

# LOCAL OUTCOME IMPROVEMENT PLAN v2



Moray  
Community Planning  
Partnership

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# WELCOME

Welcome to Moray's 10 Year Plan. This Plan continues with the progress made by Moray Community Planning Partnership on its previous 10 Year Plan – Moray 2026 while also meeting our requirements to develop a Local Outcomes Improvement Plan (LOIP) for Moray.

The Plan provides a vision and focus for our Community Planning Partnership. It aims to tackle the greatest differences in outcomes between and within Moray communities and to focus on where we can add greatest value by working in partnership. In Partnership and alongside the community we will work to deliver our agreed priorities to meet the needs and aspirations of local communities in Moray.

Although all partners are operating in challenging times with diminishing resources and increasing service pressures, we are committed to coordinating our resources to tackle the challenges facing our communities and provide services that meet your needs as efficiently and effectively as possible.

We hope that you see changes in your community as a result of our partnership working.

(Chair)

# INTRODUCTION

Our Community Planning Partnership (CPP) is driven by a strong shared ambition to make local services the best they can be. We are committed to working with Moray's communities to design and deliver better services that make a real difference to local people's lives and to our communities.

Moray is a great place to live with successful people, a safe healthy environment and an economy that's well founded in traditional industries and bound for growth. We have gathered information and statistics about Moray from local people and partners to find out where there are opportunities to improve and make sure that all of our people and communities have the chance to achieve the outcomes in life that they aspire to. This work tells us that there are gaps and this Plan will focus on the people and places where the Moray Community Planning Partnership can work together to make the greatest difference focusing on where there are inequalities in the outcomes for the people and communities in Moray.

## Our Vision for Moray — Raising Aspirations through Expanded Choices, Improved Livelihoods and Wellbeing

In other words, our vision as a partnership is raising aspirations which we will do by creating an enabling environment where our residents can achieve expanded choices, improved livelihoods and wellbeing.

As a partnership we have identified four main priority areas to guide this work and deliver our vision:

- 1. Developing a diverse, inclusive and sustainable economy;**
- 2. Building a better future for our children and young people in Moray;**
- 3. Empowering and connecting communities;**
- 4. Improving wellbeing of our population.**

Note: The evidenced used throughout this plan refers to the position as at 2017 when the plan was first initiated. This is deliberate in order to provide a consistent base point to show how the original priorities were identified and to enable the measurement of progress and change over time. There is, however, more up to date information available that has been published since that date.

Delivering against these priorities will be challenging and require new ways of working and innovative solutions. Money and resources are restricted in the public sector and that will become more challenging in future. We will need to think of new solutions and approaches to service delivery including how communities can be supported and enabled to be resilient and self-sufficient. Solutions need to be sustainable and focussed on where they can make the biggest difference to the outcomes for people in Moray so that everyone can achieve the best outcome for them. The Community Planning Partners need to work together on long term strategic service provision and how that can be delivered more efficiently through a partnership approach.

To establish this the LOIP requires a commitment from every partner to engage in long term planning to support the work identified in this Plan and to coordinate service delivery strategies to ensure that where possible the necessary infrastructure is shared in a way that will deliver an efficient Public Sector in Moray.

Our next steps will be to develop further our work with communities to inform and influence our approach and actions to ensure that our strategic priorities and locality work hit the right mark to make the difference that our communities will value.

# OUR STORY SO FAR

The Community Planning Partnership has a strong evidence base that has been used to inform existing strategies and plans many of which support the vision articulated within the LOIP.

There are a number of existing strategic partnership plans supporting our priorities. For instance: the Growth Deal, a regional deal designed to boost economic growth across Moray; the integrated Children's Services Plan, focusing on the Getting it Right for Every Child (GIRFEC) agenda and Children's rights; and the Moray Alcohol and Drug 2018/21 Delivery Plan, outlining work to prevent and reduce the impact of substance misuse. These major overarching plans are an important link to the delivery of priorities within this LOIP and the partnerships which will be responsible for progressing them.

In addition to partnership strategic plans, there are many single agency plans and strategies which have a positive impact on the local outcomes. For instance, work to address our connectivity and access to services including work by HITRANS, Moray Council, Community Learning and Development Forum and the Moray Integration Joint Board. So we will ensure there are strong links between partners to understand each other's priorities and commitments in order to work together more effectively.

Further we have taken account of public service reforms including those relative to Police Scotland, Scottish Fire and Rescue Services, the Integration Joint Board and Community Justice. Their priorities, strategies and service delivery have formed part of our discussion to inform this LOIP.

Our LOIP will provide the overarching framework that specifically seeks to target identified priorities on the poorest outcomes that will be considered by all Community Planning Partners when developing their corporate plans, strategies and policies whether on an individual partner or partnership basis.

This will guarantee that our focus will be on the communities and individuals experiencing inequalities within our society and working in conjunction with communities and individuals, and together we will improve the long term outcomes for our residents, working efficiently as partners.

# OUR AREA

We have reviewed statistical and other information to provide an evidence based foundation to understanding local needs, circumstances and aspirations of the people living and working in Moray. This evidence covers a range of statistical information which is broken down into Moray-wide, Associated School Groups and smaller geographic communities. All of the data used can be found on the Moray Community Planning Partnership website 'YourMoray'. A Moray Profiles summary with some of our high level statistics is located at the end of this document. This evidence base has helped us to develop plans for the future which will tackle the things that matter most to people and will make a positive difference to people in Moray.

For many people Moray is a great place to live, with relatively low unemployment, an enviable natural environment, low levels of crime and good public services. We do well with a good standard of living, skills and wellbeing. But sometimes the hidden reality for some of our residents is that their quality of life isn't as good as others. Moray has pockets of inequality, deprivation and poverty which is experienced on both an individual level and collectively in some small geographical areas.

At the outset it is clear that identifying areas with lower than average levels of income is important in developing the first Local Outcomes Improvement Plan for Moray as this will go a long way to addressing inequalities in the area.

# OUR POPULATION

The population of Moray was 93,295 at the time of the 2011 Census. Population levels vary across Moray's main towns ranging from 23,178 in Elgin to 4,734 in Lossiemouth. We also have a number of smaller, more rural areas.

Although the overall age profile broadly follows the national trend towards an aging population, in fact, Moray has higher percentages of people in each of the 75+, 60+, and 45+ age groups when compared with the Scottish average. In particular, the evidence indicates that we have higher percentages of older people in our more coastal and rural areas. According to the National Records of Scotland it is predicted that by 2039 the number aged over 65 will have increased by 73% in Moray compared to 66% nationally.

The flip side to a higher proportion of older people is a lower proportion of younger and working-age people. A smaller available workforce has implications for the stability of the local economy and in parts of Moray the area's aging population will result in a smaller available workforce in the coming years and also increase service demand in certain areas.

The evidence shows a significant outward migration of young people leaving school for higher education in the main cities and relatively slow inward migration from the age of 25 onwards compared to rural areas that are adjacent to the main cities.

The National Record of Scotland projected population figure for Moray of 98,680 by 2039 has not taken into consideration the relocation of three Typhoon squadrons in 2014/15. Further new squadrons and military and support personnel were stationed at Lossiemouth from 2019. This increase will result in the Moray population being pushed even further ahead of the projected population increase. Talks with the MOD suggest that in the next 10 years there could potentially be an additional 3,000 – 4,000 people (military and support personnel and their families) coming to Moray. This will impact on our population demographics, for example by increasing the gap between the number of males and females in the 16-29 age groups.

