

## **Summary of Forres ASG/LMG**

The Forres ASG includes the following towns/villages: Alves, Dyke, Forres, Findhorn, Logie and Kinloss. Of Moray's five main towns Forres is perhaps the most diverse. Population levels vary throughout the ASG, ranging from 318 in Logie to 9951 in Forres.

### **Main issues**

The most striking feature of the Forres area is its population dynamics - it is the most ethnically diverse ASG in Moray. The proportion of Scottish residents is below the Moray average and instead, for example, Kinloss is home to the highest percentage of 'White – Other British' residents in Moray and Findhorn has the highest percentage of 'White – Other' residents.

The main issues for this area are themes which cut across the ASG but there are also demonstrable variances between the different settlement areas in relation to these themes. Overall, the ASG has an aging population: it is above the Moray and national averages in relation to residents aged 60-74. In particular, three-fifths of Logie and Findhorn's population are aged 45 and above, and both have above average rates of residents limited by a long term condition. However, self-reported perceptions of health are very positive in these areas and there are lower than average emergency hospital admissions. In fact, Logie has the lowest rates in Moray. These positive health outcomes might be attributable to the quality of life suggested by the evidence. Each of these areas has above average levels of adult qualifications - in fact Findhorn has the highest percentage educated to degree level or above, and also of recent school attainment. The predominance of professional/managerial positions in Logie and Findhorn suggests higher levels of income.

The second cross-cutting theme is educational attainment and subsequent post-school destinations. Levels of attainment vary across the ASG with Alves and Findhorn performing above average and Kinloss below average in this respect. Post-school destinations also vary with choices reflecting levels of attainment; for example, Higher Education and Further Education are the most common choices in Alves and Kinloss respectively. Employment is also a relatively common choice across the ASG.

Combining the two cross cutting themes of age and education there is evidence to suggest that Kinloss, as a smaller settlement area, may benefit from targeted resources. Kinloss has the highest percentages of young people (0-15) and of young adults (16-44) in Moray. Being home to a military base suggests that movement within the population is more common here than elsewhere. Kinloss has the lowest S4 and S5 tariff scores in Moray and levels of attainment are also below average in relation to achieving multiple national and higher exams.

### **Minor issues**

Also of note for the Forres area is the level of private renting throughout the ASG. In particular, Logie has the highest percentages in Moray. Transport and access to services, including multiple car ownership/reliance upon public transport is also an issue for those living in the rural parts of this ASG. There are lower rates of full-time employment in the ASG, with the exception of Kinloss.

### **Population**

At a time when both the national and local trend is towards an aging population Kinloss stands out in relation to its relatively young age profile. It has the highest percentages of young people (0-15) and young adults (16-44) in Moray. In fact, half of its population is under the age of 30. The evidence indicates that family support is available for the area's children and young people: there is a higher rate of married/co-habiting households than the Moray average and Kinloss has the highest percentage in Moray of people who are economically inactive due to looking after home or family.

The particular population demographic of Kinloss is a consideration for the long term planning of children and young people's services in Moray.

Elsewhere in the ASG the population demographics follow the national trend. In comparison to the Moray and Scottish averages the Forres area has a proportionately higher percentage of people aged 60-74. This may lead to a short term demand for both unpaid and paid care services which will have an impact upon public expenditure. The fact that the area also has significantly more people aged between 45 and 59 suggests that this demand may increase in the long term. In both Logie and Findhorn 60% of the population are aged 45 and above.

In general there is a match between those areas with significantly higher percentages of older people and those with relatively higher rates of marriage/co-habitation. Four of the ASG's six areas are above the Moray average in respect of marriage/co-habitation. While this would suggest an availability of unpaid care if needed it would also indicate that the carers themselves would be older and this has implications for respite and/or carer support. In contrast, over a quarter of Findhorn's population is separated, divorced or widowed, and there are significantly fewer married/co-habiting households than elsewhere in the ASG or in Moray. Older people living alone may place additional demand upon services.

### **Identity**

Overall, this is perhaps the most diverse ASG in Moray. Although the town of Forres is the most traditionally 'Scottish' place in this ASG in respect of ethnicity and country of birth it still has proportionately fewer Scottish residents than the Moray average. Anecdotally, rates of community engagement and participation are significantly higher in this ASG than any other in Moray and there may be a correlation between this and the diverse nature of the community.

