

Challenges for Moray - Emerging trends:

1. Aging population

Population in both 50-64 age group and 65+ age group increasing at a higher rate than Scottish Average.

This paired with economically active young people being in lower proportions than Scottish average.

Older population is widely dispersed across Moray, although with some trend towards Buckie and Milnes (Coastal Areas).

Older population with poor health is also dispersed across Moray.

2. Young people

○ Missing age group 16-29 year olds

Higher proportion of young people leave Moray after school than Scottish average and fail to attract other young people to move here.

○ Attainment

Moray has above average attainment levels but this varies across different areas of Moray.

○ Transition from school in to further education/employment/positive destinations

Geographical split with types of destinations

Difference in what young people say they want to pursue as careers and what Moray is able to offer in the type of industry found here.

3. Economy/Industry

○ Traditional industries

○ Workforce

4. Gender pay gap

Moray is 4th worst region in Scotland for gender pay gap

Higher proportion of traditional industries, higher proportion of part time work (and women doing part time work)

Inequalities

- Young people - Variation in levels of attainment, aspirations and types of positive destinations across Moray
- We have a more traditional industrial make up paired with a traditional culture both contributing towards Moray being the 4th worst in Scotland for gender pay equality.

Prevention

- Aging population requires future planning to meet needs of an increased number of people and/or delay the need for services with improved wellbeing in old age.
- Addressing the smaller numbers in the youth age.

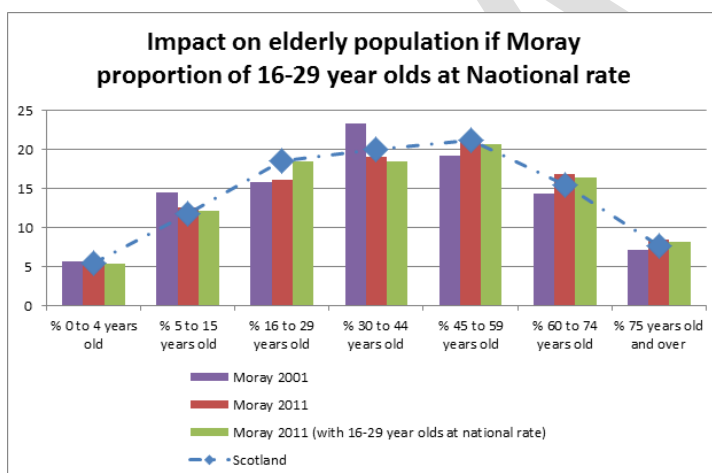
Aging Population

Interesting trend: There is an aging population with higher proportions of 65+ year olds, but no significant difference in levels of unpaid care being provided.

Moray's population is ageing, consistent with national trends, but has a higher proportion of residents aged 60 and over (26.9%) compared to Scotland (23.2%).¹ The 50-64 age group is also increasing so consideration for prevention and future proofing services is needed. There has been a significant increase in the over 50s age group, 2001 they equated to 34.2% of Moray's population; by 2011 they equated to 40.9%. Both the comparator average and Scotland have followed a similar trend, however their increases are not as significant as that of Moray.²

The proportion of older people in Moray could relate to our 'missing group' the 16-29 year olds. We have a smaller proportion in this age group (16.1%) compared to Scotland (18.5%).

The graph below shows that if Moray had the Scottish average in the 16-29 age group we would have a closer to average proportion of 75+ age group and marginally lower 60-74 age group. So lowering the deficit in 16-29 year olds would go some way to addressing the balance of our aging population. Moray would still have an aging population but the proportion of older residents would be in line with the Scottish average.

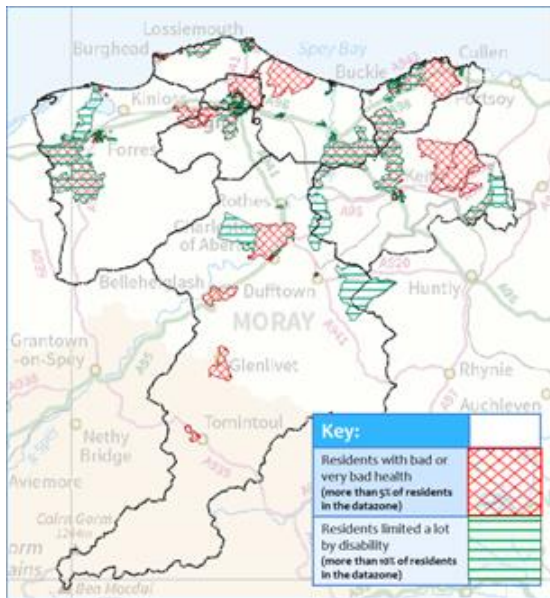


Moray tends to have an overall health profile that is better than the Scottish national average. However behind this lies evidence of variation in health status, with some communities reporting greater levels of health problems than others.

