

## Community Planning Board

Thursday, 08 November 2018

**NOTICE IS HEREBY GIVEN** that at a Meeting of the **Community Planning Board** is to be held at **Alexander Graham Bell Centre, Moray College, Moray Street, Elgin, IV30 1JJ** on **Thursday, 08 November 2018** at **09:30**.

### BUSINESS

- |          |  |                |
|----------|--|----------------|
| <b>1</b> | <b>Welcome and Apologies</b>   |                |
| <b>2</b> | <b>Minute of the Previous Meeting on 13 September 2018</b>           | <b>3 - 8</b>   |
| <b>3</b> | <b>Action Sheet from 13 September 2018</b>                           | <b>9 - 10</b>  |
| <b>4</b> | <b>LOIP Performance Report</b>                                       | <b>11 - 16</b> |
|          | Report by the Chief Executive, Moray Council                         |                |
| <b>5</b> | <b>Locality Planning Update</b>                                      | <b>17 - 40</b> |
|          | Report by the Corporate Director (Corporate Services), Moray Council |                |
| <b>6</b> | <b>Draft Poverty Strategy</b>  | <b>41 - 66</b> |
| <b>7</b> | <b>Proposed Dates 2019</b>   | <b>67 - 68</b> |
| <b>8</b> | <b>Items for the Attention of the Public</b>                         |                |

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**Minute of Meeting of the Community Planning Board**

**Thursday, 13 September 2018**

**Inkwell Main, Elgin Youth Café, Francis Place, Elgin, IV30 1LQ**

**PRESENT**

Councillor George Alexander, Mr Joe Bodman, Mr Roddy Burns, Councillor John Cowe, Councillor John Divers, Councillor Tim Eagle, Mr Ian Findlay, Councillor Graham Leadbitter, Councillor Shona Morrison, Mrs Fiona Rolt, Mr Anthony Standing, Chief Superintendent Campbell Thomson, Mr Don Vass, Councillor Sonya Warren, Mrs Susan Webb

**APOLOGIES**

Ms Donna Chisholm, Mr Murray Ferguson, Mr Grant Moir, Mr Mike Palmer

**IN ATTENDANCE**

Mr Andrew Stanley, Head of Regional Development, Moray Area, Highlands and Islands Enterprise, as substitute for Ms Chisholm

Ms Karen Delaney, Community Learning and Development Support Officer, Moray Council

Ms Jeanette Netherwood, Corporate Manager, Health and Social Care Moray

**1 Nominations for Community Planning Board Chair**

Mr Burns advised that with the change in administration at Moray Council it had become necessary to appoint a new Chair to the Board and requested nominations for the role of Chair.

Councillor Leadbitter was nominated by Councillor Divers; this was seconded by Chief Superintendent Thomson.

Ms Rolt was of the opinion it had been agreed to appoint a Chair from an organisation outwith the Council and nominated Chief Superintendent Thomson for the role of Chair and suggested that a Depute Chair also be appointed to provide for continuity.

Chief Superintendent Thomson thanked Ms Rolt for the nomination and advised he was of the opinion Councillor Leadbitter was a more suitable candidate to take on the role of Chair to allow for a transition period.

Councillor Cowe sought clarification on a timescale for rotating the role of Chair.

Councillor Leadbitter was of the opinion this should be done annually.

As Ms Rolt failed to secure a second for her nomination, and no one was otherwise minded, Councillor Leadbitter was appointed as Chair of the Board.

Thereafter Councillor Leadbitter took over as Chair of the meeting and sought nominations for the role of Deputy Chair.

Councillor Morrison nominated Chief Superintendent Thomson for the role of Deputy Chair; this was seconded by Councillor Leadbitter.

As there was no one otherwise minded Chief Superintendent Thomson was appointed to the role of Deputy Chair.

## **2 Minute of Previous Meeting 19 April 2018**

The Minute of the meeting of the Community Planning Board dated 19 April 2018 was submitted for approval.

In response to a query on whether all partners had submitted contact names for work being carried out in relation to Brexit as noted at paragraph 3 (i) of the Minute Mrs Gunn advised names had been received.

Thereafter the Minute was agreed as a true record of the meeting dated 19 April 2018.

Mrs Webb entered the meeting during discussion of this item.

## **3 Community Planning Partnership Governance**

A report by the Corporate Director (Corporate Services), Moray Council, asked the Board to consider a number of questions that have arisen with regards to governance in order to provide clarity for the Partnership moving forward.