Moray is a rural area and ranks highly for access deprivation, which is measured by the Scottish Index of Multiple Deprivation (SIMD) on journey time to services such as a doctor, shop and post office. In 2016, 33.8% of Moray's population (31,982 people) were in the bottom 20% access deprived areas in Scotland. This presents us with challenges in ensuring that our rural communities can access services and that people can connect with each other to avoid social isolation and the negative outcomes that isolation can lead to.



## OUR MAIN ISSUES

In summary, from the evidence we have analysed, the main issues for Moray include:

- above average percentages of older people, particularly in the more rural and coastal areas which creates challenges in relation to service delivery and access and social isolation
- low wage economy and reliance on a small number of industries impacting on our economic diversity
- influence of the MOD on population dynamics and reliance upon it for jobs increasing our reliance on this industry for our economic sustainability
- an outward migration of young people leaving school for higher education and a poor rate of return in later years
- variation in outcome for young people in relation to attainment and post-school destination impacting on their choices for their future
- variation in outcome for smaller communities within Moray – particularly prominent in Elgin but also evident in other areas and a town/rural divide seems to emerge
- our geography / rurality and subsequent access issues such as delivery of and access to services and social isolation
- the impact of Public Sector financial constraints

These main issues have been identified as areas to be addressed by the partners previously, which is why so many of our partnership and partner plans already seek improvement in these areas. This plan will provide renewed emphasis, direction and focus on where we can make a difference in partnership and will identify action to address the inequalities which may not be contained within existing plans.





## OUR PRIORITIES

We have developed our priorities to focus on where the collective efforts of the partners and communities can add most value in improving local outcomes and tackling inequalities. We asked more than 50 partner and community representatives who attended our Community Planning development day in June 2017 to consider where we should focus our efforts in light of all of the evidence we gathered. The result was that the overarching outcome for Moray should be 'Raising Aspirations' and four main priority areas to direct the Partnership's work which were identified as having the potential to make the most difference to Moray were:

- 1. Developing a diverse, inclusive and sustainable economy;**
- 2. Building a better future for our children and young people in Moray;**
- 3. Empowering and connecting communities;**
- 4. Improving wellbeing of our population**

Additionally, these priorities provide local context for the cascade of national priorities for the Partnership and underpin the need for the Public Sector to work more efficiently together. In addition to working together at the strategic level across Moray we also need to undertake joint working at local levels as described in the next section.

# PRIORITIES AND OUTCOMES SUMMARY

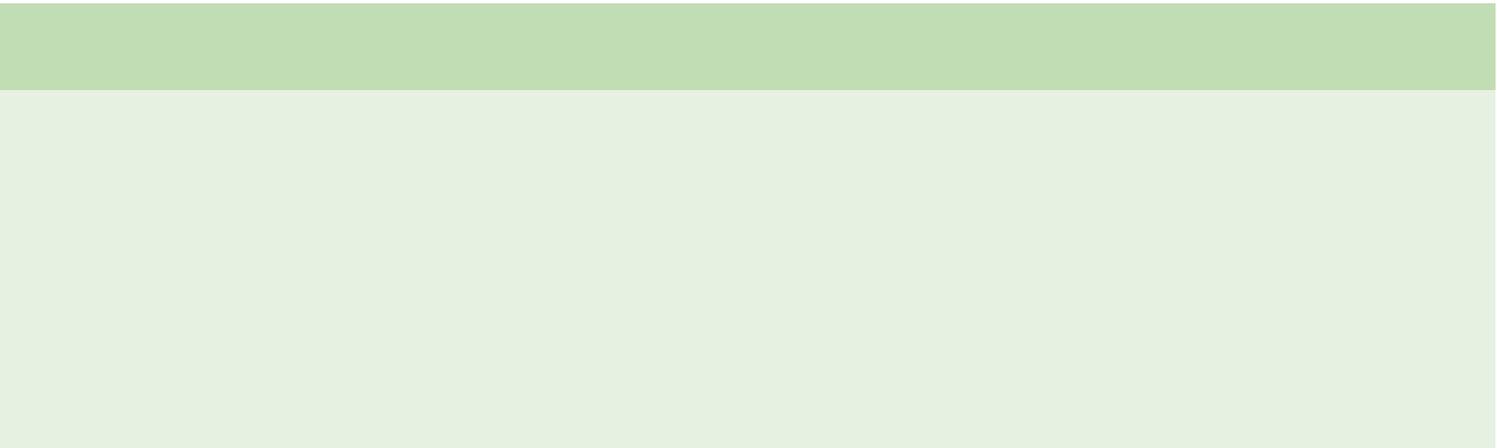
## Overarching priority

**Raising Aspirations:** Moray provides an enabling environment where residents can achieve expanded choices, improved livelihood and wellbeing.

**Focus:** Poverty Strategy to tackle poverty, social cohesion and inclusion

- Inequalities in educational attainment will reduce.
- Access to employment opportunities will improve and low pay will reduce.
- Health and social inequalities will reduce.

National Priority	Moray Priority	Moray Outcomes
Early Years & Early Intervention	Building a better future for our children and young people in Moray	Moray will be; a place where children and young people thrive; a place where they have a voice, have opportunities to learn and can get around; a place where they have a home, feel secure, healthy and nurtured; and a place where they are able to reach their full potential Engagement to be incorporated
Outcomes for Older People	Empowering and connecting communities	Thriving and well connected place, where more people live well Confident, skilled and self-reliant communities where expectations and aspirations are raised and achieved
Employability Economic Recovery & Growth	Developing, diverse and sustainable economy	By the year 2030 Moray will have a sustainable and inclusive economy which generates improved opportunities for everyone including more skilled and higher paid jobs.
Health Inequalities	Improving the Wellbeing of our population	People are healthier and experience fewer harms as a result of as a result of making well informed decisions about their health and wellbeing.



	<b>CPP Focus</b>
	<p>Poverty</p> <p>Ambitious and confident children: to improve the life chances of children especially the most vulnerable supporting them and their families at the earliest stage.</p> <p>Protection</p> <p>Safer children: to protect children from the risk of harm, abuse and neglect and promote and support safer environments and communities.</p>
	<p>Improve life chances for people in Moray of all ages in communities experiencing the greatest inequality of outcomes.</p> <p>Develop stronger, more resilient, supportive, influential and inclusive communities.</p>
	<p>Increased participation skill and pay levels with reduced gender inequality through:</p> <ul style="list-style-type: none"><li>• Targeted approaches for those furthest from the job market</li><li>• Pathways to employment and higher skilled employment</li><li>• Choices for the young workforce</li><li>• Apprenticeships at all levels</li></ul>
	<p>A whole population approach to prevention and reducing related harms</p>

# PRIORITIES AND OUTCOMES

## Raising aspirations

Our vision as a Partnership is raising aspirations which we will do by creating an enabling environment where our residents can achieve expanded choices, improved livelihood and wellbeing.

## Overarching priority and outcomes

Some people in Moray experience poorer life chances and outcomes than others and we recognise the influence that poverty can have on this. We are committed as a CPP to minimising the impact of poverty on the people of Moray by developing our understanding of how poverty can affect lives and ensuring that people are equipped to cope with the challenges they face.

Research into the causes and impacts of poverty shows how transition through key life stages can increase vulnerability to experiencing poverty e.g. childhood, working-age and later in life. People who face additional challenges may also have a greater likelihood of experiencing poverty. This may be someone with a long-term health condition – physical or mental, or perhaps a young person leaving a care situation e.g. foster care.