¹ Moray Health Profile

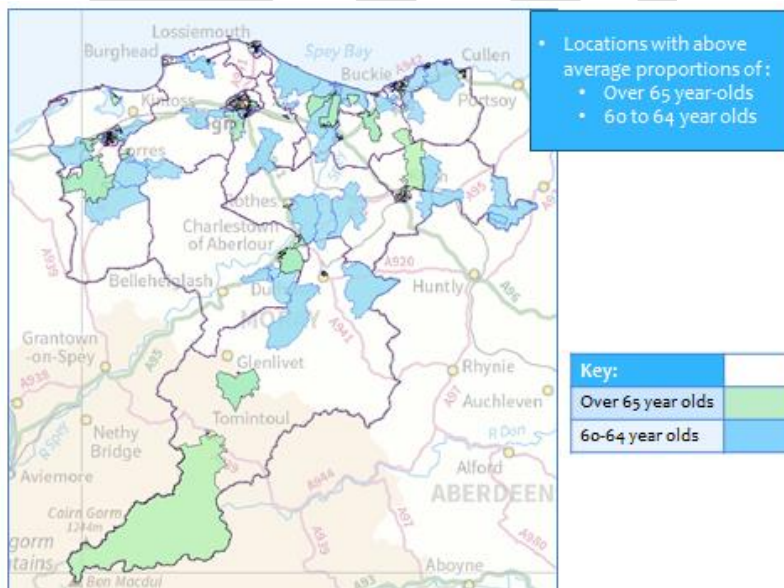
² City Regional Deal Baseline Economic Assessment

Map shows distribution of people with “bad” or “very bad” health or limited a lot by disability.



Rurality is a known issue that can cause people difficulty in accessing services. Access to services, which is based upon travel time by car and public transport to essential services shows up as the main area of deprivation in Moray with over 20% of its population living in the most deprived 10% for this domain.³ With recent changes to health infrastructure in some rural areas, it’s worth keeping an eye on if access to services becomes more difficult in these areas. For example there are a high proportion of older people living in areas in Speyside who have good levels of independence and self-health rating, will this trend change following changes in health infrastructure?

Map shows locations with above average proportions of 60-64, and over 65 year olds

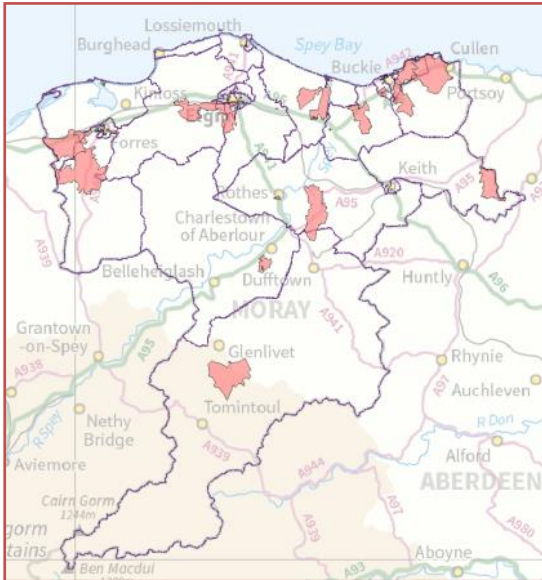


³ City Regional Deal Baseline Economic Assessment

High proportions of older people and increasing age are observable as being associated with greater requirements for health and social care. Areas with higher proportions of older people who may be experiencing or will experience loss of services over the next few years could benefit from a prevention approach.

Buckie and Milnes (costal area) have larger proportion of older people, which coincides with higher levels of reporting of health conditions.

Map shows Over 60 year olds, in "bad" or "very bad" health, limited a lot by disability.



There is a limited correlation between the infirm elderly and above average emergency hospital admissions.⁴ The exceptions are: Buckie and an area near Fochabers (in the Milne ASG)

Fochabers appears to have relatively high numbers of older people – 60+, 75+, and also households age 65+. The health condition prevalence rates for the whole Milnes area are worse than the Scottish and Moray averages, but, their perceptions of their health appear to be relatively positive. I would be interesting to look deeper at this trend.