Discussion took place on Area Forums and Community Councils within Moray and what overlap there may be in their remit. The performance management arrangements were also discussed and it was stated that a balance is required between what needs to be reported and the timescales for reporting, bearing in mind the frequency of Board meetings. It was agreed a further report to the meeting in November would help remind all of requirements previously agreed to allow discussion of these in the context of the new Action Plans being developed.

Thereafter following further discussion the Board agreed to:

- i. note the content of the report;
- ii. the proposals to provide clarity on community planning governance arrangements moving forward; and
- iii. a further report being presented in November on performance management arrangements.

Ms Netherwood entered the meeting during discussion of this item.

Ms Whitworth left the meeting at this juncture.

#### **4 Economic Development update on Strategic Development at Community Planning Level**

A report by the Corporate Director (Economic Development, Planning and Infrastructure), Moray Council and the Moray Area Manager, Highlands and Islands Enterprise provided community planning partners with an overview of strategic developments in economic planning in Moray over the past 12 months including work on a review of Moray Economic Strategy, a Skills Investment Plan for Moray and Moray Growth Deal.

Lengthy discussion took place on the developments over the past years, taking note of some major successes in the area.

Thereafter the Board agreed to note recent developments.

#### **5 Childrens Services Inspection**

Under reference to paragraph 2 of the Minute of the meeting dated 16 March 2017 a report by the Acting Corporate Director (Education and Social Care), Moray Council, informed the Board of the forthcoming progress review for Children and Young People services in Moray due to commence in November 2018.

It was stated that a lot of work, at significant cost, had been undertaken. A five year improvement plan has been put in place and this is moving forward.

Thereafter, following further discussion, the Board agreed to note:

- i. the scope and timing of the forthcoming progress review; and
- ii. action being taken to prepare for the review.

#### **6 Health and Social Care Moray - Annual Report**

A report by the Chief Officer, Moray Integration Joint Board (MIJB), provided community planning partners with an overview of strategic developments in health and social care over the last year.

During discussion it was advised that the MIJB have an item on their agenda to agree items to be highlighted to the public following the meeting. Councillor Morrison advised items included those areas where the MIJB was doing well and also if things were not going to plan.

The Board was of the opinion this would be a useful item for future meetings and agreed to have a standing verbal item on future agendas to discuss items for highlighting to the public.

Thereafter the Board agreed to:

- i. note recent developments; and
- ii. task the clerk with including 'Items for the Attention of the Public' on all future agendas.

Ms Netherwood left the meeting at this juncture.

## **7 Community Learning and Development Plan 2018-21**

A report by the Acting Corporate Director (Education and Social Care) advised the Board of the need for compliance with the Community Learning and Development (CLD) Plan (Scotland) Regulations 2013 to publish a CLD Plan under the leadership and direction of the Board.

It was stated there are good examples of CLD in the community with a lot of good work being undertaken.

Following discussion the Board agreed to:

- i. approve the 2018-2021 CLD Plan;
- ii. note the improvement priorities; and
- iii. support the governance measures as detailed in section 4.2 of the report.

## **8 Potential Impact of Brexit**

Under reference to paragraph 5 of the Minute of the meeting dated 13 February 2018 a report by the Corporate Director (Economic Development, Planning and Infrastructure), Moray Council, asked the Board to consider information on the research undertaken on the potential impact of Brexit.

Discussion took place on impacts including the potential issue of migrants having to leave the country. It was stated that migrants are vital to businesses in Moray.

Following further discussion the Board agreed to note the content of the report.

## **9 Location Director role refresh**

A letter from the Scottish Government advised the Board of a refresh of the role of Location Director and this was duly noted.

## **10 Equally Safe Quality Standards and Performance Framework**

A letter from the Cabinet Secretary for Communities, Social Security and Equalities advised the Board of the publication of the Equally Safe Quality Standards and Performance Framework and sought assistance in ensuring this is implemented locally.

The Board agreed to note the assistance required in ensuring the Equally Safe Quality Standards and Performance Framework is implemented locally.

## **11 Any Other Competent Business**

Mr Bodman was of the opinion an action sheet, to be issued following each meeting and thereafter to be on the agenda for the following meeting, would be beneficial in ensuring actions from meetings are completed.

Discussion took place on requirements and it was agreed the Clerk would be tasked with producing and issuing an action sheet following each meeting and thereafter for ensuring it is on the agenda for the following meeting.

Councillor Alexander advised the Glasgow School of Art had an exhibition in Forres as part of the Open Doors weekend taking place on 22 and 23 September.

