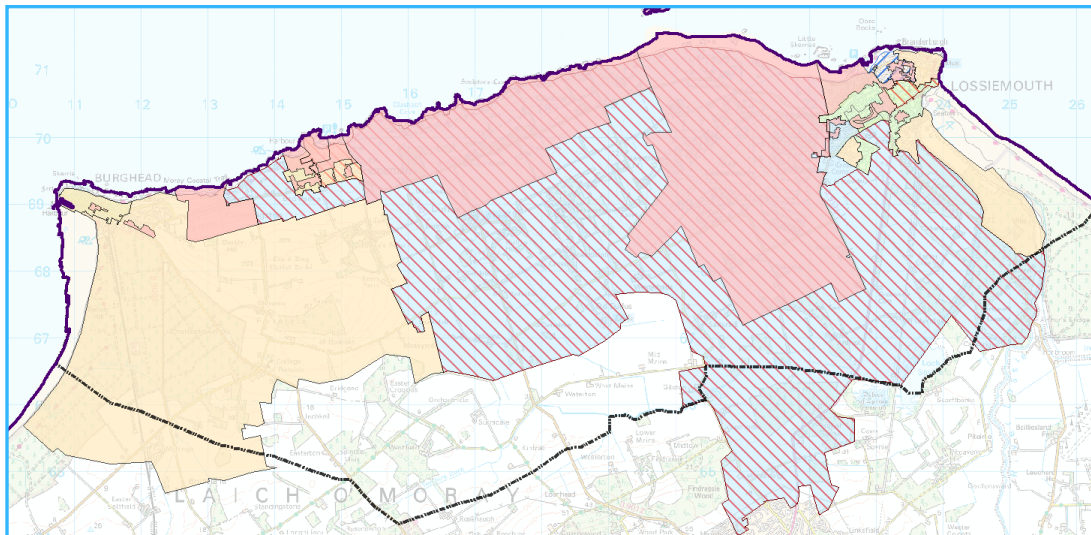
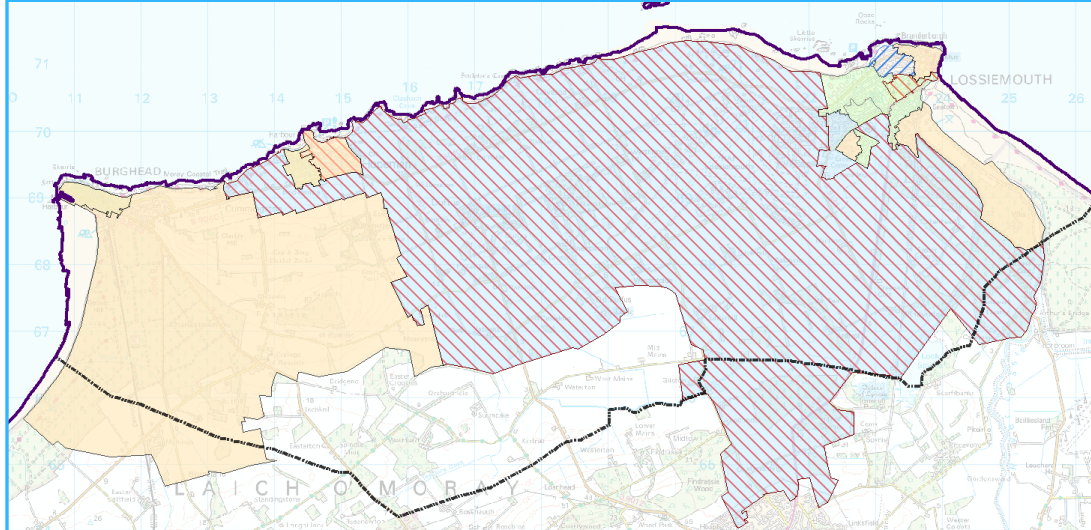
Median weekly household income (£):