Support/carers

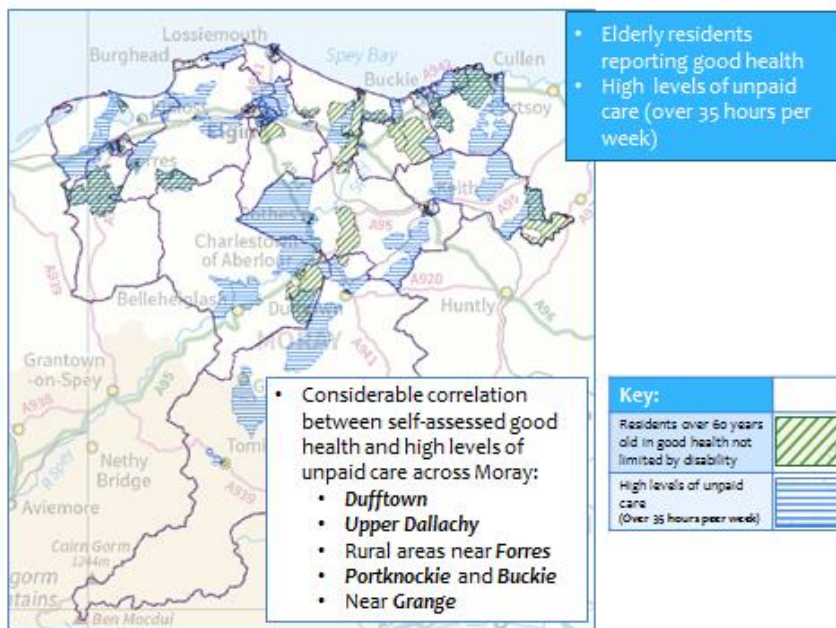
Our level of unpaid care is similar to the Scotland average, with similar spread over number of hours of care provided. This is interesting considering the higher proportion of older people in Moray. This raises questions about if it is older people being cared for or other groups of the population, or if our paid carers are providing the service to these people in place of unpaid care.

There is a high correlation between self-assessed good health and high levels of unpaid care in certain areas of Moray. There is however no trend in poor health reporting and low levels of care, so it is hard to say if this relationship is causal.⁵

⁴ Carl Bennett's Mapping of Data

⁵ Carl Bennett's Mapping of Data

Map shows elderly residents reporting good health and high levels of unpaid care

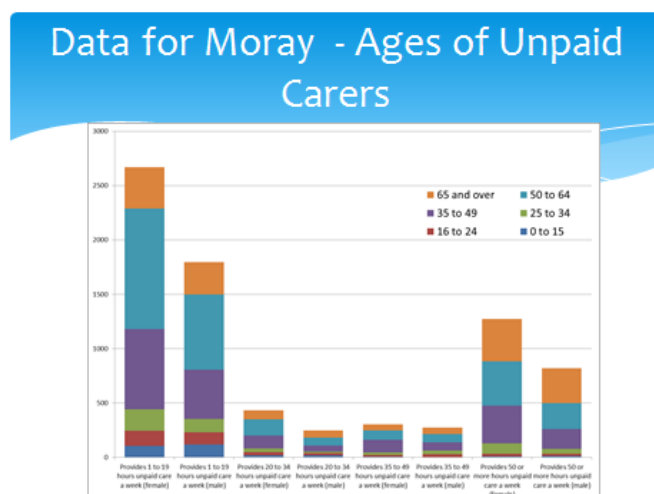


It's hard to say if there are geographical themes emerging with unpaid care, self-rated general health and/or emergency admissions, or between income and self-rated health.⁶

