

# Community Profile

## Keith

### Keith ASG/LMG



**Moray  
Community Planning  
Partnership**



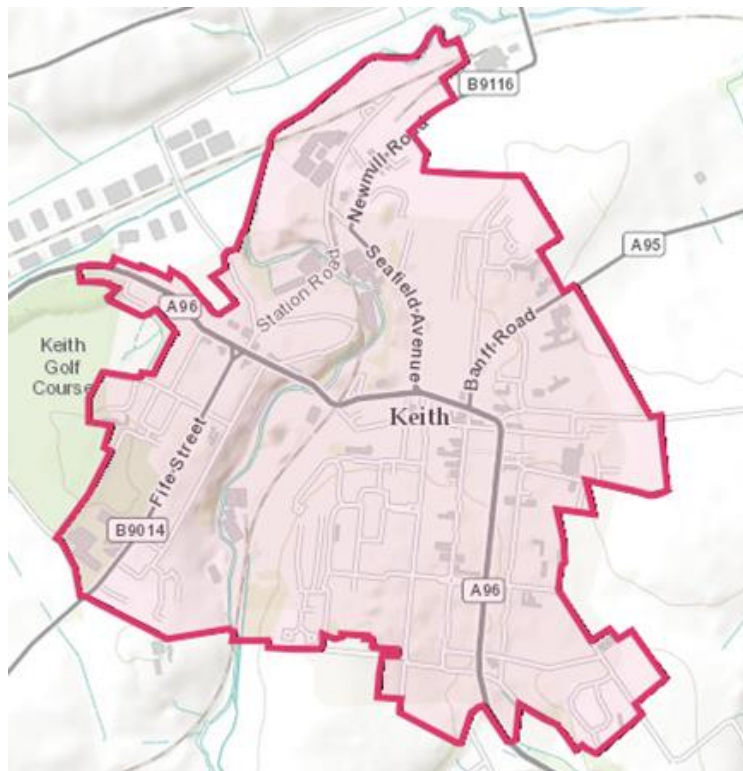
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# Keith, Moray

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## ***Area profile***

*Nestled in the Isla valley Keith is a charming historic town with a population of 4,734 (Census 2011). This bustling little town is home to four whisky distilleries, including the oldest working distillery in Scotland. Keith is also home to the only world school teaching kiltmaking and creative embroidery.*



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# 1 Population Structure

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## 1.1 Age profile

Keith had a population of 4,734 in 2011<sup>1</sup>, which is an increase from 4,491 people who lived in the town in 2001. The age profile of Keith shows the median age for females is 5 years higher than that of Scotland at 47, while the median age for males is 3 years higher than that of Scotland at 43. 5.1% of the total Moray population reside in Keith.

**Table 1 Age structure of Keith** <sup>2</sup>

Age	Keith	Moray	Scotland
% 0 to 4 years old	5.2	5.6	5.5
% 5 to 15 years old	11.4	12.6	11.8
% 16 to 29 years old	14.8	16.1	18.5
% 30 to 44 years old	17.3	19.1	20.0
% 45 to 59 years old	20.9	21.3	21.1
% 60 to 74 years old	17.9	16.9	15.5
% 75 years old and over	12.5	8.4	7.7

Table 1 above shows that, in 2011, the population of Keith had relatively more older people than Moray and Scotland. Moray's percentage of older people increased between the 2001 and 2011 censuses as table 2 below shows. In 2011 Keith had relatively 5% more over-sixties than Moray (7% more than Scotland).

**Table 2 Over-sixties in 2001 and 2011**

Over-sixties	Keith	Moray	Scotland
% over sixty 2001	26.63	21.47	21.07
% over sixty 2011	30.4	25.3	23.2

The proportion of older people in Keith is increasing at a faster rate than Scotland, with a greater proportion of people over 45 compared to the number recorded in the 2001 census. Moreover, the proportion of 16 – 44 year olds have reduced compared to the 2001 census (see Tables 3 and 4).

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<sup>1</sup> 2011 census

<sup>2</sup> 2011 census

**Table 3 16-29 years old in 2001 and 2011**

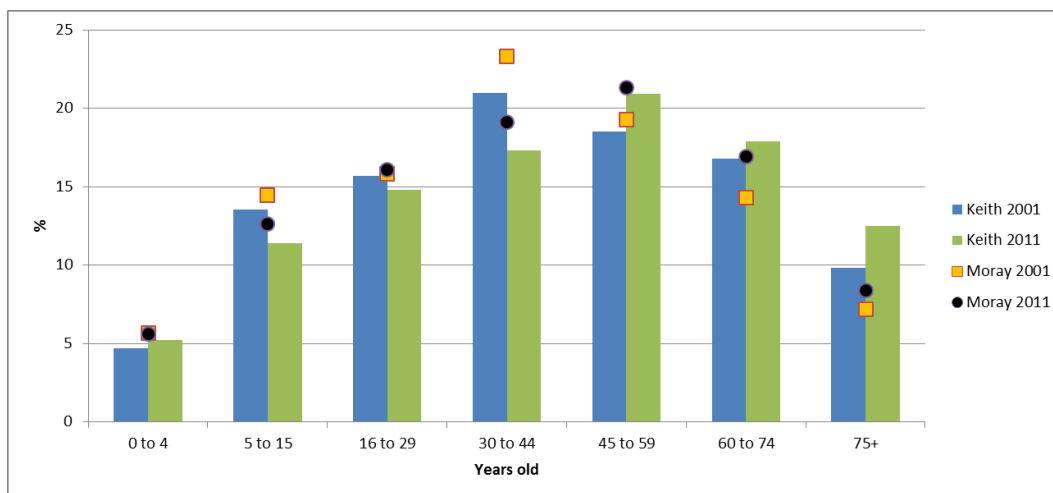
16-29 years old	Keith	Moray	Scotland
% 16-29 years old 2001	15.68	15.82	17.46
% 16-29 years old 2011	14.8	16.1	18.5

**Table 4 30-44 years old in 2001 and 2011**

30-44 years old	Keith	Moray	Scotland
% 30-44 years old 2001	20.98	23.3	22.97
% 30-44 years old 2011	17.3	19.1	20.0

The trends of the two censuses indicate that the population of Moray is getting older while the percentage of young people staying in the area after leaving school is slightly improving. However, this latter trend is not being followed in Keith where fewer school-leavers are choosing to remain in the town. Figure 1 illustrates the cumulative effects of people living longer, and reducing numbers of younger people staying in Keith. A comparison between 2011 and 2001 shows a significantly different demographic with a 4% increase in the proportion of residents over 60.

