

Key findings from Budget Survey Phase 1 – Vision & Priorities

Participants were asked whether they agreed with Council Vision and priorities.

- 96.0% agreed or somewhat agreed with our Vision and 94.5% with our Priorities.
- Of the three Priorities 'Tackle Poverty and Inequality' ranked 1st, 'Build thriving, resilient, empowered communities' ranked 2nd & Build a stronger, greener, vibrant economy ranked 3rd.
- The 0-16 age group priorities differed from all other groups. 'Tackle poverty and inequality' remained the top priority, but they placed 'Build a stronger, greener, vibrant economy' before 'Build thriving, resilient, empowered communities'.

Analysis from Budget Survey Phase 1 Open Ended Questions – Vision

In the Budget Survey Phase 1, some 488 respondents provided text in the open-ended question *Is there anything you would remove from or add to our vision, explain further and give reasons please?* where “our vision” is defined as:

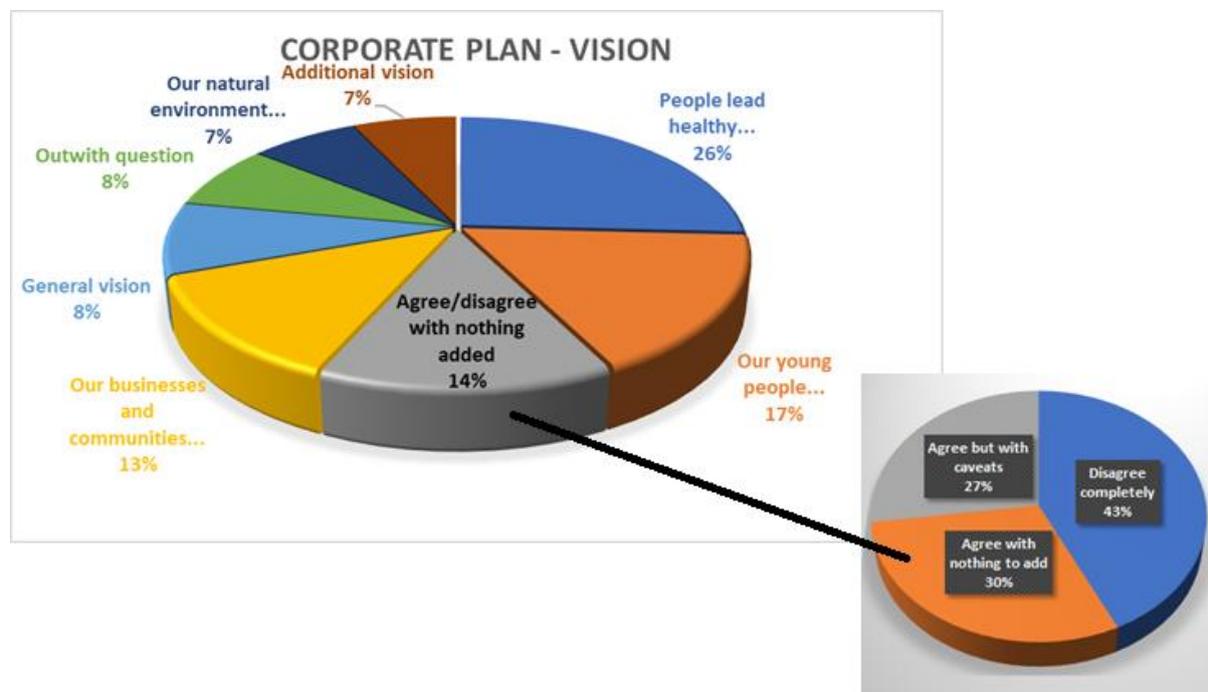
CP Vision – A Moray where people prosper, free from poverty and inequality

- [1] Our young people grow up safe, well-educated and reach their full potential
- [2]- People lead healthy lives and have access to quality care when they need it
- [3]- Our businesses and communities prosper
- [4]- Our natural environment thrives for the betterment of all

Definitions and Method

For purposes of survey response processing the above is regarded as an **overall vision** plus four **parts**. Some people commented on just the overall vision whilst others commented on one or more parts of the vision specifically. For classification purposes this was initially turned into a pick list of five **options** (overall vision plus the four parts) with each having three **sub-options** - no change to the vision (or a part of it), amendments/additions to the vision (or part of it) or deletion of part of the vision. Since a number of respondents commented exclusively on transport and infrastructure this was added as a sixth **option**. Note that although 488 respondents completed this question some respondents had views on more than one part of the vision making a total of 500 responses. The summary below provides more detail around the graph segments.

Summary



In the above graphics, the 70 comments ‘Agree/disagree with nothing added’ have been broken down to further understand peoples' reasoning. 21 (4%) agreed with the vision with nothing further to add. 19 (4%) either agreed in theory but doubted it would work in practice, for example the vision

can be realised only with sufficient funding. 30 (6%) disagreed outright saying the vision was unrealistic, for example not achievable by the Council on its own.

39 responses (8%) made statements out with the scope of the question, such as savings suggestions covered in the later section of the survey.