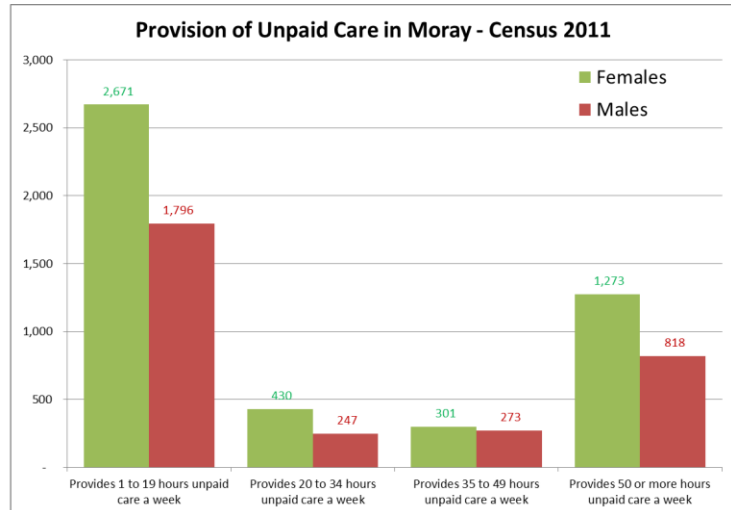
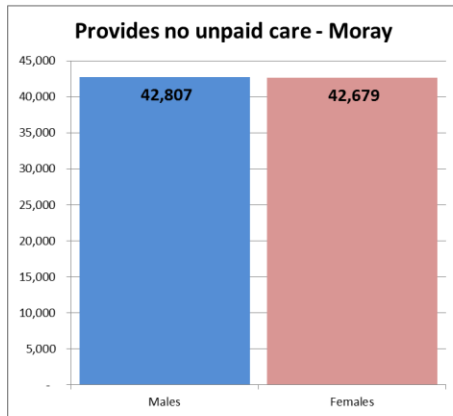
- Some areas of Moray show correlation between high levels of unpaid care and emergency admissions
- Limited correlation between self-assessed **good** health and relatively **high income**
- Limited correlation between self-assessed **poor** health and relatively **low income**
- Majority of areas with high levels of unpaid care are not linked to areas with high proportions of elderly, infirm residents

However not included here are the levels of paid care, which is likely to also be influencing measures of health.

Who is providing unpaid care?



⁶ Carl Bennett's Mapping of Data



- Women aged between 35 to 49 provide almost 70% of the unpaid care of 20 to 34 hours per week

Useful further reading and more research:

- Aging population and health reporting in Fochabers and wider Milnes area
- More information about unpaid carers, attainment level, age, family members of person needing care. Do they provide care for the elderly or other groups?
- Paid carers distribution and correlation with health reporting
- Health infrastructure specifically in rural areas
- Mental health and incidences of depression and suicide
 - We have a smaller proportion of the population with a mental health condition (Moray 3.2%, Scotland 4.4%) but we have a higher suicide rate (*Five-year rate of 19 per 100,000 (national average 15 per 100,000)*). ⁷I would be interested to look more into this point and explore whether there is an under reporting/diagnosis of mental health issues which is contributing to higher levels of suicide.

Young people

Our young people overall are achieving well in school and going on to positive destinations but there is a lot of variation between communities on these points. The sorts of industry that young people want to go in to are not provided by the sector in Moray. We have fewer choices for further and higher education, fewer options for employment, lower wages and higher cost of living and fewer options locally for cultural pursuits, all contributing to lower proportions of 16-29 year olds living in Moray.

Inequalities in attainment and transition post-school across Moray may want to be questioned more fully.

⁷ Moray Health Profile

Addressing the imbalance of our youth population could be seen as a matter of prevention for the issues arising from an aging population, as well as underpinning the growth in our economy.

Missing age group

‘Moray has a deficit of young people, a trend that parallels in neighbouring Highlands and Islands, and there has traditionally been an outflow of young people from the region. We have a smaller proportion of 16-29 year olds (16.1%) compared to Scotland (18.5%). There are a wide range of factors that impact on the choices and aspirations of young people, including educational and employment opportunities, the cost of living, transport, housing, cultural and connectivity issues. There are also strong local factors affecting decision-making, including close community ties for many young people in the region.’⁸

The lower proportion of young people also suggests that we are not attracting people in this age group to move here from other areas.

‘Despite young people in Moray having a strong attachment to the area 45% describe themselves as ‘committed leavers’ and plan to settle and work away from the area, or to move away to study. This is higher than the Scottish average of 40%. There was general agreement that one of the reasons for leaving Moray was for young people to broaden their worldview. A further 10% would like to stay but do not think they will be able to given the limited employment opportunities available in Moray, and the narrow employment base especially in the rural settlements. Good access to housing and affordable public transport links are also seen as important in keeping young people in the area. The HIE report concluded that there was also a need to increase the vibrancy and community spirit to capitalise on strong local attachments.

‘The young people of Moray have little interest in working in the food and drink sectors that dominate Moray’s economy, due to weaker career progression opportunities and perceptions of low pay. The Moray economy is not currently able to provide opportunities to match these aspirations (see below) in full.’⁹

Table 2-4 (City Regional Deal) **Moray young people’s preferred employment sectors**

Sector	Moray young people interested working in Sector
Creative industries (including digital)	37%
Energy (including renewable energy)	15%
Financial and business services	29%
Food and drink	19%
Life sciences	24%
Sustainable tourism (including hospitality)	17%

⁸ HIE Young People in Moray Attitudes and Aspirations 2015

⁹ City Regional Deal Baseline Economic Assessment

So we are not providing the education or industry required to meet the aspirations of our young people.