**Figure 1 Age of Keith Population in 2001 and 2011**



The Scottish Government have predicted large rises in spending on health and social care for the elderly (rising from £4.5 billion in 2011/12 to £8 billion in 2031<sup>3</sup>) unless there are changes to the health of the population and to the methods of service delivery. Hence for a relatively older population in Keith spending is expected to increase proportionately.

<sup>3</sup> [http://www.audit-scotland.gov.uk/docs/central/2014/nr\\_140206\\_resaping\\_care.pdf](http://www.audit-scotland.gov.uk/docs/central/2014/nr_140206_resaping_care.pdf)

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## 1.2 Marital Status

**Table 5 Marital Status** <sup>4</sup>

<b>Marital status</b>	<b>Keith</b>	<b>Moray</b>	<b>Scotland</b>
All people aged 16 and over	3,949	76,251	4,379,072
% Single (never married or never registered a same-sex civil partnership)	29	28.8	35.4
% Married or in a registered same-sex civil partnership	47.6	51.8	45.4
% Separated (but still legally married or still legally in a same-sex civil partnership)	2.4	3.1	3.2
% Divorced or formerly in a same-sex civil partnership which is now legally dissolved	9.2	8.5	8.2
% Widowed or surviving partner from a same-sex civil partnership	11.9	7.9	7.8

Moray and Keith have a higher proportion of residents married or in a civil partnership compared to the national rates. Moray and Keith have virtually identical proportions of single people, but 4% more of the Keith residents are widowed, or surviving partners from same-sex civil partnerships. The ageing demographic for Keith may explain this difference from the Moray and national rates, as the number of one-person households aged 65 or over is greater for Keith (Section 3, Table 9).

The proportion of residents in Keith married or in a civil partnership is 2% higher than the proportion for the rest of Scotland but 4% lower than the proportion for Moray. There is also a higher proportion of surviving partners from a marriage or civil partnership which may also be attributed to the older demographic profile of Keith.

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<sup>4</sup> 2011 census

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## 2 Identity

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### 2.1 Ethnicity

**Table 6 Ethnicity**<sup>5</sup>

Ethnicity	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% White - Scottish	91.2	77.7	84
% White - Other British	6.8	18	7.9
% White - Irish	0.3	0.5	1
% White - Polish	0.1	1.1	1.2
% White - Other	0.7	1.7	2
% Asian, Asian Scottish or Asian British	0.5	0.6	2.7
% Other ethnic groups	0.3	0.5	1.3
Percentage of households where not all persons are in same ethnic group category	6.6	14.5	10.6

Keith has a higher proportion of “White - Scottish” residents compared with the rest of Moray.

The proportion of “Other British” residents in Keith is 1% lower than the rest of Scotland, but 11% lower than Moray as a whole. The high percentage of “Other British” ethnicity in Moray is largely due to significant numbers of personnel with this ethnicity at the RAF and Army bases in Moray. However, only 3.3% of employed people in Keith work in public administration or defence (see section 4.1) compared with 12% for the rest of Moray. Personnel posted to the military bases in Moray tend to be accommodated on the bases, or to live in towns and villages close to their place of work. Keith may be too far away for families to consider commuting (21 miles from RAF Lossiemouth and 28 miles from Kinloss Barracks).

There is a lower proportion of residents from Poland in Keith compared with Moray and Scotland. In common with the rest of Moray, Keith has substantially fewer Asian and other ethnic groups compared to Scotland.

There are a lower number of households where not all persons are in the same ethnic group compared to the rest of Scotland. As there are a relatively low proportion of other ethnic groups there are fewer opportunities for mixed ethnicity households.

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<sup>5</sup> 2011 census



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## 2.2 Country of Birth

Table 7 Country of birth <sup>6</sup>

Country of birth	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% Scotland	89.3	75.4	83.3
% England	7.9	17.8	8.7
% Wales	0.3	0.9	0.3
% Northern Ireland	0.3	0.7	0.7
% Republic of Ireland	0.1	0.2	0.4
% Other EU countries (inc UK part not specified)	1	2.9	2.6
% Other countries	1	2.1	4

In Keith fewer residents were born in other parts of the United Kingdom compared with the rest of Moray. For similar reasons to those given in 2.1 the distribution of English, Welsh and Northern Irish born residents within Moray is greatly influenced by personnel posted to Moray's RAF and Army bases. Keith's location makes it less likely for defence personnel to reside in the town, and the proportion of English and Welsh born residents is similar to the national rate.

The town has fewer residents born in other countries, both within and outside of the EU, compared with Scotland and Moray.

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<sup>6</sup> 2011 census

## 2.3 Religion

**Table 8 Religion** <sup>7</sup>

Religion	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% Church of Scotland	45.5	34	32.4
% Roman Catholic	7.1	6.6	15.9
% Other Christian	3.3	9.4	5.5
% Muslim	-	0.3	1.4
% Other religions	0.5	0.9	1.1
% No religion	36.2	41.2	36.7
% Not stated	7.4	7.7	7

Keith has a significantly higher proportion of people stating their religious beliefs are that of the Church of Scotland compared with both Moray and Scotland, counterbalanced by a reduction in the proportion identifying themselves as “Other Christian”.

There are a similar proportion of Roman Catholics in the town compared with Moray; however the rate is less than half of that of Scotland as a whole.

No-one in Keith stated that they were Muslim.

## 2.4 Length of Residency for Residents Born Overseas

**Table 9 Length of residence in the UK** <sup>8</sup>

Length of residence in UK	Keith	Moray	Scotland
All people born outside the UK	101	4,883	369,284
% Resident in UK for less than 2 years	5	14.3	22.1
% Resident in UK for 2 years or more but less than 5 years	15.8	20.2	21.7
% Resident in UK for 5 years or more but less than 10 years	16.8	16.5	18.8
% Resident in UK for 10 years or more	62.4	49	37.4

- 2.1% of residents in Keith were born outside of the United Kingdom, compared with 5.2% in Moray and 7% nationally.

<sup>7</sup> 2011 census

<sup>8</sup> 2011 census

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- 79% of Keith residents born outside of the UK have been in the UK for over 5 years with 62% having lived in the UK for over 10 years.

## 2.5 Language

98.6% of the residents aged 3 and over speak English well or very well which is the same as the national level.