Only two respondents suggested removal of constituent parts of the vision outright. 326 people made comments for adding to or amending the vision and themes, with a further 38 wanting the big picture “A Moray where people...” statement to be amended.

35 (7%) respondents mentioned infrastructure and transport in their comments, as it is unclear whether these would be incorporated within another sub-option, they have been presented as the sixth option. Comments evidence that the public recognise infrastructure is very important and integral to the delivery of priorities such as education and economic growth. Respondents said that well-maintained roads and capacity of utilities should be able to cope with current and future needs, travel should be easy and safe for people of all ages and abilities.

A Moray where people prosper, free from poverty and inequality

38 comments were about the general vision, suggesting that it should include futureproofing, a Moray where people are listened to, not only free from poverty and inequality but also discrimination. Further adding that Moray be a welcoming and inclusive place, outward looking and connected to the wider world. A number of respondents observed that climate change and sustainability must surely bind together all parts of the vision.

Our young people grow up safe, well-educated and reach their full potential

84 people (17% of respondents) included comments on this part of the vision, 16 of whom said there should be no change, main points offered on additions or amendments as below -

- Feeling safe, children and young people and teachers should not feel threatened
- Importance of incorporating young people with Additional Support Needs or those in the minority and protected characteristics
- Young people being equipped to navigate the challenges of adult life
- Addressing the cost of housing and infrastructure that discourage young adults from staying in Moray

People lead healthy lives and have access to quality care when they need it

This part of the vision attracted by far the largest proportion (129 responses) 26% of comments. Nine were content with the vision statement as is, main points on amendments and additions as below -

- Emphasis on ‘healthy lives’ aspect should be placed on affordable, accessible sports and leisure facilities, attributing some importance to Moray Leisure Centre
- Increasing opportunity to participate in fitness programmes, e.g. children learning to swim
- Access to support to maintain mental, physical and social health
- Focus on accessible care for older people

Our businesses and communities prosper

64 (13%) respondents made comments on this part of the vision, all proposing additions and amendments bar one who said it should be removed, main points as follows –

- Inclusion of affordable business rates to draw business to the area, particularly sustainable / green industries
- Attractive thriving town centres, clean streets and buildings in good repair
- Responsible management of Artificial Intelligence
- Commitment to community and community ownership

Our natural environment thrives for the betterment of all

7.2% of all comments were made about this part of the vision, with the main points as follows –

- Suggestion that this is weaker vision statement to the rest, relevance around betterment of all meaning if taken in its widest sense
- Explicit mention of biodiversity, commitment to net zero and mitigating Moray's contribution to global warming
- Promotion and support for eco-friendly, sustainable lifestyles
- Benefit from renewable industries in the area

Analysis from Budget Survey Phase 1 Open Ended Questions – Priorities

Priority – Tackle poverty and inequality	Priority - Build a stronger, greener, vibrant economy	Priority - Build thriving, resilient, empowered
Reduce child poverty and inequalities in incomes, health and education	Deliver the Moray Growth Deal	Involve and empower our communities in shaping places that people want to live in, visit and invest in
Support vulnerable members of our community	Focus on a wellbeing economy, one that provides opportunities for all	Provide modern and sustainable services, housing and infrastructure that meet the needs of our communities
		Create and support flourishing, healthy communities by considering climate change and biodiversity in everything we do

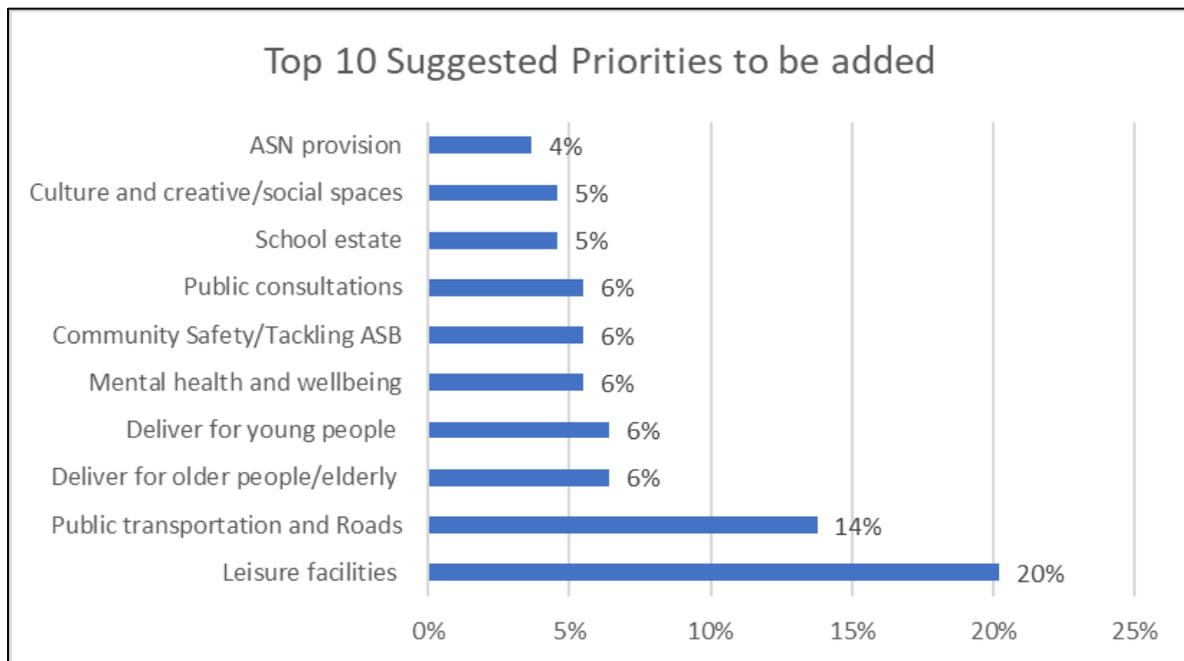
As part of the Phase 1 Survey for the Budget 2024-25 Consultation, an open-ended question “*Is there anything you would remove from or add to our priorities, explain further and give reasons please?*” was included to cover the draft priorities (above) of the Corporate Plan.