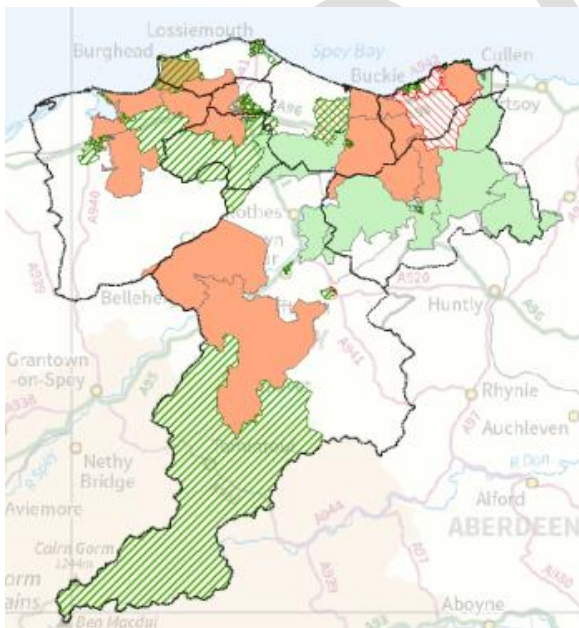
Attainment

Moray has a higher 5 year tariff average (the total number of points earned by the time a pupil leaves secondary school) 365 compared to Scotland 347.

However there are large variations in attainment level within Moray; Duffus 458, Kinloss 326. There are some other interesting trends in Speyside and Keith with above average attainment rates and higher levels of young people going in to employment. 'It should be noted that in 2003/04 Keith Grammar School was one of a small number of secondary schools in Scotland that ¹⁰piloted a more flexible approach to the curriculum that enabled pupils at S3 level to be presented for Standard Grade examinations. 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.'¹¹

Also Fochabers and Lossiemouth have opposite trends in attainment and post school destinations. More in depth look at these trends and the contributing factors should take place.

Map shows spread of attainment



Above average scores at S4	Green
Above average scores at S5	Brown
Below average scores at S4	Green Stripe
Below average scores at S5	Red Stripe

'The proportion of adults with degree-level qualifications is below the H&I and Scotland averages, while a slightly higher percentage have no formal qualifications than regionally (by

¹⁰ http://www.educationscotland.gov.uk/Images/curricflexibilityempractice_tcm4-712701.PDF

¹¹ Area Profile - Keith

0.4%), although this is in line with the national average. Nevertheless, positive destination rates for school leavers are above the H&I and Scotland averages, as is school attainment, and unemployment rates tend to be below those for the H&I and Scotland.¹²

Factors influencing this are the makeup of industry with more jobs in manufacturing, elementary occupations, wholesale and retail requiring fewer qualifications at advanced levels.

What are the income levels for the 16-29 age group? Of the ones that stay are they earning well?

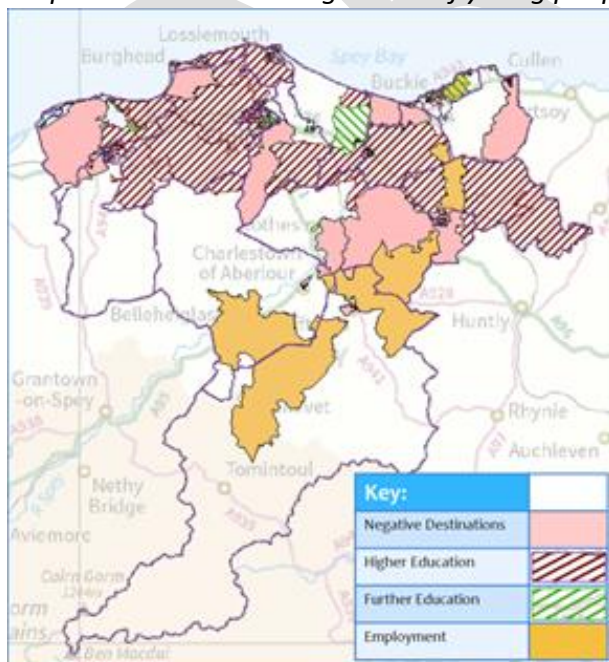
Transition from school in to further education/employment/positive destinations

Moray has an above average percentage of young people going on to positive destinations after leaving school, 90.7% compared to Scotland 88.4%, with a higher proportion going straight in to employment 28.7% (Scotland 19.7%), fewer going on to Higher Education 33.3% (Scotland 36%) or training 1.5% (Scotland 5.7%) and fewer unemployed, seeking employment or training 7.4% (Scotland 9.6%).¹³ This is a changing pattern with an increase in young people going in to Higher Education, a reduction in those going straight in to employment and a gradual rise in school leaver qualifications.