Notably, the town has a high proportion of people who are able to speak <sup>9</sup>Scots with 67% compared to 30.1% nationally, and 45.3% for Moray. The Census does not ask about the Doric dialect of Scots, which is commonly spoken in the North East of Scotland. Anecdotal evidence is that Doric by far the main dialect spoken in Keith, suggesting that many of the residents have family links to the area over several generations. Recognition of this unique local identity came in June 2014 when Keith officially became Scotland's first "Scots Toun"<sup>10</sup>, a prestigious government award presented to communities which have retained their linguistic culture.

The proportion of Keith residents who speak Gaelic is 0.7%, the same proportion as for Moray, but marginally lower than the average of 1.1% for Scotland. The number of Gaelic speakers in Keith and Moray has risen slightly since 2001, but the data is too limited to make an accurate prediction of future trends.

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<sup>9</sup> Scots is the collective name for Scottish dialects

<sup>10</sup> <http://www.scotslanguage.com/articles/view/id/4242>

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### 3 Housing

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

**Table 10 Household Composition** <sup>11</sup>

Household Composition	Keith	Moray	Scotland
Total number of households (with residents)	2,181	40,062	2,372,777
% One person household - Aged 65 or over	18.3	13.7	13.1
% One person household - Aged under 65	18.3	16.4	21.6
% One family only: Lone parent: With dependent children	5.3	5.7	7.2
% One family only: Lone parent: All children non-dependent	4.3	3.5	3.9
% One family only: Married or same-sex civil partnership couple: With dependent children	12.3	15.9	13.6
% One family only: Married or same-sex civil partnership couple: No dependent children	19.5	21.7	18.4
% One family only: Cohabiting couple: With dependent children	4.3	4	3.7
% One family only: Cohabiting couple: No dependent children	5	5.5	5.5
% Other households: All full-time students	-	0	0.9
% Other households: All aged 65 and over	10.3	9.7	7.8
% Other households: Other	2.4	3.9	4.4

There are 2,181 households in Keith with an average of 2.17 residents per household, which is similar to the national figure of 2.23 residents per household.

There is a higher proportion of one-person-over-65 households in Keith (18.3%) compared with that of Moray (13.7%) and Scotland (13.1%). Having more elderly residents living alone is likely to put more pressure on social care services and residents are at a higher risk of having an accident.

Over-65 households in Keith account for 28.6% of all households against 23.4% for Moray and 20.9% for Scotland. This is comparable with the 2001 census when “pensioner households” accounted for 29.55% of the households in Keith, suggesting the pressure on social care services is unlikely to diminish.

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<sup>11</sup> 2011 census

In Keith and Moray there are a lower proportion of lone parents living with dependent children compared with Scotland.

There are fewer single-family households with dependent children in Keith (21.9%) compared with either Moray (25.6%) or Scotland (24.5%)

98.3% of people in Keith live in a household with the other 1.7% living in a communal establishment<sup>12</sup>; this is close to the national proportion of 1.9% accommodated in such establishments.

### 3.1 Tenure and House Type

**Table 11 Tenure and House Type**<sup>13</sup>

Tenure	Keith	Moray	Scotland
Total number of households (with residents)	2,181	40,062	2,372,777
% Owned	63.1	65.9	62
% Rented from Council	21.4	14.1	13.2
% Other social rented	5.3	5.2	11.1
% Private rented	7.9	12.6	12.4
% Living rent free	2.3	2.1	1.3
% House or bungalow	90	87	63.4
% Detached	28.4	37.2	21.9
% Semi - detached	34.4	31.4	22.8
% Terraced house (including end-terrace)	27.1	18.4	18.6
% Flat or maisonette or apartment	9.7	12.6	36.4
% Caravan or other mobile or temporary structure	-	0.4	0.2

Almost two-thirds (63%) of homes in Keith are owned by their occupant, which is marginally above the national average of 62%. There are a total of 467 Council Houses in Keith equating to 21.4% of housing in the town; a substantially higher proportion compared with Moray (14.1%) and nationally (13.2%).

<sup>12</sup> Managed residential accommodation (e.g. a care home)

<sup>13</sup> 2011 census

The private rented sector is much smaller in Keith (7.9%) than for Moray (12.6%) or Scotland (12.4%). In 2009 Moray Council Housing Service estimated<sup>14</sup> that a third of private rents or living rent free, in Moray, were for tied houses or for properties owned by family or friends. There is anecdotal evidence that the number of tied houses has greatly reduced in recent times. For example, the distilleries sold off many of their tied houses in the 1990s.

Like Moray, Keith has significantly fewer flats and considerably more houses and bungalows compared with the national position.

Keith has a higher proportion of semi-detached and terraced homes than the rest of Moray and Scotland.

### 3.2 Transport

**Table 12 Cars per household** <sup>15</sup>

<b>Car or van availability</b>	<b>Keith</b>	<b>Moray</b>	<b>Scotland</b>
Total number of households (with residents)	2,181	40,062	2,372,777
% No car or van	26.6	19.9	30.5
% 1 car or van	45.3	46.9	42.2
% 2 cars or vans	20.4	25.5	21.6
% 3 or more cars or vans	7.7	7.7	5.6

Keith and Moray have a high rate of car/van ownership compared with Scotland, with only a quarter of Keith households not owning at least one car or van compared with 30.5% nationally.

Keith is well situated with rail and bus services, and scores well for access to services in the SIMD rankings, which may account for car ownership being 6.7% lower compared to Moray as a whole. A relatively high proportion of people in Keith walk to work and school (Section 4.4, Table 16), and there is a higher proportion of over 75s who are likely to drive less, or may not choose to own a car.

<sup>14</sup> [www.moray.gov.uk/downloads/file60562.doc](http://www.moray.gov.uk/downloads/file60562.doc)

<sup>15</sup> 2011 census

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## 4 Economy and Labour

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**Table 13 Economic Activity** <sup>16</sup>

<b>Economic activity</b>	<b>Keith</b>	<b>Moray</b>	<b>Scotland</b>
All persons 16 to 74	3,359	68,410	3,970,530
% Economically active	71.7	71.5	69
% Employees - part-time	17.7	15.7	13.3
% Employees - full-time	40.9	41.4	39.6
% Self-employed	7.5	8.4	7.5
% Unemployed	3.4	3.9	4.8
% Full-time student - employed	2	1.7	2.9
% Full-time student - unemployed	0.3	0.4	0.8
% Economically inactive	28.3	28.5	31
% Retired	17.8	16.3	14.9
% Student	2.4	3.4	5.5
% Looking after home or family	3.1	3.9	3.6
% Long-term sick or disabled	3.7	3.2	5.1
% Other	1.2	1.5	1.9

Keith has a similar level of economically active adults compared with Scotland and Moray.