Moray has a low wage economy which impacts on household income. Additionally gender inequality is seen as an ‘emerging trend’ in Moray – information about potential barriers to women and girls in Moray achieving their full economic potential is limited and further research is needed. This work aligns with the Scottish Government’s priorities for Fair Work which include tackling the gender pay gap and encouraging employers to pay the real living wage.

We know that evidence suggests that adverse childhood experiences result in social challenges for individuals throughout their life, thereby reducing their positive life outcomes and increasing their need to access public sector services for support.

Therefore, to reduce the proportion of children experiencing poorer outcomes we plan to improve and expand the provision of early years’ service.

This will also provide longer term preventative benefits for adults and tackle health, financial and social issues. Parents and Carers will benefit from a high quality, flexible system as it helps to support people into work, training or further study which may not have been previously accessible. Importantly, this will also contribute to improving gender inequality through childcare and employment opportunities.

Supporting our residents and their families to achieve their full potential forms a significant part of our agenda to tackle inequalities through a long term preventative approach. Our research has helped to shape our understanding of poverty and highlighted a further key point: any strategy aimed at reducing poverty also needs to consider how to reduce inequality. Therefore, we are developing our approach to poverty through a strategy that can guide the work of all partners in both joint and independent work.

In terms of outcomes, success would mean:

- Moray provides an enabling environment where our residents can achieve expanded choices, improved livelihood and wellbeing

And specifically we want to see a difference from our poverty strategy in relation to:

- inequalities in educational attainment will reduce
- access to employment opportunities will improve and low pay will reduce
- health and social inequalities will reduce

## **Evidence**

The research shows a link between life expectancy and poverty. In Moray it appears that some people will live an average of ten years longer than others depending on where they live. Further in some of our communities, one in seven children are growing up in poverty with around 3000 children on means-tested free school meals and an estimated 32% of households in fuel poverty.

Moray remains one of the lowest paid local authority areas in Scotland and has the sixth highest gender pay gap in Scotland. In addition, the evidence suggests that the higher levels of attainment achieved by Moray's young women are not transferring into corresponding career paths. Further, it can be inferred that this lack of suitable job opportunities may influence young women to leave the area, and this is reflected in gender imbalance for 16-29 year old age group. For those who do choose to stay in the area, the evidence also suggests that the impact of access deprivation may be greater on women than it is on men.

## Building a better future for our children and young people in Moray

Children have the right to live in communities where their voice is heard and they are built up to be all they can be.

Our early years are vital, setting the trajectory for our health, wellbeing, opportunities and outcomes across the rest of our lives. A study has shown that one fifth of the population (20%) account for the majority of social spend in adulthood, and their identities can be predicted at three years of age by deprivation, maltreatment, poor IQ performance and low behavioural self-control. Child poverty, social immobility, health and educational inequality continue to increase and evidence clearly shows that this leads to poorer outcomes for children, young people and families.

Younger people are under-represented in Moray and so we want to create an environment that makes more want to stay or come to Moray in order to ensure our communities are sustainable. Attainment is a key determinant of future employment, health and other outcomes; therefore, improving attainment should lead to improvement in other life outcomes. There is evidence that attainment and post-school destinations vary across the Moray communities and in some areas are below average.

Pre-pregnancy health has significant implications for the health of the newborn, from immediate postnatal period through to the risk of chronic diseases in later life. Parenting is integral to a child's physical and mental health and wellbeing, not just in their early years, but also throughout childhood, adolescence and into adulthood.

In terms of outcomes, success would mean Moray will be:

- wellbeing is improved: mental and emotional, physical and social
- impact of poverty is mitigated
- children and young people feel safe and free from harm: bullying, impact of domestic abuse, impact of neglect and impact of parental substance use
- the life chances and outcomes for care experienced children and young people are improved: stable accommodation, education employment and training, health and wellbeing, criminal and youth justice and rights and participation

## Evidence

Uptake of early learning and childcare amongst three and four year olds is very high with up to 100% of children taking up the majority or all of their entitlement across both school and funded provider settings.

Between 2013 and 2016 Moray's literacy and numeracy performance deteriorated as children progressed through primary school. However, the percentage of leavers achieving literacy and numeracy at level 5 is in line with our virtual comparator with an improving trend over the last 3 years.

S4 staying on rates across the majority of Moray secondary schools is well below that nationally. During S5 and S6 attainment continues to be below that of our comparator and nationally with lower rates achieving at higher and advanced higher levels. Based on the 2016 results Moray school leavers on average attained fewer tariff points than nationally.

In relation to positive destination choices, there has been a decreasing trend in the percentage of school leavers going straight into employment, although Moray is still slightly above the national rate.

Some girls and boys will live an average of ten years longer than others depending on where they live. There are some communities in Moray where 1 in 7 are growing up in poverty. In relation to health, 1 in 8 children in Moray are overweight, with 1 in 9 being obese.

Some young people are taking risks which may put them at danger of harm. In Moray, girls are more likely to consume alcohol than boys at both 13yr old and 15yr old stages. Further, over a third of 15 year olds report that they have been offered at least one illegal drug; and they reported that it would be easy to get an illegal drug. 10% of 15 year olds reported they were regular smokers.

As of quarter 2 in 2016/17 the largest proportion of children on the child protection register is aged 0-4 years and over two thirds of children (69%) on the child protection register are noted to be at risk of emotional abuse.

## Empowering and connecting communities

Moray's rurality creates challenges for ease of physical access to and within Moray, and digital connectivity is affected by limited availability of fast broadband speeds. Mobile connectivity is an issue for part of Moray.

Lack of confidence and the capacity to engage in local democracy can inhibit the wellbeing of our residents. However more confident, skilled and self-reliant communities where expectations and aspirations are raised and achieved will help address issues and bring improvements to the community. This is particularly true in those areas identified as having poorer outcomes.

Tackling issues which limit connecting people to their communities will make Moray a more thriving community and a better connected place, where more people will live well in their communities. Building the capacity of individuals and communities and developing strong vibrant self-supporting communities will offer opportunities for strong connections within and across communities. It will give all sections of the community a voice.

Equally important is the potential impact on everyday life that the quicker and easier access to health, social and cultural services would bring. While beneficial to each of Moray's residents, the impact for specific groups will be more significant e.g. older people living alone, young families, young people, those living in particularly rural communities, and those on low wages. We recognise that access to services is vital for our rural communities, particularly with declining resources, and partners will work to ensure creative solutions are available across Moray.

The development of transport and digital infrastructure will be progressed through the Moray Growth Bid and Moray Economic Strategy. The main focus for the Community Planning Partnership in the LOIP will be the development of more resilient and self-reliant, empowered communities. This will be achieved through the review and implementation of the Community Learning & Development (CLD) Plan and the Community Engagement Strategy. Moreover the development of Locality Plans will be our key driver to improve outcomes to our most vulnerable communities.

Good quality Community Learning and Development will be central in supporting primarily disadvantaged and vulnerable groups and individuals of all ages to engage in learning and development, including building capacity within and across communities. There will be a strong focus on early intervention, prevention and tackling inequalities within communities and the 2018 – 2021 CLD plan will be provide clear leadership and direction, and drive the action needed to ensure we maximise the contribution of CLD partners to support the interventions required in our communities.