# Communities Compared Locally & Nationally

## Economy / Industry: outcomes



### Lossiemouth

School-leavers taking-up employment  
(*above Moray average*)

School-leavers entering Further Education  
(*above Moray average*)

School-leavers entering Higher Education  
(*above Moray average*)

High attainment at S4  
(*in Moray top quartile*)

High attainment at S5  
(*in Moray top quartile*)

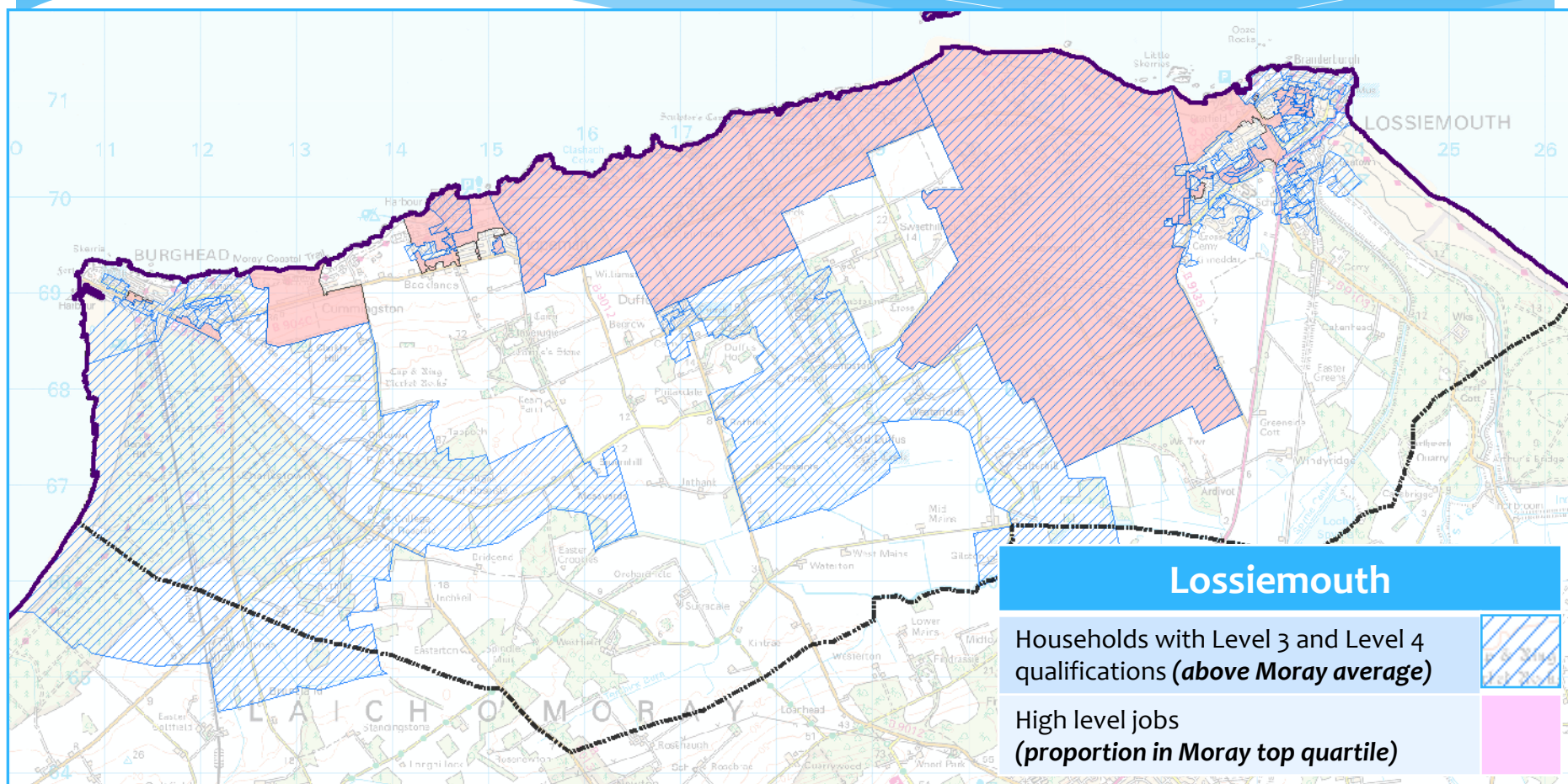
High level jobs  
(*proportion in Moray top quartile*)