There are a higher proportion of part time workers (17.7%) in the town, particularly when compared to the national average (13.3%). Unemployment in Keith (3.4%) is well below that nationally (4.8%)

The rate of long term sick and disabled people in Keith is 72% of the Scotland rate, while the proportion of students in the town is half the national rate. This is not surprising given Keith's distance from colleges and universities.

Since the 2001 census the percentage in Keith labelled as economically inactive reduced from 33.6% to 28.3% in 2011. The percentage of sick/disabled, those looking after a home/family, and those classed as "other" reduced by 5%.

The composition of the workforce has changed since the 2001 census. In 2011 4% more Keith residents were working part-time and 1% more were self-employed. Unemployment had reduced in 2011 by 1% compared with 2001.

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<sup>16</sup> 2011 census

## 4.1 Industry

**Table 14 Employment by Industry** <sup>17</sup>

Industry	Keith	Moray	Scotland
All persons aged 16 to 74 in employment	2,284	45,983	2,516,895
% A. Agriculture, forestry and fishing	1.9	3.2	1.7
% B. Mining and quarrying	2.2	2.9	1.4
% C. Manufacturing	17.7	12.1	8
% D. Electricity, gas, steam and air conditioning supply	0.4	0.3	0.8
% E. Water supply; sewage, waste management and remediation activities	0.4	0.6	0.8
% F. Construction	13.2	9.1	8
% G. Wholesale and retail trade; repair of motor vehicles and motorcycles	19.3	14.8	15
% H. Transport and storage	5.3	4.2	5
% I. Accommodation and food service activities	5.1	6	6.3
% J. Information and communication	0.6	1.1	2.7
% K. Financial and insurance activities	1.4	1.2	4.5
% L. Real estate activities	0.6	1.1	1.2
% M. Professional scientific and technical activities	3.7	3.5	5.2
% N. Administrative and support service activities	2.4	3.2	4.3
% O. Public administration and defence; compulsory social security	3.3	11.9	7
% P. Education	5.1	7.9	8.4
% Q. Human health and social work activities	12.3	12.7	15
% R, S, T, U. Other	5	4.1	4.9

The majority of workers in Keith are employed in “wholesale and retail trade; repair of motor vehicles and motorcycles” (19.3%), manufacturing (17.7%) and construction (13.2%). The major manufacturers are the whisky distilleries, and there is a large Tesco store.

Keith has a higher number employed in manufacturing (17.7%) when compared with Moray (12.1%) and Scotland (8%); this can be largely attributed to the significant number of malt whisky distilleries in and around Keith. W R Simmers Ltd is a Keith-based steel fabricator, and there are some quite large employers near Keith, in particular Walkers (food) at Aberlour, Baxters (food) at Fochabers, Forsyths (fabrication) at Rothes and Buckie, as well as the Elliot group fabricators in Huntly.

Keith is in the commuter belt for Aberdeen with a journey time of around one hour.

<sup>17</sup> 2011 census



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A high proportion of Keith residents work in construction (13.2%), and there is a builders' merchant in the town. However, it is more likely people in this sector are employed by one of the large Elgin-based building companies, for example the Robertson Group or Springfield, or possibly working for construction companies in Aberdeen.

Employment in human health and social work activities (12.3%) is consistent with the proportion employed in this sector across Moray (12.7%). Apart from the GP practice Keith also has the 22-bed Turner Memorial Hospital, and a dental practice.

Far fewer people work in public administration and defence (3.3%), financial and insurance services (1.4%), wholesale and education (5.1%) compared with Scotland figures.

## **4.2 Occupation**

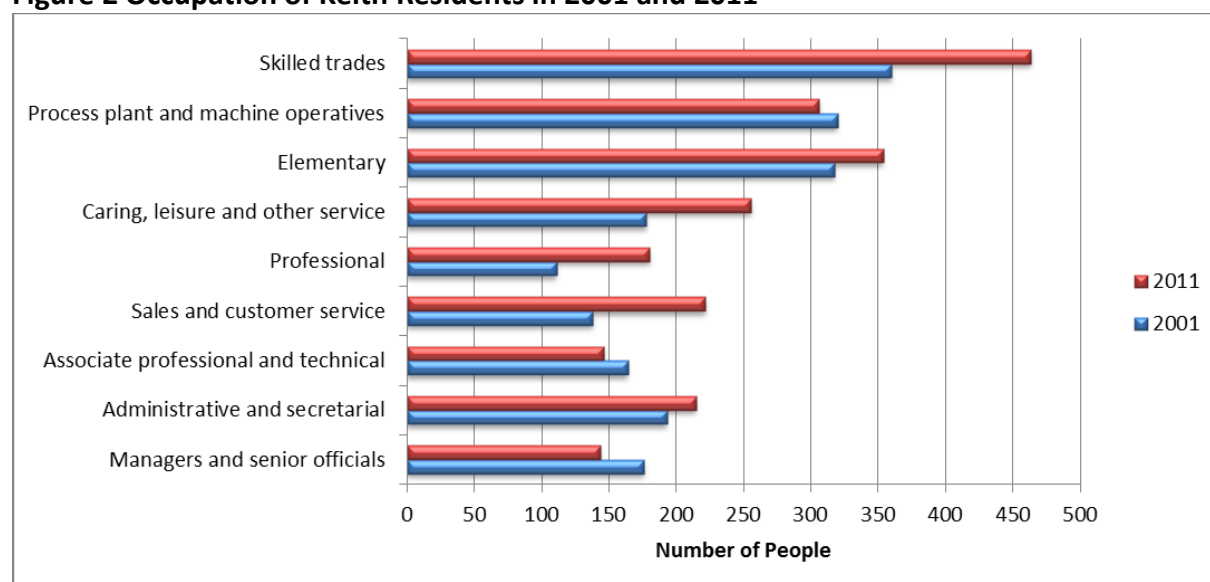
A key economic challenge in Keith is that there are fewer people in management and professional occupations in the town compared with Moray and Scotland. This might be attributed to people moving out of Keith to take up managerial and professional positions since there are fewer such career opportunities within Keith.

Keith has a higher proportion of skilled trade occupations than the rest of Moray and much more than Scotland (1.6 times the Scottish figure). There is an even larger difference in the percentage of jobs in the elementary occupations and in process, plant and machine operation where Keith is significantly above the national percentage of 19% with 29% of jobs in these categories.