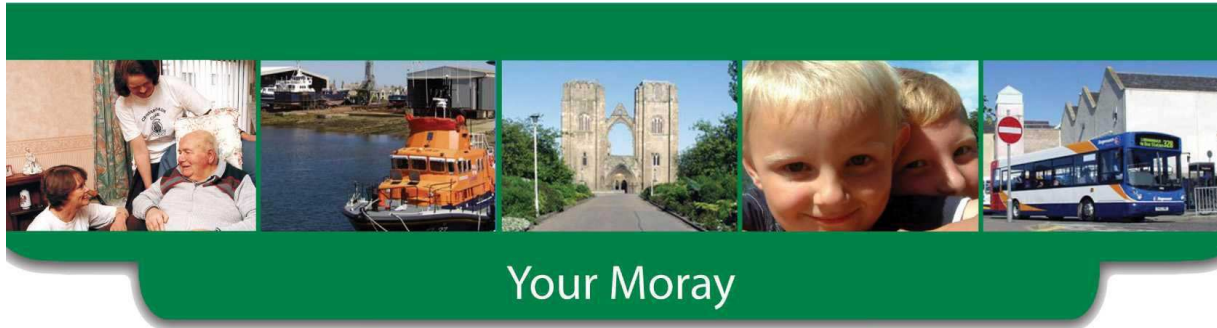
Councillor Morrison advised a Community Justice Market was being held in Elgin at the weekend.

Ms Rolt advised a Moray Forum event to discuss transportation was being held in Lhanbryde at 10.00am on 22 September.

Ms Delaney advised a Colour Run had been organised for 30 September and application forms to take part were available from the Elgin Youth Café.





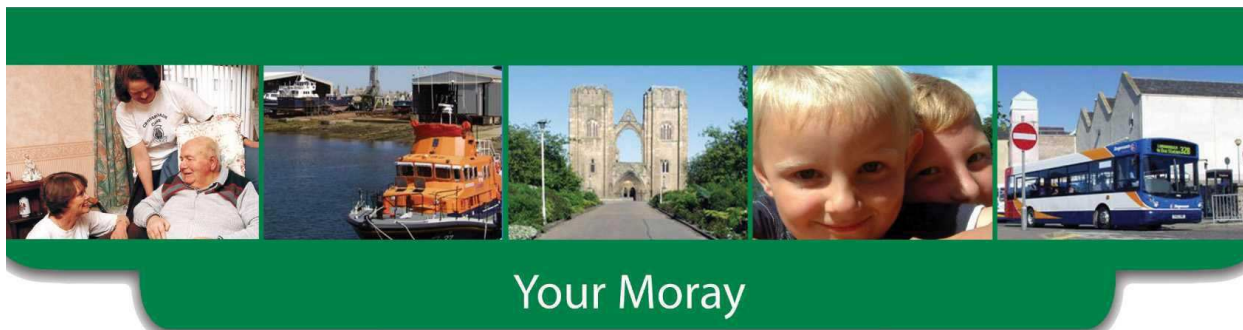


**MEETING OF COMMUNITY PLANNING BOARD – 13 SEPTEMBER 2018**

**ACTION SHEET**

ITEM NO.	TITLE OF REPORT	ACTION REQUIRED	DUE DATE	ACTION BY
1.	Community Planning Partnership Governance	Further report to refresh thinking on performance management requirements.	8 November 2018	Denise Whitworth
2.	Moray Integration Joint Board – Health and Social Care Moray Annual Report	Add 'Items for the Attention of the Public' as the final open item on all future agendas.	8 November 2018 and ongoing	Clerk
3.	Any Other Competent Business	Action sheet to be issued following each meeting and to be added to the agenda for the following meeting.	27 September 2018 and ongoing	Clerk





**REPORT TO:** COMMUNITY PLANNING BOARD 8 NOVEMBER 2018

**SUBJECT:** DELIVERING THE LOCAL OUTCOME IMPROVEMENT PLAN

**BY:** CHIEF EXECUTIVE (MORAY COUNCIL)

**1. REASON FOR REPORT**

- 1.1. To provide the Community Planning Board (CPB) with an overview of the development of plans for the delivery of the priorities in the Local Outcomes Improvement Plan (LOIP) and the performance management arrangements for this.