In terms of outcomes, success would mean:

- a thriving and well connected place, where more people will live well in their communities
- confident, skilled and self-reliant communities where expectations and aspirations are raised and achieved

### **Evidence**

Accessing every day services such as school, work, leisure facilities and shops can have a significant impact on the quality of an individual's life. By way of example - although the average drive time to reach shopping facilities in Moray is approximately seven minutes, there is a longer travel time in 22 of Moray's 35 smaller communities including all four of Milne's ASG area and all seven of Speyside's ASG areas. Travel by public transport takes considerably longer in a number of local communities.

## Developing a diverse, inclusive and sustainable economy

Socio-economic circumstance is a key influencer of a number of the identified areas for improvement (e.g. attainment) and improving economic outcomes should impact on the wider priorities of the partnership. The socio-economic duty on public bodies which will come into effect in April 2018 will underline the importance of this issue.

A growing and diverse economy will provide a stable, sustainable employment base for our communities, providing opportunities for our young people as well as tackling work-based gender inequality. The resulting positive outcomes experienced at an individual level will also impact the wider community: helping young people and women to achieve their full potential here in Moray will ensure continued population diversity which is as essential for the vibrancy and culture of our local area as it is for the sustainability of our local economy.

Outward migration occurs when those leaving school for higher education out with Moray decide not to return with an unequal flow of young people choosing to come to Moray to compensate. There is a need to address this through the higher education offer in Moray, alternatives such as apprenticeships, ensuring the right mix and availability of housing and the right environment for people of all ages. Much of this work is being driven through Moray Economic Strategy and the developing Moray Growth Deal.

In the context of the LOIP, in addition to this general drive for economic growth and diversification, there will need to be additional targeted support to reach those furthest from the workplace and to address low pay.

The demographic change needs to be supported by actions that address gender imbalance, ageing population and reducing workforce by retaining and attracting young people, creating a wide choice of employment opportunity, improving working opportunities to suit an ageing and more flexible workforce and assisting those furthest from the workplace.

We recognise that there are a number of uncertainties associated with leaving the European Union that may impact on us, for example new arrangements for allocation of grant assistance and we will monitor and respond to this situation through Moray Economic Partnership as it develops.

In terms of outcomes, success would mean:

- by the year 2030 Moray will have a sustainable and inclusive economy which generates improved opportunities for everyone, including more skilled and higher paid jobs

## Evidence

Moray has relatively high employment rates in mainly low paid and low skilled industries with seasonal work common. Weekly wage levels rates lag behind those of neighbouring authorities and the Scottish average.

The impact of our aging population is two-fold: a smaller working age population and an increased demand for services which are already experiencing skills shortages – each of which is a risk to the sustainability of our economy. By 2039 the working age population in Scotland is projected to increase by 1% but in Moray it is projected to fall by 3%.

There is a mismatch between school leavers' career aspirations and the local job market and gender inequality is a significant factor in employment here. This lack of local opportunities may explain the lower proportions of young people, and particularly young women, in Moray. Young people are more likely to aspire to leave Moray than to stay - 45% compared to 40% for Highlands and Islands.

Moray has smaller businesses and slower rates of business growth than the national average. Micro enterprises with less than 10 employees form 88% of all Moray businesses. The rural nature of our geographic location and competition from the more urban parts of Scotland poses a challenge to attracting inward business investment. So for example, Moray is the only mainland Scottish authority with no dual carriageway.

## Improving wellbeing of our population

Our plan has a focus on alcohol due to the prevalence of alcohol misuse in Moray. This is not just about people who are dependent on alcohol. Alcohol is associated with problems within communities and is not just experienced by the person who is drinking but by the families, children, neighbours, and workmates around them. Alcohol harm affects people's life chances and is a recognised contributor to the inequality gap in health and wellbeing.

The success of existing work related to alcohol dependency should not be underestimated, but it is recognised that alcohol remains a significant factor in crimes of assault or domestic abuse in addition to health implications.

Alcohol is seen as a contributory factor to a range of issues: crime, fire, poor parenting, economic losses and so by prioritising our relationship with alcohol, the intention is to pursue a preventative agenda to improve a range of outcomes.

We also recognise that health and wellbeing makes a significant contribution to life experiences and can be adversely affected by many factors, including mental and physical health and alcohol/drug use. Over time we will be developing our planning to extend into these other areas and address the whole wellbeing agenda.

In terms of outcomes, success would mean:

- people are healthier and experience fewer harms as a result of making well informed decisions about their health and wellbeing

## Evidence

The review of the LOIP that produced this second edition highlighted the need for a broader approach to a wellbeing priority so that a range of factors that affect life outcomes are considered and addressed. Alcohol was identified as the first priority area to be addressed by the Partnership and the data for this is reflected below. Further evidence based priorities and approaches will be developed under this new broader wellbeing heading over the 10 year period of this plan.

The estimated cost of alcohol harm in Moray was £33.31 million in 2010/11, or £380 per person. This is in line with Highlands and Islands and also many of Scotland's other rural local authority areas. Perhaps not surprisingly it is substantially below the cost in more urban areas such as Aberdeen and Glasgow (£557 and £615 per person respectively). However the spend in Moray is significantly higher than it is in Aberdeenshire – £262 per person (Alcohol Focus Scotland: The cost of alcohol in Moray – 2010/11)..

According to Police Scotland evidence there is a clear link between alcohol consumption and violence both within the home and in public spaces in our towns and villages. Out of an annual average of 509 domestic incidents in Moray between 2014 and 2016 inclusive, children were reported as being present at 22% of all recorded domestic violence incidents in Moray (around 112 incidents per year). Where a child was present they were recorded as witnessing the domestic violence in 40% of cases (around 45 incidents per year). Police Scotland are working with CPP and licensed trade to ensure responsible behaviour and alcohol consumption.

Further the Scottish Fire and Rescue Service highlight that key contributory risk factors for accidental dwelling fires include lifestyle, independent living strategies, smoking, consumption of alcohol and prescribed and non-prescribed drugs; 8% of house fires were substance misuse related.

# PUBLIC SECTOR EFFICIENCY AND PARTNERSHIP

The Community Planning Partners are committed to the spirit of the Community Empowerment Act and the delivery of the LOIP priorities. To ensure we are delivering our agreed priorities we must align our strategies, resources and ultimately our organisations around these priorities. This re-alignment must also be carried out in the context of reducing public sector spend.

## Locality Plans for most vulnerable communities

Communities lie at the heart of community planning; they can and do achieve things for themselves, and we need to build on this and increase the level of influence and control that local people have over the decisions and services that have an impact on their lives. Working together makes it easier to improve outcomes and tackle the inequalities that some people experience.

Overall each of our communities does well with a good sense of community-spirit, high employment and good health. But within some communities it appears that many of our residents are facing different challenges but lack the confidence, skills or capacity to turn that into collective action to address those challenges or work alongside services to assist in tackling some of the inequalities that exist.

## Evidence

Many evidence based tools were used to assist the Community Planning Partnership to understand the differences within the communities as well as potentially target their resources to those most in need. In addition these analytical tools were used to identify the communities experiencing the most disadvantages in Moray. The tools considered factors such as the income of residents, employment rates, out-of-work benefit rates, childhood poverty measures, educational attainment, and crime rates.

Seven communities (based on Scottish Government intermediate geographies) were identified as the communities in Moray that are most likely to require support to raise educational attainment, to improve opportunities for employment in better paid jobs and to reduce childhood poverty. However, it is recognised there will be pockets of deprivation in other areas that none of the tools will identify. Furthermore, there are likely to be individuals, or families, living in poverty whose situation is made worse by living in a remote location.