**Table 15 Occupation** <sup>18</sup>

Occupation	Keith	Moray	Scotland
All persons 16 to 74 in employment	2,284	45,983	2,516,895
% Managers, directors and senior officials	6.3	7.6	8.4
% Professional occupations	7.9	11.4	16.8
% Associate professional and technical occupations	6.4	14.7	12.6
% Administrative and secretarial occupations	9.4	8.4	11.4
% Skilled trades occupations	20.3	16.6	12.5
% Caring, leisure and other service occupations	11.2	10	9.7
% Sales and customer service occupations	9.7	8.1	9.3
% Process, plant and machine operatives	13.4	10.4	7.7
% Elementary occupations	15.5	12.8	11.6

**Figure 2 Occupation of Keith Residents in 2001 and 2011**



### 4.3 Unemployment

In the 2011 census 3.4% (115 people) of Keith residents were unemployed compared to 4.8% of people nationally.

The majority of unemployed residents in Keith were aged between 16 to 50 (77.4%). For the over-50s the unemployment rate is 4% higher than the national level, and 2.7% higher than the rate for Moray.

<sup>18</sup> 2011 census

50% of those unemployed had worked in the last 12 months which suggests that there is seasonal work available at, for instance, manufacturers who have seasonal variations, tourism or agriculture

#### 4.4 Transport

Keith has similar levels of people travelling by car to work compared with the rest of Scotland. The proportion of people using bus and train services is comparable to that of Moray; however the rate is a third of that of the rest of Scotland. A high proportion of people in Keith walk to work compared with Moray and nationally.

**Table 16 Travel to Work** <sup>19</sup>

Travel to work	Keith	Moray	Scotland
All persons aged 16 to 74 who were in employment (excluding full-time students)	2,218	44,816	2,400,925
% Car (including passengers car pools and taxis)	63.3	63.7	62.4
% Train	1.2	2.2	3.7
% Bus	3.5	3.4	10
% On foot	19.4	12.2	9.9
% Other	3.3	6.3	3.1
% Works mainly at or from home	9.3	12.1	10.8

- Between the 2001 and 2011 censuses the percentage using buses and trains dropped to 4.7% from 6.95% and car use increased a similar amount to 63.3% from 61.1%. Car use in Keith is at the national average.
- Walking to work was not specifically mentioned in the 2001 census but “other methods”, which would have included walking, reduced from 27% in 2001 to 23% in 2011.
- Working from home nearly doubled between 2001 and 2011, rising from 5.2% to 9.3%. The extra home-workers in 2011 may include some who had previously walked, taken the bus, or driven to work.
- Note that cycling was not broken out from “other” in the census question. However, 10.3% of adults in Moray usually or regularly cycle to work.<sup>20</sup>

<sup>19</sup> 2011 census

## 5 Education

**Table 17 Education Facts** <sup>21</sup>

Interesting facts	Keith	Moray	Scotland
Percentage 16 to 17 year olds in education	77.2	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	60.7	49	47.2

The percentage of 16-17 year olds residing in Keith in full time education is 0.6% higher than the rate for Moray and 2.6% lower than the rate for Scotland.

It is also notable that, compared to both Moray and Scotland, Keith has a much higher proportion of households 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. The nearby towns of Buckie, Fochabers and Rothes have similar percentages of households in this category (59.3%, 51.1% and 60.2% respectively). Fochabers and Rothes both have a high percentage of retired people, similar to Keith, in comparison with the average for Moray. An older population<sup>22</sup> may be part of the reason for lower levels of qualifications.

**Table 18 Travel to study** <sup>23</sup>

Travel to study	Keith	Moray	Scotland
All people aged 4 and over studying	726	15,771	996,282
% Car (including passengers car pools and taxis)	21.3	23.2	22.3
% Train	2.2	1	2.9
% Bus	7	20.3	21.5
% On foot	59.5	41.5	39.1
% Other	1.4	2	1.7
% Studies mainly at or from home	8.5	12	12.4

In Keith a higher proportion of pupils/students walk to school compared to the rest of Scotland and Moray, and far fewer take the bus. The primary and secondary schools are centrally located in Keith, which may be the reason walking is more popular. It should also

<sup>20</sup> Scottish Household Survey 2013 with further information from Transport Scotland

<sup>21</sup> 2011 census

<sup>22</sup> The school leaving age was raised to 16 in 1972; before that many pupils left without O-Levels or Highers

<sup>23</sup> 2011 census

be noted that the census results only includes the settlement of Keith and not the small outlying settlements which depend on the services of the town. Residents in these settlements would be unlikely to walk to school.

Train and bus travel to school and home study percentages changed between the 2001 and 2011 censuses. There are now 3% fewer catching trains or buses. Home-study has increased by 2.9%; half the national and Moray rates which have risen by 6% in the same period.

**Table 19 Highest qualification** <sup>24</sup>

Highest qualification	Keith	Moray	Scotland
All persons aged 16 and over	3,949	76,251	4,379,072
% With no qualifications	37.2	26.7	26.8
% Highest qualification attained - Level 1	28.1	26.3	23.1
% Highest qualification attained - Level 2	13.2	14.4	14.3
% Highest qualification attained - Level 3	7.4	9.9	9.7
% Highest qualification attained - Level 4	14.2	22.7	26.1

Keith has a relatively high proportion of residents with no formal qualifications; 10% above the national rate. This may be partly down to the town having an older population as well as having a higher proportion of elementary occupations, and process, plant and machine operatives who may not require national qualifications. For example, the whisky distilleries are a significant employer and some provide the opportunity for staff to undertake Spirits Industry Vocational Qualifications

The proportion of Keith residents with a level 4 qualification (university degree level or above) is half the national rate. Since Keith has fewer opportunities for degree-qualified people (Section 4.2, Table15) it is feasible that graduates look for employment elsewhere, hence the reduction in 16-44 year olds (Section 1.1, Tables 3&4). With its elderly population Keith will have residents who would not have had the opportunity of going to University.

The proportion of people with level 1 and 2 qualifications (SCE Standard Grade and Higher or equivalent) is similar to that of Scotland and the rest of Moray.