This part of Moray is home to two very specific communities: the Findhorn Foundation and Kinloss Barracks, and these have influenced the identity of the area. Findhorn has significantly fewer Scottish residents but a greater proportion of English and non-UK born residents than elsewhere in Moray. It also has the highest percentage of people in Moray whose religious denomination is described as 'other'. Being home to an army barracks it is perhaps not surprising that the population of Kinloss is diverse. In fact it includes the highest percentages of individuals born in England, Wales and Northern Island in comparison with Moray as a whole. In relation to religion, almost half of the population state that they have 'no religion'.

Further evidence of significant inward migration to the area is demonstrated by the fact that each of the six areas within the Forres ASG has a lower percentage of individuals who describe themselves as 'White – Scottish' and also who were born in Scotland than the Moray and Scotland averages. It can also be inferred that when people come to the area they tend to settle there: a high percentage of non-UK born residents have lived in the UK for more than ten years.

### **Housing**

Patterns of housing tenure are similar across the wider Forres area but the interesting fact is that this differs from the Moray 'norm'. Although Alves has a slightly higher percentage of home ownership than the Moray average the opposite is the case for the rest of the ASG.

With the exception of the town of Forres, social and council rented accommodation is relatively less common and private rented accommodation significantly more common here than in the rest of Moray. Logie has the highest percentage of private rented accommodation in Moray. As might be expected given the rurality of the area there is a greater prevalence of detached houses/bungalows. Detached properties generally attract a higher value and private renting tends to be more expensive

than council/social renting. It might therefore be inferred that residents in this ASG spend a greater percentage of their income on housing than is the case elsewhere in Moray.

Rent free accommodation is relatively common in parts of this ASG with certain areas having double the Moray average. This may be attributable to tied housing located on farms or estates.

Residents living in the town of Forres have access to public transport in the form of both bus and train routes. It is therefore perhaps not surprising that rates of car ownership are significantly lower here than elsewhere in Moray. In contrast, car ownership, including multiple car ownership, is very common in more rural areas. Those living rurally who cannot afford private transport will rely heavily on public transport to access services. This has implications for the location of public services and also the availability of public transport to those services.

Employment in the rural parts of this ASG tends to be in occupations that suggest higher levels of pay. This might reduce the impact of the added expense of vehicle ownership and rural accommodation. However there will be an impact upon household cash flow, particularly for those who are on lower incomes.

### **Economy and labour**

With the exceptions of Alves and Kinloss the rate of economic activity in the Forres ASG is slightly below that of Moray in general and in the main this matches higher rates of retirement. Full-time employment is also below the Moray average throughout this ASG. The exception to this is Kinloss which may be expected due to the army barracks.

Lower levels of full-time employment in the more rural parts of this ASG are offset against a greater prevalence of self-employment and Logie has the highest percentage of people working for themselves in Moray. These same areas also have the highest percentages of people who work from home, and in three out of four cases there is also a match with employment in the agriculture, forestry and fishing industry.

While this might suggest a correlation between the rurality of these locations and farming there are some potential alternative explanations. Logie and Dyke, for example, have higher percentages of employment in the information and communication, and real estate industries than is the 'norm' for Moray which may indicate the existence of 'niche' businesses.

The evidence indicates there are more opportunities for employment in managerial/professional occupations in this ASG than elsewhere in Moray. This may again be influenced by the presence of the army barracks and the Findhorn Foundation which have the highest percentages of associated professional/technical and professional employees, respectively, in Moray. Together with managerial positions there is also a slightly increased rate of employment in these two occupation categories throughout the area. This might link with the higher levels of attainment amongst the adult population. It would also suggest relatively higher levels of income.

The latest SIMD data shows a varied level of deprivation in the town of Forres in relation to income and the three most common occupations in the town further illustrate this variation: skilled trades, associate professional and technical, and elementary occupations. Being the main town in the ASG and also a neighbour to Kinloss Barracks it is perhaps not surprising that these particular occupations come out on top. In addition the town has slightly higher percentages of people who are retired and also who work part time than the Moray average. Together, these factors suggest that the income levels in the town may be lower than those in the more rural parts of the ASG.

As above, self-employment is relatively more common for those living rurally and this may be an intentional choice in order to minimise the impact of rural life: it reduces the need for accessing transport for work. Levels of travel to work by public/private transport are close to the Moray average with the exception of Alves which has a significantly higher percentage travelling by car. As might be expected, travel on foot is less common in rural areas. There is a noticeably higher incidence of travel by 'other means' in both Kinloss and Findhorn which may indicate that bicycles or motorcycles are the preferred mode of transport.