Based on our assessment of a range of evidence and linking with the overarching priority, we have identified areas which we will target first for specific locality based work are:

### **New Elgin East and Buckie Central East**

These areas have been identified by our analysis where there are opportunities to improve outcomes. The Partnership will take two different approaches for this first year so that we can learn what works best. The aim would be to develop a Locality Plan for each of these areas which addresses some of the overarching actions from the LOIP where they are relevant to that community; we will collectively agree the focus of the work with the community.

We will then aim to develop specific actions with those communities to improve outcomes.

### **New Elgin East**

Is the area identified by our analysis with the greatest scope for development. This is an area where there are opportunities to improve outcomes across a number of factors, such as employment, crime and education. This area has been selected for a cross-cutting geographical approach.

In terms of outcome, it will be important to develop what success would look like with the community. However, our initial proposal for consideration would be:

- develop an environment of increased aspiration that will lead to increased attainment, better health and wellbeing and increased involvement in their community

More information on all of the statistics used to inform our priorities can be found on the 'YourMoray' website: [http://www.yourmoray.org.uk/ym\\_standard/Page\\_111096.html](http://www.yourmoray.org.uk/ym_standard/Page_111096.html)

### **Buckie Central East**

Will be focused around the priority of 'Building a better future for our children and young people in Moray'. This is currently being addressed in a two-pronged approach through existing partnerships relating to the economy and children's services. Further we will target our efforts on a locality basis around the current developments arising from the school for the future review at the Buckie Associated School Group level. Work being done in Buckie will contribute to this priority addressing ways in which the UC Community Planning Partnership can work with the community to improve their quality of life.

In terms of outcome, it will be important to develop what success would look like with the community. However, our initial proposal for consideration would be:

- an increase in attainment, increased employability and a greater voice in community affairs

## OUR DELIVERY PLAN

We will address our priorities through a combination of Local Outcomes Improvement Plan actions and the development of Locality Plans with the community. We recognised that our priorities overlap with each other and we will ensure that there is a joined up approach to addressing them. This will include agreement on resources to support the delivery of this Plan.

Local targeted assistance will be offered to the New Elgin East and to Buckie Central East communities. In Elgin we will work to explore ways which we can support and work with the community to improve their quality of life across a number of interrelated factors such as employment, crime and education. In Buckie, the focus will be on our 'Building a better future for our children and young people in Moray' priority where there is an opportunity to leverage impact and ensure community influence through our existing work on the economy and current development arising from the school for the future review.

Our plan is to develop our shared understanding of these places and people and to ensure that issues and solutions are agreed and developed jointly with the communities. Our ambition is that the communities own the developing plans and become partners in their implementation.

Much of the work is at the development stages and therefore year 1 of this plan involved mapping of current work across the partners. Engagement, particularly in the locality plan areas, involved considerable time and effort from the partners and communities. This approach will continue to ensure that the best outcomes are achieved while learning from the experience gained to replicate in other areas which in future years would benefit from a locality planning approach.

An action plan is contained in the appendices. This action plans should give assurances that our priorities will be taken forward through the LOIP and linked strategies. LOIP Strategic Lead Partnerships will develop the action plans and PIs further over the coming months, co-ordinated by the lead officers.

# ACHIEVING OUR AMBITION

## Building Community Relationship

Community Engagement will be a keystone from which we will build the foundation for our focus on raising ambitions and making Moray better for everyone. We recognise that our plan to address inequalities of outcomes is in its infancy and key steps for the Partnership will be to develop a shared understanding of the statistical and experience based evidence to inform and develop actions that will make a difference to our communities. We will use this to adapt and grow our LOIP and locality plans and to add depth and detail.

To achieve this we want to build on the information we have from previous work with communities and to progress with cohesive and purposeful engagement around our priorities. Our Community Engagement Group is developing plans and proposals for locality plan-related engagement activities, including determination of the most appropriate community engagement tools to use. These tools could include, but are not limited to, Planning for Real, Participatory Budgeting or Place Standard. A diagram showing the model of engagement is below.

Ideally we will see this model of engagement enabling the development of more resilient and self-sufficient communities who have influence over the delivery of public services to their communities and capacity for joint and community based delivery. More information about our approach to community engagement is in our Community Engagement Strategy.

### Cohesive and purposeful approach to community engagement



# GOVERNANCE TO MATCH PRIORITIES

## What does Community Planning in Moray look like?

We have been reviewing our partnership arrangements to make sure that we are focussed on the priorities set out in this plan and that the structure will support the development and delivery of our LOIP and Locality Plans. We believe that the following governance structures will be effective in delivering our priorities.

### Community Planning Partnership structure

Supporting the Delivery of the LOIP

## LOIP Strategic Lead Partnerships

### CPP associated Partnership Groups

#### Community Planning Board

- Community Planning Officers Group [CPOG]
- Community Engagement Group [CEG]

#### Moray Public Protection Chief Officer Group

- MAPPA & Offenders Management
- PREVENT (Radicalisation)
- Community Justice
- Community Safety
- Violence Against Women
- Adult Protection
- Child Protection

#### Community Planning Officer Group

- Delivering LOIP priority: Raising Aspirations (inc. poverty)

#### Employability Skills Group

- Delivering LOIP priority: Growing diverse and sustainable economy

#### GIRFEC Leadership Group

- Delivering LOIP priority: Building a better future for our children and young people in Moray

#### Moray Alcohol & Drug Partnership

- Delivering LOIP priority: Changing our relationship with alcohol

#### CLD Strategic Group

- Delivering LOIP priority: Empowering and connecting communities and Locality Plans

### **Community Planning Board – partners**

The Community Planning Board will have the ultimate responsibility for delivering this Plan. A list of the partners who are part of the Community Planning Partnership at the board level are listed below. Many more partners including community representatives and third sector organisations are part of the wider Community Planning Partnership at various levels.

- Cairngorms National Park Authority
- Moray Integration Joint Board
- Community Engagement Group
- NHS Grampian
- Highlands and Islands Enterprise Moray
- Police Scotland
- HITRANS
- Scottish Fire and Rescue Service
- Moray College UHI
- Skills Development Scotland
- Moray Council
- tsiMORAY
- Scottish Government

### **Monitoring and Review**

This Plan was first agreed in 2017. This Second Edition was produced as a result of a review in December 2019. Annual reports on our progress will be published. The Plan will be reviewed every three years along within the action plan.

## **Our next stages**

### **Governance**

The Partnership set out new governance arrangements and these will continue to develop to ensure they support the delivery of the outcomes. We have already identified a number of specifics for development and we may make further changes over time as priorities change and partnership groups develop.

### **Engagement**

This Plan was available to the public to comment when it was first produced. The Partnership recognises that the high level of this plan will make wider community engagement challenging and so it is planned to develop engagement on the plan further with specific stakeholders on issues and developments that will be of interest to them as work on each priority develops.

Our engagement will focus on the local level, mainly at the locality plan areas. Intensive and sustained engagement will allow the community and partners to work together to agree priorities and outcomes for their areas. In addition this approach will build future capacity for engaging both on an individual and community level.

### **Existing work**

The Partnership recognises that a significant amount of work is already taking place both on a strategic and operational basis. While the partnership believes that further work is required to improve outcomes against the priorities it does not want to reinvent the wheel or create unnecessary work. Therefore a number of mapping exercises will take place against the priorities. A range of activities are in place and we will seek to refine these against planned outcomes as work develops, including engagement with the public, service users and other stakeholders where appropriate to gain their perspective and influence.