**2. RECOMMENDATION(S)**

**2.1. It is recommended the Board agree that:-**

- i) the high level delivery plans set out in the LOIP will be accepted as the priority plans for the current year;**
- ii) for the 2018 LOIP, performance reporting will be based largely on a narrative assessment of progress with use of limited evidence based indicators and case studies to support this where they are available;**
- iii) the LOIP will be reviewed early in 2019 and the opportunity will be taken to ensure a sharp focus on improving outcomes where partnership adds value and to ensure robust measurable plans linked to those outcomes are developed during the review to enable effective performance management; and**
- iv) the commitment to partnership working is renewed and that partners will ensure appropriate priority and resourcing is provided for community planning to enable LOIP actions to be progressed timeously.**

### **3. BACKGROUND**

- 3.1. The Community Planning Board approved the Local Outcomes Improvement Plan (LOIP) 10 year plan at its meeting on 13 February 2018 (para 5 of the minutes). This was the first LOIP for the partnership and it reflected a change in community planning to focus on addressing inequalities of outcomes where partnership working would specifically add value. The partnership used a strong statistical basis to inform the identification of priorities and was keen to avoid duplication of work and to maximise the impact of work that was already being established. Therefore, the milestone and first steps set out for development to support the priorities identified in the LOIP drew heavily from existing plans.
- 3.2 In order to advance the work set out in the LOIP, the strategic partnership group for each priority was tasked with the development of a plan indicating how they would achieve the outcomes set out in the initial delivery plans and to setting actions and performance indicators linked to these plans. In practice this has proved challenging and detailed plans are not yet available for all priorities. There are a number of factors that have influenced this:
- Capacity to complete the work – this is generally additional work with no dedicated resource time. Experience is that quality work is only produced when there is specific dedicated resource made available by all of the relevant partners (illustrated by more recent progress on children's' plan);
  - Commitment of partners to shared CPP outcomes is subordinate to pursuance of organisational or other partnership priorities and this can impact on the relevance of selected actions/targets for the LOIP;
  - It is not obvious how some of the actions and milestones selected against some priorities will progress that priority (e.g. safer children milestone to protect children from harm online);
  - Some existing plans are not written in terms specific measurable actions and outcomes and it has proven difficult to extract appropriate actions and detail from them as intended when the LOIP was drafted (this is recognised through significant re-drafting that is currently underway);
  - The need to participate in and respond to various inspection regimes and develop improvement plans to respond to these has taken priority (although much of this development work will ensure a stronger position for the next version of the LOIP).
- 3.3 In reflecting on the experience, the Community Planning Officer's Group acknowledged weaknesses in outcome based thinking and planning and identified this as an area for development. In response HIE identified an option

to secure assistance to support work and skills on outcome based approaches and this is being investigated further with a view to delivering development activity early in 2019.

- 3.4 As a result of the above, with the exception of the growing the economy priority, this first iteration of the LOIP currently has in place only the high level milestones and first steps as set out in the LOIP itself, although these have not been agreed/finalised by the strategic partnership groups. While the economy plan and performance information has been developed, this has already required a number of iterations, has proved very challenging and the information contained in the document does not yet provide a comprehensive cohesive statement of actions and performance measures. The draft plan is available should any Board member wish to see an example to illustrate the challenges and consider potential solutions.
- 3.5 At this stage, when work on reviewing the LOIP for the next iteration needs to commence very shortly, the value of continuing to try develop actions and performance indicators based on poor available input is questionable. Therefore, it is suggested that pending the scheduled 12 month review of the first LOIP, the delivery plans in the current LOIP are used.
- 3.6 While this sets the overall direction, it places restrictions on the rigor that is possible in terms of evidence of impact when reporting and monitoring performance for this year. However, it is important to note that work has been progressing based on the existing plans that are linked to the LOIP priorities (as set out below each priority). Therefore, it will be possible to provide narrative reporting and some limited case studies and statistical performance indicators to support these where available.
- 3.7 A number of the plans linked to the LOIP are currently under review or development with a view to ensuring they are set out more robustly in future. It is proposed that where appropriate these revised plans can be used to contribute to the revision of the LOIP that is scheduled towards the end of this year. The focus of the revised LOIP will be sharpened further to ensure keen attention to improving inequality of outcome where partnership makes the key difference and removing some of the more general actions/targets that may have been present in some parts of the first iteration. It is hoped that the revised plans referred to above will enable the supporting actions for this clearer focused LOIP to be revised to be more specific and measurable.
- 3.8 In terms of proceeding in this way, the following progress is noted against each of the current LOIP priorities:

- i. Children's - review of plans is underway to ensure appropriate links across and within partner organisations and plans. Actions will be revised to ensure they are specific and aimed at delivering a measurable outcome. This will be completed by the end of 2018 and ready for incorporation as appropriate into version 2 of the LOIP.
- ii. Empowering Communities – The Community Learning and Development plan is going through a similar process, also with a timescale of the end of 2018. Consideration needs to be given by the strategic partnership group as to whether this addresses the full extent of the LOIP empowering communities priority.
- iii. Alcohol – it was intended that membership and focus of this group should be reviewed to ensure a strategic level approach and develop a plan accordingly. The work of the group and current plan continues to have a largely operational tack. This requires review to ensure the LOIP requirements are fulfilled and CPOG support is sought in ensuring this takes place.
- iv. Economy – an action plan has been prepared which will be used for current monitoring and for input to the future revision of the LOIP.
- v. Poverty – the strategy is in the early stages of development. There is a need for clarity on the lead and resources for this work and CPOG is asked to consider and provide guidance on this issue. The current target for development of action plans is June 2019. Targets for the current and future iterations of the LOIP will reflect this development activity.
- vi. Locality Plans – work is progressing to meet the target of having 2 locality plans developed by March 2019. These can then be reflected in the second LOIP.

3.9 The proposal is that the work outlined above takes place with a view to incorporating relevant elements into the next iteration of the LOIP. Revised actions and performance measures to reflect the full range of LOIP priorities will be developed to ensure there are robust plans against which outcomes and performance can be measured.

3.10 The caution with the above is that these issues are not new to community planning. There needs to be some commitment and assurance from all partners that there will be change to ensure that adequate plans and therefore outcomes can be delivered. This challenge is put to CPOG for consideration in terms of both the planning activity and the actions to ensure that plans are delivered upon.

3.11 In addition to the points set out in 3.2 above, it is suggested that it might be helpful to consider:

- Inviting research and information expertise at an earlier stage of the development of plans and measures;
- A single point of contact for the collation of performance information;
- Commitment from partners to providing and sharing performance information timeously;
- Resources for the preparation of plans and progressing of actions;
- A workshop session for the next version of the LOIP followed by a protected action day for relevant officers to undertake the required development activity.

3.12 In terms of monitoring and reporting progress, a performance management approach was agreed by the Board in April. This set out the following

- A template to link partners' individual plans and outcomes to the priorities included in the LOIP to ensure clear accountability for actions, delivery and deadlines
- Links between the action plans and PIs to be used for monitoring performance. .
- the content to be amended by relevant partnership lead officers over the coming months

3.13 Following on from points raised at the September meeting of the CPB, the following structure for performance monitoring and management is offered by way of clarification and assurance that appropriate performance governance is in place. There are 3 tiers of governance to support the management of performance:

- i) Strategic Partnership Group for each Priority – operational performance monitoring to provide oversight of delivery of actions to meet milestones;
- ii) CPOG – reporting from lead officers- operational exceptions; cross priority issues; general overview of priorities, strategic guidance and results.
- iii) CPB – strategic overview and outcomes;

#### **4. SUMMARY OF IMPLICATIONS**

**(a) LOIP – 10 year Plan**

This report concerns the development of plans to support the delivery of priorities contained within the LOIP and how performance can be managed.

**(b) Policy and Legal**

None arising from this report.

**(c) Financial implications**

There are no financial implications as a direct result of this report.

**(d) Risk Implications**

The report aims to consider how to manage the risks of not delivering against the plans in the LOIP. To date it has proven difficult to develop robust measurable plans aimed at improving outcomes. There is a risk that community planning is seen as ineffective. Partners are asked to consider approaches to ensure a more rigorous approach to planning and improved commitment to delivering the priorities of the partnership, also recognising the pressures that the various partners have within their own organisations that inevitable impact on the progress of partnership work.

**(e) Staffing Implications**

There are no direct staffing proposals in this report. However, resourcing the work of the CPB is an increasing issue. Specific reference is made in the paper to performance information co-ordination but as pressures on partner resources increase within each organisation, the matter of how to resource and priorities community planning work becomes more of an issue.

**(f) Property**

None arising from this report.

**(g) Equalities**

None arising from this report.