There are geographical differences in types of post school destinations

- Speyside school leavers being more likely to go in to employment after school
- Northern Moray school leavers more likely to go in to Higher Education
- Northern Moray also has higher levels of negative destinations

Map shows above average rates of young people's destinations post-school.



¹² HIE Young People in Moray Attitudes and Aspirations 2015

¹³ Area Profiles

More reading needs to be done in to apprenticeships, whether or not positive destinations are sustained 1 year on and if Higher Education results in better employment rates and higher earnings.

There are variations in aspirations of school leavers across communities in Moray.

‘The majority of school pupils in Moray wish to go to university (47%) or undertake further education after leaving school (23%)...In West Moray, a much higher proportion wishes to go to university (71%), and just seven per cent to undertake further education. In Elgin, 54% wish to go to university, and 26% want to undertake further education. In East Moray, fewer still want to go to university (43%) and 23% wish to go to into FE.

‘In all, 12% of those in East Moray would like to undertake an apprenticeship (10% in the H&I), and 17% want to go straight into employment post-school, more than the 12% regionally. In line with the H&I overall, just 2% of school leavers in Moray want to start their own business.

‘Females are more likely to want to stay locally post-school – 14% wish to do so in total, versus 12% of males. Conversely, females are more likely to want to go to the Central Belt (22% versus six per cent of males), again linked to university aspiration.

‘Factors influencing decisions after leaving school - the availability of local employment / work placement opportunities (78%) is of greater influence than regionally (75%), as is the availability of local college / university courses (76% versus 69% regionally). Work experience undertaken at school, and local work placements (73%) are of broadly comparable influence to the H&I average (74%).’¹⁴

Useful further reading and more research:

- There is a trend toward young people having strong ties and a desire to stay in Moray but choosing to leave. Look deeper at the reasons behind this.
- Do any of our comparator groups do well in attracting young people to move to the area? What can we learn to better attract young people.
- Go deeper in to understanding what Moray has to offer young people from an assets focussed approach. There are compromises to living here but let’s better understand the opportunities and assets.
- More in depth look at school inspection reports to better understand the variation in attainment and choice of post school destinations.

Economy/Industry

Moray has a more traditional industrial make up, with smaller businesses, slower business growth, fewer opportunities for young people to go in to their preferred sectors and a less developed infrastructure to support business.

¹⁴ HIE Young People in Moray Attitudes and Aspirations 2015

Moray's economy

The location of Moray and its rural nature has particular consequences for the economic growth of the area. At a national level, the north of Scotland competes with the central belt to attract new business and inward investment. Situated between the Highlands and Islands and Aberdeen City / Aberdeenshire council areas, Moray also has competition at a local level from its neighbours. Moray's close proximity to Aberdeen places it at a significant economic disadvantage: Aberdeen being Scotland's third largest city and also the hub of the oil and gas industry.

In comparison, Moray is a small local authority with an economy that relies upon on a relatively small number of 'traditional' industries. Work is ongoing through the Moray Economic Partnership to diversify the area's economic base, for example, the tourism sector has increased in value over recent years¹⁵. In addition, the Moray Economic Strategy includes actions to improve the local infrastructure: both transport and communications (broadband). Improved infrastructure will not only benefit the local population and existing business, it is essential to provide added incentive for new economic investment into the area.

Moray's appeal as an attractive investment destination is therefore limited by a number of factors which either cannot be changed, i.e. geographic location, or which require decisions to be taken at a Scottish Government level to influence change, e.g. improvements to road / rail infrastructure.

The result: Moray's reliance upon a small economic base is reinforced and the risk to its future economic development remains significant. In addition to economic diversification, recognition of the 'de facto' situation and working within these limitations is important: the retention and 'making safe' of existing industry is equally as important as developing new business sectors.