Work will continue to develop and enhance the Partnership's combined actions to improve the outcomes and work towards key measures of success as well as allocating the required resources. The updates and revision to these should be complete within six months of this edition of the plan being finalised.

# MORAY AREA PROFILE 2017

## Our key facts

### POPULATION

- **95,510** population (2015)

Annual estimates are provided each year by National Records of Scotland (NRS) etc

- **16.2%** aged **16 to 29 years** (Scotland = 18.2%)
- **30.2%** aged **60 and over** (Scotland= 24.2%)

### AREA

- **2,238** sq km (864 sq miles)  
**11<sup>th</sup> most sparsely populated area in Scotland**
- **42.2%** of the population **live in a rural area**
- **4.1%** live in settlements with **fewer than 500 people**

### HOUSEHOLD PROJECTIONS 2012 TO 2037

- **7%** increase in households (40,492 to 43,245) (Scotland = 17% increase)

### FUEL POVERTY 2014

- **40%** of households in fuel poverty (Scotland= 35%)

### ETHNICITY

- **77.7%** White – Scottish (Scotland= 84%)
- **18%** White – other British (Scotland= 7.9%)

### CHILDREN LIVING IN POVERTY 2014

- **18%** children live in poverty (Scotland= 22%)

Moray has **0%** of Scotland's **most deprived datazones**, and **0.06%** of Scotland's **least deprived datazones**

- **3,537** people
- **3.7%** of Moray's population

### CAR / VAN OWNERSHIP 2016

- **18.9%** of households have no car/van (Scotland= 29.4%)
- **35.3%** of households have 2 or more cars/vans (Scotland= 28.5%)

## Economy and Income

### GVA PER HEAD OF EMPLOYMENT 2015

- **£20,624**  
(Scotland= £23,685)

### WEEKLY WAGES 2016

- **£498** (live in Moray)
- **£491** (work in Moray)  
(Scotland= £535)

### BUSINESS SIZE 2016

- **46.2%** employment in small businesses (<50)  
(Scotland= 36.1%)
- **39.6%** employment in large businesses (250+)  
(Scotland= 50.0%)
- **79.2%** in private sector (businesses with < 10 employees)  
(Scotland= 78.5%)

### BUSINESS TURNOVER 2016

- **£3,410m**  
(Scotland= £270,086m)

Between 2010-16:

- **23.2%** growth  
(Scotland= 4.9% growth)

## Education and Learning

### SCHOOL ATTAINMENT 2019/20 ADDITIONAL

Attainment/leavers data can be found in the annual Education PPR <http://www.moray.gov.uk/downloads/file137716.pdf>

- **61.2%** of pupils left school with one or more SCQF level 6 or 7  
(Scotland= 68.2%)

### ATTENDANCE 2018/19

- **95%** primary  
(Scotland= 94.5%)
- **92%** secondary  
(Scotland= 90.2%)

### POSITIVE DESTINATIONS 2019/20

Initial leaver destination (2019/20)

- **93.1%**  
(Scotland= 93.4%)

Follow up destination

- **90.9%**  
(Scotland= 92.2%)

### MORAY COLLEGE STUDENTS 2019/20

- 75.2% successful completions (Further Education)
- 1,960 full / part time students (down on 2,190 in 2018/19)

### QUALIFICATIONS: WORKING AGE POPULATION 2020

- **42.6%** have NVQ4+  
(Scotland= 49.3%)
- **7.5%** have no qualifications  
(Scotland= 8.0%)

## Life Stages/Health and Wellbeing

### LIFE EXPECTANCY

- **81.5** yrs for Females  
(Scotland = 81.1yrs, NRS 2017/19)
- **79.1** yrs for Males  
(Scotland = 77.2yrs, NRS 2017/19)

### DIABETES PREVALENCE 2016

- **5.7%**  
(Scotland = 4.97%)
- **5,258** registered with diabetes  
(up from 4,110 in 2010)

### OBESITY 2013/14

- **10.5** per thousand population  
(down from 10.88 per thousand population in 2010-11)  
(Scotland = 8.05 per thousand population)

### ALCOHOL RELATED DEATHS 2011/15

- **20.8%** per 100,000 population  
(Scotland= 21.5%)

## Community and Environment

### NEIGHBOURHOOD COMPLAINTS TO THE COMMUNITY SAFETY TEAM 2019/20:

- **20%** Neighbour disputes
- **24%** Abandoned vehicles
- **30%** Noise
- **11%** Dog fouling

### CRIME AND DISORDER

- **277** crimes recorded per 10,000 population (Scotland= 451, Recorded Crime in Scotland 2019/20)
- **23%** of residents have experienced some form of anti-social behaviour crimes or offences (Scotland = 28%, Scottish Household Survey 2019)

### RECYCLING

- **59%** of all waste arising is recycled (Scotland= 45%, Local Government Benchmarking 2019/20)

### VOLUNTEERING

- **30%** of adults involved in voluntary work in the last 12 months (Scotland= 26%, Scottish Household Survey 2019)

### OUR NEIGHBOURHOODS

- **95%** rate their neighbourhood as very/fairly good (Scotland = 94%, Scottish Household Survey 2019)

### CLIMATE CHANGE

- **88%** of adults agreed they understood what they could do to tackle climate change (Scotland 77%, Scottish Household Survey 2018)

## Public Services

### PUBLIC SPENDING

- £505.3+ million
- Moray Council (£000) (2015-16) £296,937
- Moray College (£000) (2014-15) £12,755
- NHS (£000) (2014-15) £142,591
- Social Care (£000) (2014-15) £53,078

### KEY ISSUES FOR MORAY RESIDENTS

- high number of older people
- low wage economy and lack of economic diversity
- outward migration of young people
- variation in attainment and post-school destination
- variation in outcome for smaller communities
- delivery of and access to services; and social isolation

### INFLUENCE/INVOLVEMENT IN PUBLIC SECTOR

- **15%** agree that they 'can influence decisions affecting my local area' (Scotland= 18%, Scottish Household Survey 2019)
- **35%** agree that their 'council does the best it can with the money available' (Scotland= 40%, Scottish Household Survey 2019)

# OUTCOMES AND DIRECTION OF PARTNERSHIP GROUPS

## Raising aspirations

### KEY PRINCIPLES

SMART actions delivered as a Partnership  
Actions address inequality  
Outcome indicators measure progress  
Actions relate to and deliver intended outcomes

### RAISING ASPIRATIONS

- Moray provides an enabling environment where residents can achieve expanded choices, improved livelihood and wellbeing.

### THE END RESULT WE WANT IS:

- Development of Poverty Strategy to tackle poverty, social cohesion and inclusion.

### WE WILL KNOW WE ARE MAKING PROGRESS WHEN:

- Strategic framework including a model of delivery and robust action plan which is part of the wider CPP prevention agenda are developed.
  - Develop Poverty Strategy.
- Existing local groups with a remit specific for financial inclusion are working together.
  - Review how and to what extent financial inclusion advice and information services are delivered by Moray Council and its partners to combat the expected increase in demand with a view to identify priorities and minimise fragmentation of service delivery.
- Agreement is reached on how best to harness the collective resources across the Partnership to support the delivery of the poverty strategy.
  - Develop a planned approach with partners and strategies for early intervention.