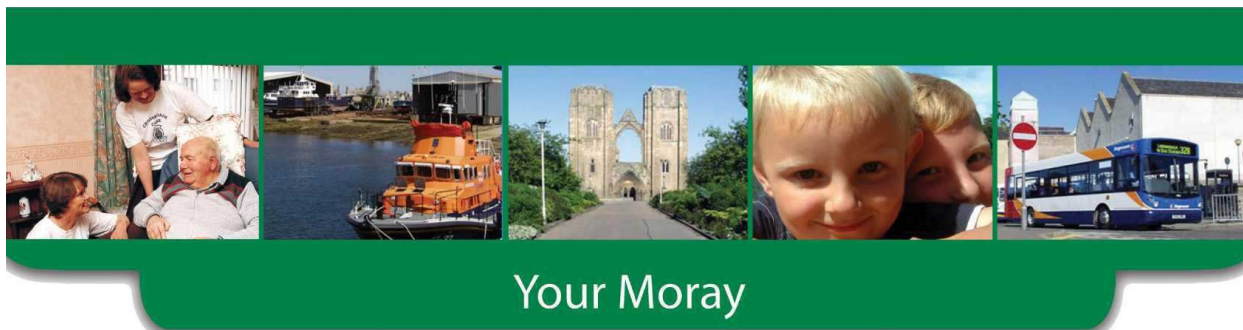
**(h) Consultations**

None arising from this report.

**5. CONCLUSION**

- 5.1. It has proven very difficult to develop detailed measurable plans for the priorities set out in the first LOIP. This means that performance reporting will be more narrative for this year and that there will be less evidence based reporting. The report identifies a way forward to provide improvement and sets out issues for consideration in addressing this situation, however, it should be noted that these issues are not new. To deliver a change in the outcomes from community planning partnership work will require a change in approach and this will need commitment from partners at a time when there are considerable pressures on individual organisations which restrict the ability to develop new ways of working for community planning.**





**REPORT TO: COMMUNITY PLANNING BOARD 8 NOVEMBER 2018**

**SUBJECT: LOCALITY PLANNING UPDATE**

**BY: CORPORATE DIRECTOR (CORPORATE SERVICES) (MORAY COUNCIL)**

**1. REASON FOR REPORT**

- 1.1. To advise the Board of progress of work on the locality plans proposed within the Moray 10 Year Plan (LOIP).

**2. RECOMMENDATION**

- 2.1. **It is recommended that the Board notes the progress and endorses the planned next steps for work with communities to develop locality plans (as set out in Appendices 1 and 2).**

**3. BACKGROUND**

- 3.1 The Community Empowerment Act 2015 places specific duties on Community Planning Partnerships around locality planning. Based on assessment of the data about the communities in Moray and the consultation and engagement work done by the Partnership, two areas have been identified for specific locality based work as part of the Local Outcomes Improvement Plan.
- 3.2 A locality plan under the Act is a plan to improve the outcomes in that area and it must clearly take account of the perspectives and ambitions of the local community.
- 3.3 Work has been taking place with local communities and practitioners to advance locality planning in the two areas identified of New Elgin East and Buckie Central and East. This has been going well with good engagement from local

communities and partner agencies. Progress reports on each area are attached as Appendices 1 and 2 and these also set out the next steps for further engagement with a view to developing plans with the communities by early 2019.

- 3.4 As noted in the appendices, support is being provided by the Scottish Centre for Community Development (SCDC) which will allow the learning from the two pilots to inform work in other localities in Moray and to feed into other national developments around place-based working. The Voice (Visioning Outcomes in Community Engagement) tool is also being used to plan and monitor progress and will assist in the evaluation of the pilots.

#### 4. **SUMMARY OF IMPLICATIONS**

- 4.1 The allocation of specific resource to support the community engagement work required to develop locality plans has been crucial to enabling progress to be made. A funding application to the Scottish Government Making Places Initiative has recently made in a bid to secure external funding to support this work for temporary period.
- 4.2 As has previously been noted, while partners have a great deal of experience in community engagement and development, this is the first attempt to co-produce local area plans aimed at improving outcomes. As such it is a learning process and is not without risk. To manage this, partners are working jointly to share experience and skills and maximise the use of resources and are receiving support from SCDC.
- 4.3 Once plans are developed, it will be important to ensure that implementation and monitoring of progress is effective. Proposals require to be developed to put new arrangements in place for this purpose.

#### 5. **CONCLUSION**

- 5.1. The approach to locality planning is being developed with a view to working closely with communities to ensure that their perspective informs the understanding of the issues to be addressed and the development of a locality plan for each area. So far, good progress is being made and the next stages are to enhance the level of understanding and begin to develop the specifics of the plans.