'Compared to the rest of the H&I and Scotland, primary industries, manufacturing (including food and drink) and public administration and defence industries are more prominent in Moray, and there is a larger proportion of employment in associate professional and technical occupations, but also in process, plant and machine operative and elementary occupations.'¹⁶

Moray has slower growth in new enterprise and business compared with other parts of Scotland:

'Between 2010 and 2015 there was an increase of 9.4% in the overall number of PAYE/VAT registered business enterprises in Moray compared to 16.4% in Scotland making Moray the second lowest in Scotland. Public Administration & Defence has reduced in number of units/sites by 15% (from 65 units to 55). However of the businesses started in 2009 the 5 year survival rate for Scotland was 42.1% while for Moray it was 48.8%. Moray had the 4th

¹⁵ City Regional Deal Baseline Economic Assessment: Value of tourism in Moray 2009 = £97.47m: 2015 = £105.76. Number of visitors to Moray has increased by 11.6% between 2009 and 2015.

¹⁶ HIE Young People in Moray Attitudes and Aspirations 2015

highest survival rate of any local authority.¹⁷ Much more detail to understand this picture is available in the City Regional Deal Baseline Economic Assessment.

Workforce

(Key points from City Regional Deal Baseline Economic Assessment)

- In 2014 there were 36,000 Moray residents in employment (61%). For comparison the rate for Scotland was 73%
- Only 4% of Moray residents are in the professional, scientific and technical sector, almost half the national rate (7%)
- Moray is the home of two military bases.
- Self-employment in Moray is below the national average (11.9% compared with 13.1% for Scotland)
- Moray's unemployment rate at 4.9% was below the Scottish rate of 8% (2013 figures). The number of claimants in Moray, although exhibiting seasonal fluctuations, has decreased by 36% since February 2013.
- Skills shortages in the north of Scotland are in caring, leisure & other services, sales & customer services, elementary staff and skilled trades
- There are relatively few opportunities for school-leavers qualified in information & communications, finance, business administration and support services
- The Moray economy does not provide a good match for young people's career aspirations; in particular energy, financial services and life sciences
- Moray cannot provide university courses or career choices that appeal to all school-leavers, and there continues to be a significant proportion of 21-35 year olds who move away from the area
- Young people value good access to housing and affordable public transport links. The HIE have identified a need to increase the vibrancy and community spirit within Moray to capitalise on strong local attachments
- Moray's median Gross Weekly Pay for full time workers by residence was £490.70 compared to £527.00 in Scotland, and the hourly rate equates to £12.03 in Moray compared to £13.37 in Scotland. The gap between Moray and Scotland has narrowed over the last 15 years, and the trend indicates the convergence is likely to continue. There is also a considerable gender pay gap which will be explored later in this document.

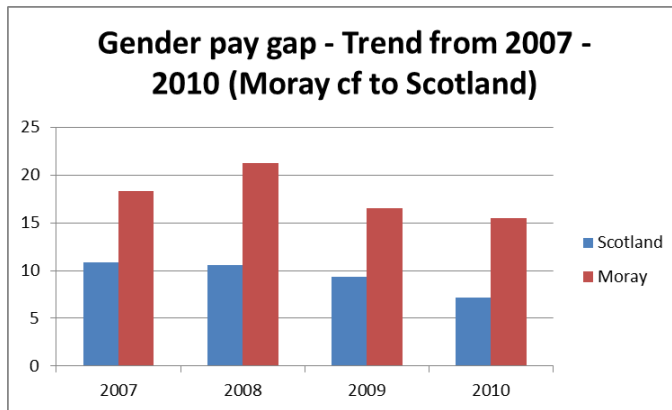
Useful further reading and more research:

- Infrastructure underpinning industry
 - Rural areas public and private transport
 - Position between Aberdeen and Inverness
 - A96 development
 - Broadband development

¹⁷ City Regional Deal Baseline Economic Assessment

Gender Pay Gap

There is a very noticeable inequality in pay between men and women in Moray. Running at approximately double the Scottish level (15.5% vs 7.2% in 2010), Moray is fourth highest in Scotland with pay gap differences averaged over 2007-2010¹⁸



Gross weekly pay for full-time workers in 2015 was £536.7 for men (Scotland £560.8) and £415 for women (Scotland £474).¹⁹ So women in full time employment earn only 77.3% of what men earn in Moray, across Scotland that figure is 84.5%. 22.7% pay gap (median or mean?). This is before taking in to account that far higher proportion of women compared to men are in part time employment than full time employment in Moray and part time employees are paid less than full time employees. (Need to figure out the best way to present gender pay gap – Carl?)