<sup>24</sup> Census 2011 <http://www.scotlandscensus.gov.uk/variables-classification/highest-level-qualification>

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## 5.1 Attainment

### 5.1.1 S4 Attainment

**Table 20 S4 Attainment**<sup>25</sup>

S4 Attainment	Keith <sup>26</sup>	Moray	Scotland
Total S4 Students from 2008/9 to 2012/13	268	5,499	280,909
S4: No pupils with 5 awards at SCQF level 5 and above	119	2,161	103,795
Percentage of pupils with 5 awards at SCQF level 5 and above	44.4%	39.3%	36.9%
Average S4 Tariff	263	198	185

The data presented is taken from the 5 datazones that comprise the Keith area, and cover a 5 year period from 2008/09-2012/13 to gain a larger sample size to provide a more reliable comparison of attainment in Keith, Moray and Scotland.

The average S4 tariff score is higher for Keith than Moray and Scotland over the 5 years between 2008/09 and 2012/13. The tariff score is a points system used to report achievement for entry to higher education that allows different qualifications and results to be compared. S4 attainment is better in Keith than Moray as a whole, and 78 points higher than the national average. This is equivalent to 2 additional Standard Grades awarded the highest grade of 1<sup>27</sup>.

It should be noted that in 2003/04 Keith Grammar School was one of a small number of secondary schools in Scotland that piloted a more flexible approach to the curriculum that enabled pupils at S3 level to be presented for Standard Grade examinations<sup>28</sup>. This allowed the S4 cohort to start studying for Highers and Intermediates a year sooner than their counterparts in other schools, and may account for the relatively high tariff scores.

The proportion of pupils who attained 5 or more level 5 awards (Standard Grade Credit or Intermediate 2 level) is well above that of the Moray and national rates.

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<sup>25</sup> Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

<sup>26</sup> Comprising 5 datazones: Fife Keith; Keith Balloch Road; Keith Central; Keith Grammar School and Isla Mills; & Keith Regent Square

<sup>27</sup> <http://www.gov.scot/Publications/2009/03/09154229/3>

<sup>28</sup> [http://www.educationscotland.gov.uk/Images/curricflexibilityempractice\\_tcm4-712701.PDF](http://www.educationscotland.gov.uk/Images/curricflexibilityempractice_tcm4-712701.PDF)

## 5.1.2 S5 Attainment

**Table 21 S5 Education Attainment** <sup>29</sup>

<b>S5 Attainment</b>	<b>Keith</b> <sup>30</sup>	<b>Moray</b>	<b>Scotland</b>
Total Students for S5 from 2008/9 to 2012/13	224	4,380	235,893
S5: No pupils with 1 award at SCQF level 6 and above : 2008/9 - 2012/13	115	2,521	128,253
S5: Percentage of pupils with 1 award at SCQF level 6 and above : 2008/9 - 2012/13	51.3%	57.6%	54.4%
S5: No pupils with 3 award at SCQF level 6 and above : 2008/9 - 2012/13	63	1,399	74,789
S5: Percentage of pupils with 3 award at SCQF level 6 and above : 2008/9 - 2012/13	28.1%	31.9%	31.7%
S5: No pupils with 5 award at SCQF level 6 and above : 2008/9 - 2012/13	27	595	34667
S5: Percentage of pupils with 5 award at SCQF level 6 and above : 2008/9 - 2012/13	12.1%	13.6%	14.7%
5 year Tariff average	394	365	347

Because of the low numbers of S5 pupils sitting exams each year a 5 year period from 2008/09-2012/13 has been used to gain a larger sample size (same convention as before).

The proportion of S5 pupils achieving one level 6 award (Higher Grade) is lower in Keith than Moray (6% lower) and Scotland (3% lower).

Moreover, the proportion of pupils achieving 3 or more awards at level 6 (Higher Grade) is 4% lower in Keith than the rest of Moray and Scotland. Part of the explanation may be a higher proportion of Keith residents in this age group leave school to find employment compared with the national rate.

Twenty seven Keith pupils in the 5 years from 2008/09 to 2012/13 achieved 5 or more level 6 (Higher Grade) awards.

<sup>29</sup> Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

<sup>30</sup> Comprising 5 datazones: Fife Keith; Keith Balloch Road; Keith Central; Keith Grammar School and Isla Mills; & Keith Regent Square

As with the S4 results in the last section (4.1.1) the tariff scores in Keith, and in the surrounding datazones<sup>31</sup> (398), are better than for Moray and Scotland. However, the scores are not as markedly high as the S4 cohort, who would have sat examinations a year earlier than their counterparts in other schools in Scotland. However, by S5 other schools are catching up as their students are presented for Higher and Intermediate examinations.

## 5.2 Leaver Destination

**Table 22 Leaver Destination**<sup>32</sup>

Leaver Destination	Keith <sup>33</sup>	Moray	Scotland
Total leavers	277	5,237	265,363
Higher Education	29.2%	33.3%	36.0%
Further Education	22.7%	27.2%	27.1%
Training <sup>34</sup>	1.1%	1.5%	5.7%
Employment	37.5%	28.7%	19.7%
Total Positive	90.6%	90.7%	88.4%
Unemployment and seeking employment or training	7.6%	7.4%	9.6%
Unemployed not seeking employment or training	1.8%	1.7%	1.3%
Total Negative Destination	9.4%	9.1%	10.9%
Unknown	0%	0.2%	0.6%

Compared to Moray and Scotland, Keith has fewer pupils leaving school entering higher education and further education.

Moray has a high number of pupils leaving school who go straight into employment compared to Scotland. Keith has an even higher relative proportion of its young people entering employment after leaving school.

Keith has a similar rate of pupils entering what is classed as a positive destination upon leaving school compared to Moray, and is 2% higher than the national average.

<sup>31</sup> Scotland is divided into 6,505 small areas, called datazones, each containing around 350 households. Five datazones cover the town of Keith.

<sup>32</sup> Data for the 5 year period from 2008/09-2012/13, Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

<sup>33</sup> Comprising 5 datazones: Fife Keith; Keith Balloch Road; Keith Central; Keith Grammar School and Isla Mills; & Keith Regent Square

<sup>34</sup> 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 throughout Moray is small.



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The high proportion of school leavers who go straight into employment and the relatively low unemployment rate (see section 3.3), shows that there are job opportunities available locally. Anecdotal evidence suggests that many of the jobs, which young people obtain, have formal training, including modern apprenticeships and Scottish Vocational Qualifications.

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## 6 Health and Social care

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### 6.1 Health

**Table 23 Self-assessed Health** <sup>35</sup>

Self-assessed Health	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% Very good	48.7	53.7	52.5
% Good	33.7	31.3	29.7
% Fair	13.3	11.1	12.2
% Bad	3.3	2.9	4.3
% Very bad	1	0.9	1.3

95.7% of Keith residents consider themselves to be in positive health (“Fair”, “Good” or “Very Good”), which is broadly in line with the proportion for Moray (96.1%) and slightly higher than the rate for Scotland (94.4%).