- Moray Outcome
- CPP Focus
- Milestones
- First Steps

Delivery Frameworks have been updated and approved by the Community Planning Board

<https://moray.cmis.uk.com/moray/CouncilandGovernance/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/1675/Committee/22/Default.aspx>

### RELATED STEPS/STRATEGIES

- Early Years Strategy
- Affordable Housing Strategy
- Local Housing Strategy
- Local Fire and Rescue Plan for Moray
- Money Advice Service and CAB support

### PERFORMANCE INDICATORS

- to be defined



## Building a better future for our children and young people in Moray

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Moray Outcome

CPP Focus

Milestones

Delivery Frameworks have been updated and approved by the Community Planning Board

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### KEY PRINCIPLES

SMART actions delivered as a Partnership

Actions address inequality

Outcome indicators measure progress

Actions relate to and deliver intended outcomes

### BUILDING A BETTER FUTURE FOR OUR CHILDREN AND YOUNG PEOPLE

- Children and young people live in communities where their voice is heard and they are built up to be all they can be.



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## THE END RESULT WE WANT IS:

- The emotional and mental wellbeing of children and young people is improved.
  - Investment in early intervention wellbeing supports for children, young people and families in Moray is no less than £1/2m per annum.
  - The number of children and young people who self-report good emotional and mental wellbeing via the mental health and wellbeing survey increases by 10% (baseline: Realigning Children's Services data).
  - The mental wellbeing of looked after, care experienced children and young people and teenage girls is in line with their peers.
  - Parents/Carers report increased confidence and skill within a 12 month period of accessing community based family wellbeing.
- The impact of poverty on children, young people and families is mitigated.
  - Prevention and early intervention pathway of financial supports to mitigate the effects of poverty is widely available and accessible to families, communities and professionals.
  - Local solutions to mitigate the impact of poverty are co-designed with children, families and communities.
  - Communities and frontline professionals have a common understanding of the impact of poverty on children and families and are knowledgeable and skilled to address minimise impact.
- Children live in safe and supportive families.
  - The voices of children and young people in need of care and protection are central to support planning and decision making.
  - Outcomes for care experienced children are improving.
  - Children in need of care and protection have safe, secure, stable and nurturing homes.
  - Families are meaningfully involved in identifying their needs and planning support.
  - Parents and carers are supported with respect and enabled to be the best parents they can be.
  - Perpetrators of domestic abuse are held to account and supported to change their behaviour.
  - Parents and carers trust professionals and have stable and supportive relationships with them.

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## RELATED STRATEGIES

- National Improvement Framework (NIF)
- Moray Children's Services Plan 2020-2023
- Corporate Parenting Strategy
- Child Poverty Action Plan
- Child Protection Committee Business Improvement Plan
- Moray Drug and Alcohol Action Plan
- Moray Violence Against Women Action Plan

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## PERFORMANCE INDICATORS

- to be defined

# Empowering and connecting communities

Moray Outcome

CPP Focus

Milestones

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## KEY PRINCIPLES

SMART actions delivered as a Partnership  
Actions address inequality  
Outcome indicators measure progress  
Actions relate to and deliver intended outcomes

## EMPOWERING AND CONNECTING COMMUNITIES

- A thriving and well-connected place, where more people live well.
- Confident, skilled and self-reliant communities where expectations and aspirations are raised and achieved.

Good  
governance  
principles for  
partnership  
working

– Audit Scotland: Managing performance: are you getting it right?



## THE END RESULT WE WANT IS:

- Improved life chances for people of all ages in Moray in communities experiencing the greatest inequality of outcomes.
  - More communities who experience the poorest outcomes become actively engaged and participate.
  - More communities and groups are supported to feel more confident in increasing the sustainability of their communities in which they live.
    - 1.1 Year 1/2 – Pilot survey in 2 areas and feedback results to communities.
    - 1.2 Years 2-5 – Conduct survey every 2 years and act upon results.
  - 2.1 Evidence of increased engagement and participation levels in Years 2-5.
    - 3.1 Evidence an increase of communities/people participating in the development and delivery of locality plans.
    - 3.2 Annual CLD reports show evidence progress with engagement and impact.
      - 4.1 Expansion of boundaries of current locality plans in New Elgin and Buckie Central East to increase inclusion.
    - 5.1 Year 1 – Identify baseline number of supported CATS throughout the partnership.
    - 5.2 The proportion of successful funding applications increases.
    - 5.3 Increase the number of local social enterprises.
    - 5.4 Number of people supported to participate in Participatory budgeting.
- Develop stronger, more resilient, supportive, influential and inclusive communities.
  - More communities who experience the poorest outcomes report they feel supported and better placed to progress plans to develop their communities.
  - Opportunities and engagement in a range of learning opportunities increases for people with the poorest outcomes.
    - 6.1 Year 1 – Develop mechanisms to support targeted groups.
    - 6.2 Years 2/3 – Support Agreements progressing with Anchor Organisations.
    - 6.3 Years 3/5 – Community anchor organisations report that they feel supported (wellbeing survey)
      - 7.1 Increase in number of individuals from ‘disadvantaged communities’ accessing learning opportunities to improve their life chances.

## RELATED STRATEGIES

- Community Learning and Development Plan
- Moray Cultural Strategy
- Moray Social Enterprise Strategy
- Moray College UHI Strategic Plan
- CPP Community Engagement Strategy
- Planning for Real – Various Communities’ Action Plans
- Local Management Groups’ Action Plans
- Moray Local Police Plan 2017-20
- SFRS Community Fire Plan
- tsiMORAY Outcomes Framework

## PERFORMANCE INDICATORS

- National Framework Indicators – Communities (perception of local area) (no CPOP indicators available)
- Percentage of adults who rate their neighbourhood as a very good place to live 2019 – 63.3% (57%), 2018 – 69.2% (57.4%), 2017 – 69.3% (57%) (National)
- Percentage of adults who report feeling lonely “some, most, almost all or all of the time” in the last week 2018 – 20.5% (21%) (National)
- Percentage of adults who agree that, in their neighbourhood, there are places where people can meet and socialise 2019 – 54.3% (57.09%). 2018 (50.9%) (58.92%) (National)
- FURTHER PI’s to be developed via Wellbeing Survey.

## Developing a diverse, inclusive and sustainable economy

Moray Outcome

CPP Focus

Milestones

Delivery Frameworks have been updated and approved by the Community Planning Board

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### KEY PRINCIPLES

SMART actions delivered as a Partnership

Actions address inequality

Outcome indicators measure progress

Actions relate to and deliver intended outcomes

### DEVELOPING A DIVERSE, INCLUSIVE AND SUSTAINABLE ECONOMY

- By the year 2030 Moray will have a sustainable and inclusive economy which generates improved opportunities for everyone, including more skilled and higher paid jobs.



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## THE END RESULT WE WANT IS:

- Increased participation, skill and pay levels with reduced gender inequality through:
- Pathways to employment and higher skilled employment.
- Targeted approaches to those furthest from the job market.
- Choices for the young workforce.
- Apprenticeships at all levels.

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## WE WILL KNOW WE ARE MAKING PROGRESS WHEN:

- 3.1 Percentage of woman have re-entered the workforce by end of 2021/22 increasing by end of 2023/24, either from economic inactivity to part time or from part time to full time.
- 6.1 10% increase in attendees in financial years 22/23 and 23/24 on 21/22 baseline. (440 in 22/23, 480 in 23/24).
- 7.1 70% utilisation of available funding in year 21/22 increasing to 80% in years 22/23 and 90% in years 23/24.
- 7.2 20% increase in 22/23 and 23/24 on 21/22 baseline of unique employers taking on kick-start placements.
- 7.3 80% completion rate of 6 month contract.
- 7.4 50% of those who complete the contract go on to find employment within 3 months.
- 8.4 Implement Apprenticeship strategy and target sectors for improvement. March 2022 onwards.
- 8.5 Increase in all levels of apprentices on pre-Covid-19 baseline.