For women in Moray they split equal numbers between part time and full time employment.²⁰

- Almost 6 times as many women work part-time compared to men
- The number of full-time female employees is less than ½ that of men
- 15 times as many women are economically inactive due to looking after home or family compared to men

	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%

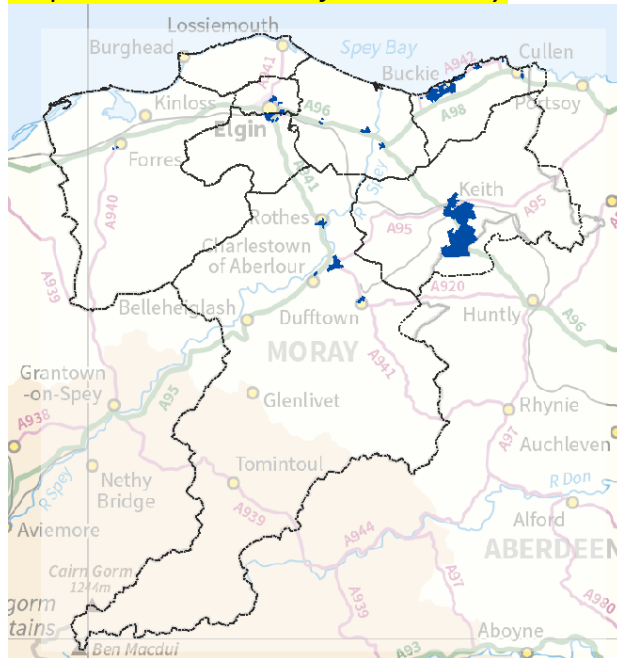
¹⁸ New Perspectives on the Gender Pay Gap: Trends and Drivers, The Scottish Government, June 2016

¹⁹ City Regional Deal Baseline Economic Assessment

²⁰ Gender Pay Gap – What's Going On In Moray? – Draft report by Carl Bennett

Moray also has a more traditional make up in the home – more proportion of household who are married or same-sex civil partnership, with children (15.9%, Scotland 13.6%) without children (21.7%, Scotland 18.4%), fewer one person households under age 65 (16.4%, Scotland 21.6%).

Map shows a measure of local identity



It is not possible at this point to see within Moray the spread of gender pay inequality. But it would be interesting to map if there is any trend emerging with more traditional parts of Moray.

In summary:²¹

- Factors driving gender pay-gap across Scotland
 - Part-time employees paid less than full-time employees
 - More women work part-time in Moray than men
 - The gender pay-gap is higher for older age-groups
 - For full-time employees aged 25-34 women are paid slightly more than men across Scotland
 - This particular demographic is lower in Moray than for Scotland (our “missing generation”)
 - Moray has relatively more older workers where the gender pay-gap is greater
 - Differences between Sectors
 - Four of the top 5 employment sectors in Moray typically have 10% or higher gender pay-gaps across Scotland

²¹ Gender Pay Gap – What’s Going On In Moray? – Draft report by Carl Bennett

- Occupations
 - Three of the top 5 occupations undertaken by Moray residents are associated with high gender pay-gaps across the UK
- Public sector part-time staff have higher gender pay-gap compared to private sector part-time staff
- Higher gap in pay than Scottish average for full time female workers
- A combination of all these factors lead to the gender pay-gap in Moray being twice the Scottish pay-gap.

Useful further reading and more research:

- The gender pay gap in Moray doesn't seem to have had much focus in the reports that I have read so far. Is this because it has not been focussed on at all? The perspective given here has therefore been formed based on limited depth of research. More and deeper analysis should be done.

In Addition

This overview focusses on the challenges for Moray. It would be helpful to go through a similar process highlighting the assets and opportunities for Moray. Such as:

- High proportion of people that move here stay here
- Quality of life/environment
- Unique industry and tourism

There are many areas where I feel I have limited information that would be required to form a more holistic understanding of Moray. I suggest further reading of information on the following areas:

- Issues affecting vulnerable groups
 - Children/YP in care system and underlying issues
 - Paid carers and service provision across Moray
 - Homelessness
- Health
 - Access to services - number of people that have to leave Moray to access health care, access to services by vulnerable groups.
- Housing infrastructure – Social housing provision etc
- Sport and culture facilities – Any links between these as preventative measures for health and wellbeing?
- Environment
 - as an asset to Moray. Access to the outdoors, quality of life, proportion of people that use the natural environment regularly.

- Green energy industry
 - Waste and recycling, success of Moray Wastebusters
- Transport infrastructure – dial a bus, taxi provision etc
- Alcohol and drug related issues – the links between alcohol and violent crime/homelessness/unemployment/children in the care system etc

DRAFT