### **Education**

The education level of the adult population (aged 16-64) of this area is generally on a par with that of Moray, the town of Forres being an almost perfect match. However each of the six areas in this ASG is above the Moray average in respect of degree level (and above) attainment: Findhorn has more than twice the average. Kinloss has the highest percentage of adults in Moray whose attainment peaks at the level of higher exams which might reflect the qualification requirements for military service.

More recent levels of attainment in parts of the ASG are roughly in line with the Moray average at both S4 and S5 level. Alves is an exception to this with students performing significantly above the Moray 'norm', particularly at higher level. Students in Findhorn also perform well and in fact a higher percentage achieve five higher level exam awards here than in Alves. In contrast, performance at Kinloss is below average in some aspects of school attainment. Pupils from military families do not tend to spend their whole school life in one school/area it is possible that this will impact upon their levels of attainment.

Attainment levels in the town of Forres rise above the Moray average at S5 and this translates into an uptake of Higher Education destinations. As might be anticipated, school leavers from Alves are more likely to continue their education via a Higher Education route than any other post-school option. In Kinloss, young people are more likely to enter into Further Education or training than the Moray average. While both Forres and Findhorn have slightly higher percentages of school leaver unemployment there do appear to be good levels of employment opportunity elsewhere in the ASG. Work is a relatively common positive destination in three of the six areas in this ASG. Logie has the highest percentage in Moray of school leavers whose destination is unknown.

The evidence suggests that perceptions of the job market may play a role in the expectations of and for young people in relation to their educational attainment and also their post-school destination.

As might be expected, travel to school by bus is the most common form of transport for young people in the more rural parts of this ASG. This illustrates a heavy reliance on the availability of public transport to enable students to reach their place of study. With the area's secondary school being located in Forres it is perhaps not surprising that the majority of students here travel on foot. Kinloss has a significantly higher percentage of students travelling by 'other' means than elsewhere in Moray which might infer that more pupils from this area cycle to their place of study.

### **Health and social care**

The top three health conditions in the Forres ASG are smoking, hypertension and obesity. The prevalence of smoking and hypertension related conditions is below the Moray and Scottish averages but the rate of obesity is above both, faring noticeably worse than Scotland in this respect. While the town of Forres (alongside Lossiemouth) has the highest percentage of individuals with a mental health condition in Moray it remains below the Scottish average.

The area of Forres is generally on a par with Moray in relation to self-reported perceptions of health. However, Kinloss and Logie stand out as having higher percentages both of people who rate their health as either good or very good and who report not being limited by a long term health condition. While the age demographic of Kinloss may explain these positive perceptions of health Logie has an older population and also a slightly higher rate of people who report having one or more long term conditions.

Further, these two areas have a lower percentage of unpaid carers than elsewhere in Moray but while Logie also has the lowest rates of emergency admissions in Moray (for all ages and also for the 65+ age group) Kinloss has the highest rate of emergency admissions for the 65+ age group in Moray. This demonstrates the complex nature of health and perceptions of health. Further research may provide an indication of what is working well in the Logie area and this may help to inform long term planning for the aging population.

### **Anti-social behaviour / crime**

Levels of anti-social behaviour are generally low in comparison with Moray. However, the town of Forres has a higher percentage of both noise-related and rowdy behaviour complaints, and Dyke has relatively more incidents of neighbour disputes. In contrast to the town of Forres where crime rates are significantly higher than the Moray average, and Alves which has seen an increase in recent times, the more rural parts of the wider area have a much lower crime rate.

### **Access to services**

The latest SIMD data ranked four of the ASG's six areas as deprived in relation to access to services. There are significantly higher percentages of multiple car ownership in the more rural parts of the wider Forres area.

Travel to work by car is generally on par with the Moray average with the exception of Alves which has a higher rate and Findhorn which has the lowest percentage of people in Moray who drive to work. As discussed above, the evidence suggests a correlation between rurality and working from home which may reduce the impact of rural living to some extent. In addition, while drive time to both primary and secondary schools is twice the Moray average in some parts of this ASG, impact on families is reduced through the provision of bus transport.

Day to day life is affected in relation to distance to the nearest shopping facilities, and accessing local GP services takes between one and half and five times longer than the Moray average when using public transport, and up to three times as long by car. Logie stands out in relation to its rurality and subsequent issues around accessing services. By linking this to the ASG's aging population and the potential increase in demand for health services, it can be seen that travel time for accessing services is an important consideration for the long term planning of not only older people's services but also of public transport services.