Although different assessment criteria were used in the 2001 census (“Good”, “Fairly Good” and “Not Good”) in 2011 there was an improvement of 4% in residents reporting positive health.

Keith has a lower proportion of people rating their health as very good compared to the rest of Moray and Scotland, although this is countered by a higher proportion of Keith residents assessing themselves as in good or fair health. The town has a lower proportion of people rating their health as bad or very bad compared to Scotland despite having an older demographic.

**Table 24 Disability** <sup>36</sup>

Long-term health problem or disability	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% Limited a lot	8.9	7.6	9.6
% Limited a little	11.1	10.2	10.1
% Not limited	80	82.3	80.4

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<sup>35</sup> 2011 census

<sup>36</sup> 2011 census

20% (947 people) of Keith residents are limited “a little” or “a lot” by a disability or long term health issue, which is comparable with the national rate for Scotland, but slightly higher than the rate for Moray. The proportion of Keith residents without a limiting long-term illness is 1% lower than reported in the 2001 census (81%).

The average age of people living in Keith with a limiting long-term illness is 64.2 compared with 60.8 for Moray and 59.2 in Scotland<sup>37</sup>.

**Table 25 Long Term health Conditions** <sup>38</sup>

Long-term health condition	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% With no condition	69.2	70.9	70.1
% With one or more long-term health conditions	30.8	29.1	29.9
% With deafness or partial hearing loss	8.3	7	6.6
% With blindness or partial sight loss	3.3	2.5	2.4
% With learning disability (for example, Down's Syndrome)	0.5	0.5	0.5
% With learning difficulty (for example, dyslexia)	1.7	2	2
% With developmental disorder (for example, Autistic Spectrum Disorder, Asperger's Syndrome)	0.5	0.6	0.6
% With physical disability	6.6	5.8	6.7
% With mental health condition	3.6	3.2	4.4
% With other condition	18.5	18.2	18.7

Just over 30% of Keith residents have one or more long term health conditions, a similar rate to both Moray and nationally.

The most common condition is deafness or partial hearing loss (8.3%), followed by physical disability (6.6%), mental health condition (3.6%), and blindness / partial sight loss (3.3%). The rates for each of these conditions are comparable to the rates for Moray.

<sup>37</sup> 2011 census

<sup>38</sup> 2011 census

**Table 26 Health Condition Prevalence rates by GP Practice**<sup>39</sup>

Health Condition Prevalence Rates (per 100 patients)	Keith	Moray	Scotland
1. "Smoking" (conditions assessed for smoking)	26.00	25.52	24.74
2. Hypertension	15.55	14.84	13.94
3. Obesity	12.10	10.53	8.05
4. Asthma	6.15	5.94	6.10
5. Hypothyroidism	5.11	5.38	3.80
6. Diabetes	5.07	5.49	4.79
7. Coronary Heart Disease (CHD)	4.79	4.32	4.26

The table above shows the 7 most common health conditions recorded at the Keith Medical Group GP Practice during March 2013 to April 2014 through the NHS Quality & Outcomes framework data collection. The data for Keith is taken from the local Keith Medical Group practice which includes residents of Keith and the surrounding area, with a GP patient roll of 7,332 (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 Keith, Moray and nationally. The Keith GP Practice has a higher incidence relating to smoking conditions, hypertension and obesity compared to Moray and Scotland.
- Hypothyroidism rates are higher in Moray and Keith than the national rate.
- Diabetes and Coronary Heart Disease rates are comparable with the national rate, despite the higher proportion of older residents in Keith.

Of the 24 health conditions recorded at GP Practices through the NHS Quality & Outcomes Framework the Keith GP Practice had prevalence rates for 11 conditions that were above the national rate. These were for Smoking Conditions, Hypertension, Obesity, Diabetes, Coronary Heart Disease, Hypothyroidism, Cardiovascular Disease (2.88), Stroke and Transient Ischaemic Attack (2.62), Atrial Fibrillation (2.20), Dementia (1.05) and Rheumatoid Arthritis (0.80).

<sup>39</sup>[https://isdscotland.scot.nhs.uk/Health-Topics/General-Practice/Publications/2014-09-30/QOF\\_Scot\\_201314\\_Practice\\_prevalencev2.xls](https://isdscotland.scot.nhs.uk/Health-Topics/General-Practice/Publications/2014-09-30/QOF_Scot_201314_Practice_prevalencev2.xls)

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## 6.1.1 Maternity

**Table 27 Teenage Pregnancies**<sup>40</sup>

Teenage Pregnancies	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 in Moray.

Data for Keith teenage pregnancies is not freely available. However in the five years between 2006 and 2011 there were 26 hospital births where the mother was a teenager living in Keith; an average of 5 per year. To provide some context the number of female teenagers in Keith in 2011 was approximately 185.

The percentage of pregnant women who smoke at booking is about the same for Moray and Scotland at around 20% in 2013 and trending downwards. For Keith the percentage is much higher at around 25%, in line with the rate for smoking conditions reported in section 6.1.

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<sup>40</sup> Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

## 6.2 Social Care

**Table 28 Provision of Unpaid Care** <sup>41</sup>

Provision of Unpaid Care	Keith	Moray	Scotland
All people	4,734	93,295	5,295,403
% Not providing care	92.1	91.6	90.7
% Providing 1 to 19 hours of care a week	4	4.8	5.2
% Providing 20 to 34 hours of care a week	0.8	0.7	0.9
% Providing 35 to 49 hours of care a week	0.7	0.6	0.8
% Providing 50 or more hours of care a week	2.4	2.2	2.5

- 374 (7.9%) of Keith residents provide care to either a friend or family member.
- Half of those who carry out unpaid care in Keith provide 1 to 19 hours of care a week.
- 114 (2.4%) residents in Keith provide over 50 hours of care per week; this is line with the national rate.

The high percentage of older people who are living alone in Keith (18.3% of one-person households are over 65) may be less likely to have any of their care needs met by family and friends (Table 9, Section 3).

## 6.3 Hospital Emergency Admissions

**Table 29 Emergency Admissions** <sup>42</sup>

Emergency Admissions	Keith	Moray	Scotland
Emergency admissions - both sexes - all ages - rate/100,000 : 2012	7,921	7,476	10,194
Emergency admissions - both sexes - aged 65 and over - rate/100,000 : 2012	17,733	16,945	25,493

Emergency Admissions in Keith are higher than the rest of Moray but are well below the national average. The probability of emergency admission to hospital for over 65s is two and a quarter times that of the overall population of Keith.