# Communities Compared Locally & Nationally

## Economy / Industry: outcomes



# Understanding of Variances

## Speyside ASG – Smaller Groupings within ASG

Age – high in towns/low in rural areas; Access to services; low income/elementary occupations; high car ownership; High S4 tariff scores

### Aberlour

Lots of Care homes & hospital  
High Attainment/low adult qualification  
Diverse population/ elderly  
Walk to work  
Dog fouling issues

### Craigellachie

High attainment  
High HE

### Glenlivet & Inveravon

High rent free accommodation  
High obesity  
High 'other white' population  
Self employed & homeworking  
Agriculture, Forestry & Fishing & skilled trades

### Knockando

High 'other white' population  
Self employed  
Agriculture, Forestry & Fishing  
High car ownership

### Tomintoul

High rent free accommodation  
High 'other white' population  
Self employed & homeworking  
Agriculture, Forestry & Fishing

### Dufftown

Low Adult qualifications  
High emergency admissions  
Noise/neighbour complaints  
Elementary occupations  
Elderly

### Rothies

Elderly  
High council housing  
Traditional area  
Low adult qualifications  
Low obesity  
Low car ownership

# Understanding of Variances

## Lossiemouth ASG – Distinct Smaller Groupings/ Similar Themes

Elderly except in town; High social/private rentals; Defence; high car ownership; Varied Attainment

### Burghead

Low S4&S5  
Car ownership  
High construction/lower skilled  
Varied attainment  
High 65+ emergency admissions  
Graffiti complaints

### Duffus

High 16-18 in education//Attainment/HE  
High home ownership  
High 45+  
Professionals/Managers/High Adult qualifications  
Married-/cohabitating  
Good Self-assessed health  
High economically inactive  
Home ownership

### Hopeman

High 'white-other British  
High #other Christian  
Home ownership  
Car ownership  
Travel by train to work

### Lossiemouth (town)

High young people  
High full time employments  
Low S4&S5 tariff scores  
Low self employed  
High vandalism

# Communities with Poorer Outcomes

## Inequality of outcomes: 10 year trend

## Community Planning Outcomes Profile

- Tool created by the Improvement Service
- Uses existing data sources
- Allows quick overview comparisons between communities throughout Scotland
- Identifies vulnerable communities and those improving most

The screenshot shows the 'Community Planning Outcomes Profile' tool interface. It is divided into two main sections: 'Introduction' on the left and 'Contents' on the right.

**Introduction:**

- What is the profile?** A overarching, high-level tool for you to assess if any of your communities are improving over time. It provides a consistent basis for you to profile your local area in terms of core measures of outcomes and measures of inequality of outcomes. All measures included in the profile are based on data from the 2011 Census. The profile also includes a set of core measures included reflects key themes across early years, older people, employment, health and wellbeing and environment/economy.
- How will the profile be used?**
  - As a decision support tool which stimulates discussion amongst CP boards, individual partners and with local communities.
  - As an important element of the strategic intelligence available, sitting alongside professional judgement and local knowledge.
  - To inform the development of Local Outcome Improvement Plans.
- Governance** The development of the CPPOP is an important element in the Outcomes, Evidence and Performance programme, an initiative jointly funded by Scottish Government, Local Government and the Improvement Service to support the ongoing reform of Community Planning and the delivery of improved outcomes.
- Ongoing development** The profile is not yet in the public domain and has been shared at this stage with Community Planning colleagues as a 'soft launch'. During this next phase, work will continue with partnerships to refine the profile and test out how the information might be used to support decision making and engagement with local communities.
- Your views**