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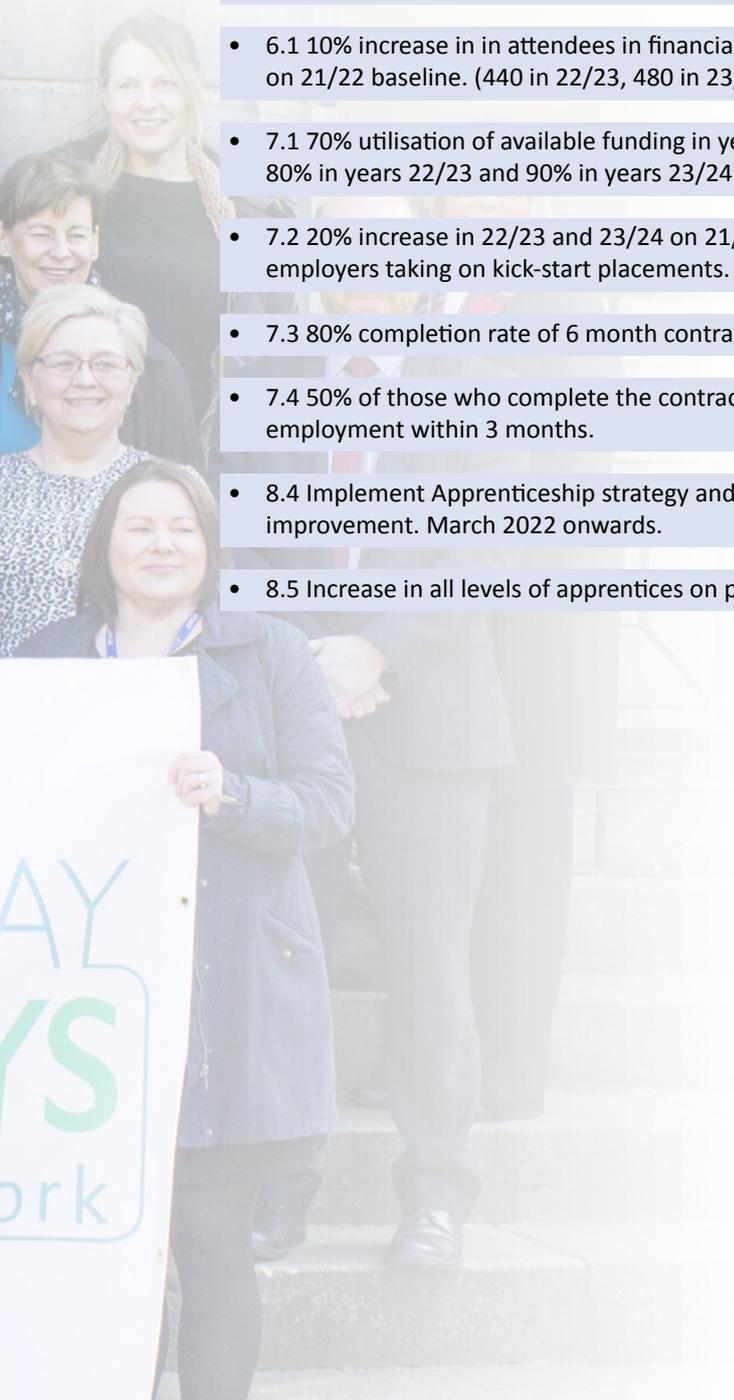
## RELATED STRATEGIES

- Growth Deal
- Moray Economic Strategy
- Moray Social Enterprise Strategy
- Moray Local Development Plan
- Employability Strategy
- Moray Skills Strategy
- Developing the Young Workforce
- Attainment Strategy
- SFRS Community Fire Plans

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## PERFORMANCE INDICATORS

- Community Planning Outcome Profile Indicators (measured across 32 CPPs)
- Employment rate
- Median earnings for residents in local authority area who are employed
- Percentage of population (aged 16-64) in receipt of out-of-work benefits
- Percentage of children in poverty
- Survival of new-born enterprises (3 year survival)



## Improving wellbeing of our population

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### KEY PRINCIPLES

SMART actions delivered as a Partnership

Actions address inequality

Outcome indicators measure progress

Actions relate to and deliver intended outcomes

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### IMPROVING WELLBEING OF OUR POPULATION

- People are healthier and experience fewer harms as a result of making well informed decisions about their health and wellbeing.

Moray Outcome

CPP Focus

Milestones

Delivery Frameworks have been updated and approved by the Community Planning Board

<https://moray.cmis.uk.com/moray/CouncilandGovernance/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/1675/Committee/22/Default.aspx>

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## THE END RESULT WE WANT IS:

- A whole population approach to prevention and reducing related harms:
- Prevent and reduce alcohol and drug related harms.
  - 1.1 Recovery Outcome – Physical health and wellbeing  
Number of clients reporting improvement / no change / decline  
Average review score  
Average change from assessment score
  - 1.2 Recovery Outcome – Mental health and emotional wellbeing  
Number of clients reporting improvement / no change / decline  
Average review score  
Average change from assessment score
  - 2.2 The use of and compliance with DAISY forms part of the MADP quarterly reporting and agency reporting process which is used to assess future need and to ensure that services continue to meet the needs of Moray.
  - 4.1 Number of unplanned discharges from the recovery orientated system of care in Moray (reduce by 10%).
  - 5.3 Learning from the MARS process is fed into commissioning decisions.
- There is a reduction in alcohol and drug related harm and improvement in people's wellbeing.
- Promote engagement into treatment care and support and ensure the consistency of alcohol and drug service provision across Moray; supporting community services in meeting the needs of those using services where alcohol or drug use is a factor.
  - 6.1 Number of clients in drug and alcohol services receiving 1st reviews within 3 months.
  - 6.2 Number of clients in drug and alcohol services receiving 2nd reviews within 6 months.
  - 6.3 Number of clients in drug and alcohol services receiving 3rd reviews within 12 months.
  - 6.4 Recovery Outcome – Year to date averages across all outcomes.
  - 6.5 Number of planned discharges from the recovery orientated system of care who are free from problematic alcohol or other drug use (increase by 10%).
  - 7.1 Number of clients in specialist services in Moray.
  - 7.2 Number of people waiting more than three weeks between referral to a specialist drug and alcohol service and commencement of treatment.
  - 10.1 MADP Workforce Development prospectus and feedback from those attending shows an average of 90% with a positive rating of good or above.

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## RELATED STRATEGIES

- National Improvement Framework (NIF)
- Rights Respect and Recovery
- The Alcohol Framework
- The national Performance Framework
- The Quality Principals.
- Moray Children's Services Plan 2020-2023
- Community Justice Improvement Plan
- Child Protection Committee Business Improvement Plan
- Moray Drug and Alcohol Delivery Plan
- Moray Adult Protection Committee Framework
- Moray Violence Against Women Action Plan
- Moray Mental Health and Wellbeing Strategy

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## PERFORMANCE INDICATORS

- Community Planning Outcome Profile Indicators (measured across 32 CPPs)
- Emergency hospital admissions per 100,000 population (65+)
- Mortality rates per 100,000 for people aged under 75
- Average score on the short version of the Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS)
- Unplanned emergency hospital attendances
- Premature mortality rate