432 comments were received; 178 comments related to additions to priorities, 66 comments on deletions, whilst 188 related to statements or general views of the council.

Priorities - additions

Of the 178 suggestions for additional priorities, 109 comments related to areas perhaps not reflected in current draft priorities. 29 themes were apparent from these suggestions with the most popular around improving leisure facilities across Moray, which respondents stated positively

impacted on the Health and Wellbeing of people of all ages with good facilities contributing to a greater sense of community. More popular suggestions are presented in the graph below.

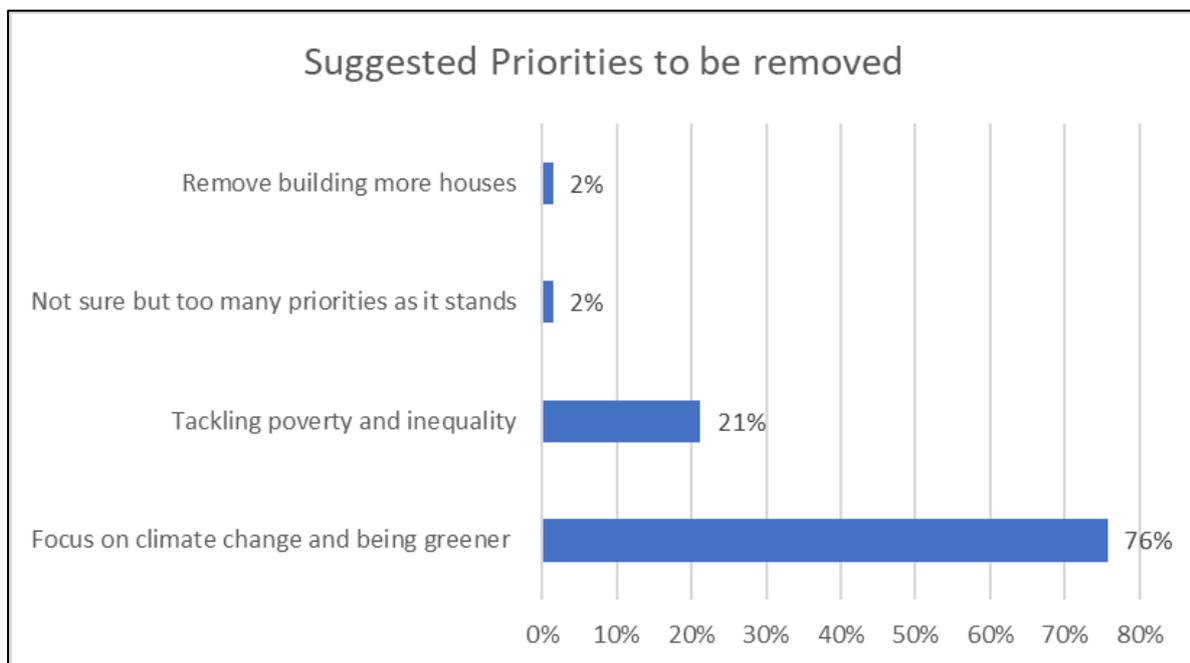


Priorities - deletions

From the 66 responses stating they would remove a priority, two main themes were clear, 76% wished the focus on climate change and being greener be removed while 21% believed tackling poverty and inequality was not required.

With climate change, many believed it has been exaggerated by the press and does not pose a significant threat to Moray. Several also stated the costs outweighed any benefits with infrastructure not in place to offer an alternative.

For tackling poverty and inequality, those that responded believed this to be a central government issue rather than something a local authority can influence. Others noted they believed it was up to individuals to remove themselves from poverty, suggesting retraining overpaying benefits.



General Statements

Common themes were evident within the additional statements. Building on a previous question in the survey where respondents were asked to rank the priorities in order of importance, 24% confirmed they believed the draft priorities were of equal importance and work to deliver one would help the others.

6% however believed the council should focus on delivering just basic services expected by the public.

From other statements provided, it would appear communication around the Moray Growth Deal and ongoing support for Economic Growth could be improved. It was also suggested that the council should ensure that final agreed priorities are achievable with the aims and delivery of each clear for members of the public.

Top 10 Themes of Additional Statements