**Contents:**

- Select CPP: Moray
- Moray CPP analysis
  - CPP over time
  - All 32 CPPs
  - Similar CPPs
  - Inequality by deprivation
- Moray Community analysis
  - My Communities
  - Community Profile
- Raw
- Help

Version 1.0.0

# Communities with Poorer Outcomes

## Moray communities: vulnerability ranking

### My Communities

SELECT CPP

☒ ALL ☐ Top/bottom 10 ☐ Top/bottom 5

Moray

54%

- ☒ Child Poverty
- ☒ S4 Tariff Score
- ☒ Positive Destinations
- ☒ Out of Work Benefits
- ☒ Crime Rate
- ☒ Emergency Admissions
- ☒ Early Mortality

Understanding this page

### OUTCOMES

Within Moray which communities have the poorest outcomes?

Compared to other, similar communities, how do those in Moray fare? (are they better or worse than expected?)

Most vulnerable

Least vulnerable

New Elgin East
Buckie Central East
Elgin Cathedral to Ashgrove and Pinefield
Forres South West and Mannachie
Elgin Bishopmill East and Ladyhill
Elgin Bishopmill West and Newfield
Lossiemouth West
Buckie West and Mains of Buckie
Cullen, Portknockie, Findochty, Drybridge and
Keith and Fife Keith
Forres Central East and seaward
New Elgin West
Lhanbryde, Urquhart, Pitgavney and seaward
Lossiemouth East and Seatown
North Speyside
South Speyside and the Cabrach
Fochabers, Aultmore, Clochan and Ordiquish
Rafford, Dallas, Dyke to Dava
Heldon West, Fogwatt to Inchberry
Mosstodloch, Portgordon and seaward
Burghead, Roseisle and Laich
Elgin Central West
Findhorn, Kinloss and Pluscarden Valley
Rural Keith and Strathisla

New Elgin East
✗ Cullen, Portknockie, Findochty, Drybridge and
✗ Lossiemouth West
✗ Buckie West and Mains of Buckie
✗ Rafford, Dallas, Dyke to Dava
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✗ Forres South West and Mannachie
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✗ Heldon West, Fogwatt to Inchberry
✗ Burghead, Roseisle and Laich
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✓ New Elgin West
✓ South Speyside and the Cabrach
✓ Elgin Cathedral to Ashgrove and Pinefield
✓ Keith and Fife Keith
✓ Elgin Bishopmill East and Ladyhill
✓ Mosstodloch, Portgordon and seaward
✓ Elgin Bishopmill West and Newfield
✓ Buckie Central East
✓ Lossiemouth East and Seatown
✓ Elgin Central West
✓ Findhorn, Kinloss and Pluscarden Valley
✓ Rural Keith and Strathisla

### IMPROVEMENT

Within Moray which communities have improved the least?

Within Moray, which communities have improved the least relative to other, similar communities?

Cullen, Portknockie, Findochty, Drybridge and
Heldon West, Fogwatt to Inchberry
New Elgin East
Elgin Bishopmill West and Newfield
Buckie Central East
Elgin Central West
North Speyside
Buckie West and Mains of Buckie
Elgin Cathedral to Ashgrove and Pinefield
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Elgin Bishopmill East and Ladyhill
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Forres Central East and seaward
Rural Keith and Strathisla
Rafford, Dallas, Dyke to Dava
Burghead, Roseisle and Laich
Fochabers, Aultmore, Clochan and Ordiquish
Findhorn, Kinloss and Pluscarden Valley

Least Improved

Most Improved

# Communities with Poorer Outcomes

## Selecting communities

- \* Similar communities with different outcomes:

- \* Pair 1

New Elgin East
New Elgin West

- \* Pair 2

Buckie Central East
Buckie West and Mains of Buckie

- \* Pair 3

Lossiemouth West
Lossiemouth East and Seatown

- \* Pair 4

Keith and Fife Keith
Rural Keith and Strathisla

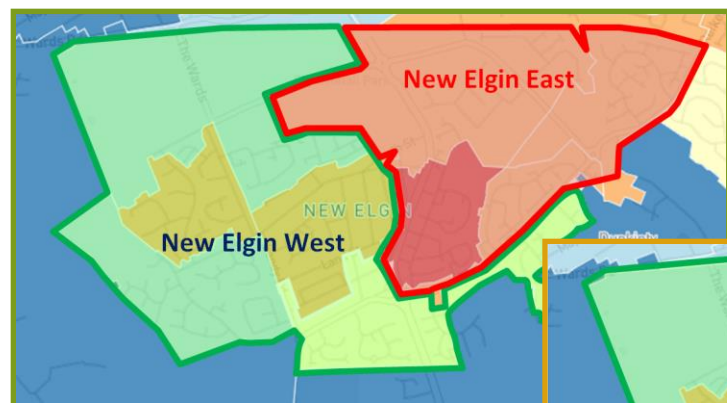
New Elgin East &  
New Elgin West  
exhibit largest  
differences out of  
this sample  
and both in same  
community type



# Communities with Poorer Outcomes

## Differences in relative deprivation

### Education, skills & training



### Health



### Crime



Most deprived      Least deprived

Ranks are relative to all data zones in Scotland.

# Conclusions Reached by CPOG

## Setting Priorities

- \*Connectivity & Access
- \*Diverse Economy
- \*Gender Inequality

# Other Evidence to consider

- \*Previous engagement outcomes
- \*Make up of the communities
- \*Views from Practitioners

# Setting Priorities – Some Considerations

## Community views & composition

Priorities – elderly, roads, waste, community facilities, open spaces & transport links

Focus on cores services & Local Access to services, not centralisation

Reintroduce Local policing & traffic wardens

Maintain, promote and expand facilities, don't close

Invest in infrastructure, maintenance, public transport, broadband

Support tourism, town centres, small businesses and retail shops,

Provide apprenticeships and employment opportunities

Culture - 'Scottishness'

Scots Language

Born in Scotland

Described themselves as Scottish

Similar Population

Limited movement

Resident in Scotland for more than 10 years

Traditional Industries

Coastal - Buckie & Cullen

Rural - Keith, Rothes & Aberlour

## Practitioners

Parental aspiration of academic attainment has traditionally been low

Traditional families = communities = extended families: therefore feeling connected and supported + practical support e.g. child care

Creating conditions to provide choices

Sometimes it is about readiness / timing

Unreported issues e.g. ASN/ child protection. Is this due to the 'traditional community' where people 'look after their own' / don't see these as issues

Impact of costs on lower paid incomes – child care / car ownership

Co-dependent carers (40%) i.e. not one caring for the other – both caring for each other

# Examples of Current Priorities Alongside Community Priorities

## Ambitious & Confident Children

(improve life chances at earliest possible stages and achieve potential)

Targets - Developmental milestones, attainment, LAC

Education – Excellent, best, high level, decent, good, quality, improve

## Safer Communities

(protect most vulnerable & ensure communities feel safer)

Targets - Violent crimes, domestic abuse, ASB, road accidents, house fires

ASB - Litter, dog fouling, vandalism theft, & alcohol

## Growing, diverse & sustainable economy

(developing sustainable communities)

Targets – Income, business start-ups dualling, Broadband

Employment opportunities & security; supporting businesses & town centres; Road maintenance & public transport (buses)

# Setting Priorities with the Community



The diagram features a light blue background with a white wavy line. Two large blue arrows point towards each other, meeting at a central point. The left arrow is labeled 'Community' and the right arrow is labeled 'Partners'. The text 'Setting Priorities with the Community' is at the top.

## **Community**

Traditional Values,  
Industry & Communities

## **Partners**

Connectivity & Access  
Diverse Economy  
Gender Inequality



# Workshop

- \*Consider information presented
- \*What are the next steps to be taken?

Thank You!