Author of Report: Denise Whitworth

Background Papers: Previous report to the Board 5 February 2018

Ref:

**Appendix 1**

**Your Community, Your Future, Your Plan....**

**Buckie Central East Local Outcome Improvement Plan**



**Interim Report**

**Background**

As part of developing its Local Outcome Improvement Plan (LOIP), Moray Community Planning Partnership identified seven communities most likely to require support to raise educational attainment, improve opportunities for employment in better paid jobs and to reduce childhood poverty.

Of these seven, two communities were chosen as pilot areas for locality based work. Moray Council's Community Support Unit was chosen as lead practitioner in each area; using capacity building skills and professional facilitation and community learning & development expertise, to both bring partner practitioners together and target interventions towards those experiencing greatest inequality of outcomes. Buckie Central East is one of the two pilot areas, the other being New Elgin East.

The Community Support Unit designed an Engagement Steps Model, approved by the Community Engagement Group, based on a minimum 26-30 week process, to outline engagement steps and process in each of the two pilot areas.

The Engagement Steps Model will ultimately result in a Locality Plan for Buckie Central East, co-designed and co-produced with the community. This method follows guidance for community planning partners on community participation, under the Community Empowerment (Scotland) Act. (Link below)

<http://www.legislation.gov.uk/asp/2015/6/part/2/enacted>

The Locality Plan will be focused on the priority of 'Building a better future for our children and young people in Moray' and will identify opportunities for increasing attainment, increasing employability and having a greater voice in community affairs.

Priorities identified by the community via the Action Plan will assist the Moray Community Planning Partnership in re-aligning their own priorities and resources, for maximum impact in reducing inequalities.

The two pilot Locality Plan processes are being supported, independently, by David Allan of the Scottish Community Development Centre (SCDC), as part of their Supporting Communities Programme. This will allow the learning from the two pilots to inform work in other localities in Moray and to feed into other national developments around place-based working. SCDC are undertaking this work through: monitoring and evaluating VOiCE recordings, regular contact with the facilitation team, meeting with the Working Group, and Action Learning activities with Working Group members. In addition, they will feed in programme learning to the Moray Community Planning structures as appropriate.

### **What do we know about the community and the issues?**

Total population	- 3,410
Working Age population	- 2,045
No. of households	- 1,674

Low attainment (all ages)

Low paid employment  
Low skilled employment  
Young unemployed

Employment – oil, manufacturing (incl fish processing), vehicle mechanics (above Moray & Scottish average)

Employment – public sector, education, administration, health, social care (below Moray & Scottish average)

Skilled trades/machine operatives/low skilled (above Moray & Scottish average)

Managers/professionals (below Moray & Scottish average)

Over 75s (above Moray average)

White – Scottish (above Moray average)

Long term sick/disabled (above Moray average)

Caring for home/family (above Moray average)

No car/van (above Moray average)

Vandalism/crime (shops area)

Obesity/smoking/hypertension

## **What we have done so far**

**April – June 2018** Small Steering Group meetings held with CSU, Public Health Coordinators and Locality Wellbeing Officer to identify key partners and design a Buckie Practitioner event

**June 2018** – Practitioner Event held in Fisherman's Hall, Buckie

**July – August 2018** Stakeholder Working Group meetings held to design and trial the questionnaire and community engagement process

**September 2018** – Survey Monkey designed and promoted

### **September 2018 – Community Engagement Events rolled out across Buckie Central East**

- 6 September – Tesco Buckie – Community Councillors, Councillor, CSU
- 7 September – ScotMid – Community Councillors, CSU, Public Health
- 13 September – Lidl – Community Councillors, Moray Wellbeing Hub, CSU
- 14 September – Douglas Crescent – Community Councillors, CSU, Public Health
- 19 September - Employability Group – CSU
- 19 September – Job Centre - CSU
- 19 September – Millbank Primary – CSU
- 19 September – Buckie Area Forum - CSU
- 20 September – Milton Drive – Community Councillors, Councillor, Housing Officer, CSU
- 21 September – Portessie – Community Councillors, CSU, Public Health

### **September 2018 - Engagements undertaken with client base by practitioners**





- Moray Council Housing
- Quarriers
- Phoenix Centre
- Buckie Library Job Club
- Burnie Road Day Centre
- Buckie High School

**October 2018** Stakeholder Working Group meeting held to gather feedback from engagement events and plan next stage of the process.