<sup>41</sup> Census 2011

<sup>42</sup> Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

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## 7 Antisocial Behaviour

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**Table 30 Number of Antisocial Behaviour Complaints per 1000 population** <sup>43</sup>

Type of Complaint	Keith	Moray
Noise	11.7	12.2
Rowdy Behaviour	3.1	4.0
Neighbour Dispute	4.8	3.9
Graffiti	0.2	0.3
Vandalism	13.9	8.1
Litter	0.2	1.7
Fly Tipping	0.0	3.5
Dog Fouling	1.1	1.3

There are five datazones associated with Keith in the Scottish Index of Multiple Deprivation (SIMD) <sup>44</sup>. In 2012 one of the datazones was ranked in the third quintile for SIMD crime, 3 were ranked in the second quintile and one was in the most deprived quintile. Overall Keith is above the national rate for reported SIMD crime. Furthermore, the rate for SIMD reported crimes is higher in the town than in the neighbouring areas; the datazones surrounding the town of Keith were predominantly in the fourth and fifth quintiles for crime (the least deprived quintiles).

Note, however, that Moray had the 8th lowest reported crime rate for Scottish local authorities in 2013-14 at 330 reported crimes per 10,000 population; well below the overall rate for Scotland of 508 per 10,000 population.

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<sup>43</sup> Average number of complaints per year over the two years 2012/13 and 2013/14 – from police records

<sup>44</sup> The SIMD is the Scottish Government's official tool for identifying those places in Scotland suffering from deprivation. It incorporates several different aspects of deprivation, combining them into a single index. It divides Scotland into 6,505 small areas, called datazones, each containing around 350 households. The Index provides a relative ranking for each datazone, from 1 (most deprived) to 6,505 (least deprived).

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**Table 31 Crime rates** <sup>45</sup>

Year	Number of Crimes per 1,000 residents per year	
	Keith	Moray
2012/13	109.0	95.7
2013/14	94.8	101.1

From the above table, Keith has a similar crime rate per 1,000 people compared to Moray as a whole. Crimes of dishonesty and fire-raising/malicious mischief are higher in Keith than the equivalent rate for Moray, but offences relating to motor vehicles are half the rate for Moray.

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<sup>45</sup> From police records of reported crimes



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## 8 Access to Service

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### 8.1 Drive time to (2012 data)

Table 32 Drive time <sup>46</sup>

Datazone	GP	Post Office	Petrol Station	Primary School	Secondary School	Shopping Facilities
Keith Balloch Road	3.5	2.5	1.9	4.2	3.6	2.9
Fife Keith	3	3.2	3.4	5.3	4.4	2.9
Keith Central	1.6	1.4	2.1	2.3	2.7	1.4
Keith Regent Square	3.6	3.7	3.6	5.3	3.9	3.1
Keith Grammar School and Isla Mills	2.7	2.3	2.6	2.2	2.6	2

The above table provides estimated journey times (minutes) by car to essential services for those residing in Keith.

### 8.2 Public transport to (2012 data)

Table 33 Public Transport time to <sup>47</sup>

Datazone	GP	Post Office	Shopping Facilities
Keith Balloch Road	12	7.8	9.3
Fife Keith	7.4	9.3	8.9
Keith Central	4.6	4.2	4.3
Keith Regent Square	9.1	10	9.6
Keith Grammar School and Isla Mills	9.1	6.6	6.6

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

From the above two tables it can be seen that there is no great difficulty in accessing services. The longest journey by bus to a service takes 12 minutes.

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<sup>46</sup> Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

<sup>47</sup> Source – Scottish Neighbourhood Statistics - <http://www.sns.gov.uk>

## 9 Summary

**Table 34 SIMD 2012 Quintile ranks of the 5 datazones which cover the Keith area**<sup>48</sup>

Name	Income	Housing	Health	Employment	Education/Skills/Training	Crime	Access to Services	Overall
Keith Balloch Road	3	4	3	3	3	1	4	3
Fife Keith	3	3	3	3	2	3	3	3
Keith Central	4	4	4	3	4	2	5	4
Keith Regent Square	3	4	3	4	4	2	3	4
Keith Grammar School & Isla Mills	3	5	3	4	5	2	5	4

1. From the above table showing the Scottish Index of Multiple Deprivation quintile rankings for the various domains of deprivation it can be seen that Keith has some anti-social crime issues and some variability in the Education domain. Overall however Keith scores well with the vast majority of scores in the middle quintile or higher.
2. Keith's population is growing and has a high percentage of people over 45 in comparison with the rest of Moray.
3. There are also a high percentage of older people living alone. This may increase the cost of social care as any care needs would be less likely to be met by family and friends.
4. 29% of households have only members who are over 65 years old. With more older-people public expenditure to support Keith will increase.
5. There are relatively fewer 16-29 year olds than for Moray; the proportion has dropped by 1% since the 2001 census.
6. 63% of homes in Keith are owner occupied which is more than Scotland, but less than the proportion for Moray. 27% of homes are social-lets. 8% are private-lets. The percentage of private-lets is far below both the Moray and National levels.

<sup>48</sup> The SIMD divides Scotland into 6,505 small areas, called datazones, each containing around 350 households. The Index provides a relative ranking for each datazone. In quintiles, the rankings are 1 (most deprived) to 5 (least deprived).

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7. There is low unemployment. Many of the jobs are low-skill jobs and relatively few positions are available locally which are managerial or professional occupations.
  8. The education attainment tariff scores of Keith pupils, particularly at S4, is better than the Moray and national averages, but many fewer continue their education and go on to college or university. However, now the pilot scheme to enable pupils at S3 to sit Standard Grades is no longer in place, Keith Grammar School's results at S4 in future may be closer to the national attainment levels.
  9. Twice as many school leavers in Keith opt for employment compared to the national average. This tends to reinforce the relatively low level of academic qualifications of many households.
  10. There is a high prevalence of smoking, hypertension and obesity. Asthma, hypothyroidism, diabetes and coronary heart disease are also prevalent, but at or around the national rate.
  11. Emergency hospital admissions in Keith are comparable with the rest of Moray and are well below the national level. Over 65-year-olds are more than twice as likely to have an emergency admission as younger people.

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**Moray  
Community Planning  
Partnership**