Members of the Stakeholder Working Group include Buckie and District Community Council, Buckie High School, Millbank Primary School, Portessie Primary School, Moray Council Housing Service, Moray Council Education & Social Care Service, Ward Councillors, Community Support Unit, Moray Health and Social Care Partnership, Public Health Coordinators, Moray Wellbeing Hub, Phoenix Centre, Moray College UHI, Quarriers

## What we have asked people in our conversations

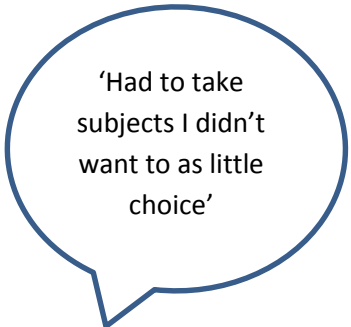


To improve the outcomes of the community of Buckie Central East in terms of attainment and employability, we needed to learn of their experiences of education and of seeking employment. For those who felt they had not had such a good experience, we were keen to hear not only of any issues or barriers they had faced which had prevented them from progressing as they would have wished but also if and how they had managed to overcome them. We have also asked people about their interest and involvement with local community engagement.

 <b>10 engagement events</b>	 <b>Over 500 conversations</b>
 <b>185 questionnaires completed</b>	 <b>1,500 homes leafletted</b>

## Emerging Themes

Most common comments people said...

### About school

 <p>'Had to take subjects I didn't want to as little choice'</p>	 <p>'I liked school. I enjoyed learning and seeing friends'</p>	 <p>'I was bullied and not supported. I had poor mental health and no confidence'</p>
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## About employment



## About being involved



As at 10 October 2018 there have been 183 respondents of which 39% live in the datazones of Buckie Central East with the remaining 61% living elsewhere in Buckie and surrounding area.

Females are by far the majority of the responders at 78%.

Age Range	
Under 16	12
16-24	15
25-34	33
35-44	31
45-54	33
55-64	31
Over 65	16

## Equalities Act – Protected Characteristics

The community within the Buckie Central East area has a good representation of protected characteristics groups and the conversations we had and the responses we received from individuals in the community and practitioners working with their clients reflect this.

Protected Characteristics	Community/Practitioner
Young People	Community, Buckie High School
Older People	Community, Quarriers
Sex and sexual orientation	Community
Transexual	Community
Race	Community
Mental Health	Community, Phoenix
Learning Disabilities	Burnie Road Day Centre
Physical Disabilities	Community, Quarriers
Married/Civil Partnership	Community
Religion	Community
Pregnancy/maternity	Community

## Challenges

There are a number of challenges that have been encountered so far, examples of where they have impacted the process, and mitigating measures undertaken to minimise their impact. Many of these are ongoing in nature and need to be revisited and reflected upon as each phase progresses to ensure that we are constantly learning from and refining practice to reflect the current situation.

### Focus of Locality Plan

Attainment and employability are not issues that would normally arise from the community when developing a community action plan and therefore it presented the problem of engaging with people upon areas that were very personal and in many cases of negative experience

It was felt that the best method of engagement would be face to face with support from a survey monkey. Questions were asked around the more general areas of education and employment with opportunities to seek more in-depth feedback on barriers respondents had faced that might have impacted upon their attainment and employability. This was done particularly successfully in the face to face interviews where a relationship already existed between the interviewer and respondent.

### Area of Locality Plan

The area of Buckie Central East covers five SIMD datazones and two distinct communities of the Milton Drive Estate and Portessie. The two communities have a geographical divide, have separate primary schools, have different outcomes and do not associate themselves as being part of the same community.

It was agreed that an in-depth engagement take place within the Milton Drive area and a 'lighter touch' in Portessie at each stage of the consultation.



### **Timing of Consultation Process**

Given the focus of the LOIP, the schools of Buckie High, Millbank and Portessie particularly, and to a lesser extent Cluny and St. Peters, and the staff connected to them, are critical to the success of the consultation and resultant Locality Plan. The process however has been hindered by school holidays and therefore the availability of staff to attend practitioners meetings and undertake consultations with pupils.

The practitioners group felt this was unavoidable and allowed flexibility within the consultation timetable for school linked consultation and engagement to continue during term-time whilst the agreed wider process continue on schedule.

### **Community Buy-In**

The concept of a Locality Plan around attainment and employability has been a difficult one for us to sell to the community and for the community to buy into it and see what their role in improving outcomes could be.

Members of Buckie and District Community Council have been a driving force throughout the consultation and in the design and delivery of the process, themselves undertaking face to face interviews with members of the community. There is a wide awareness of the consultation and LOIP within the area and we would anticipate good attendance from the community in November at the priority setting and action planning sessions.

### **Ownership of the Locality Plan**

What the final Locality Plan will look like is not yet known but there is uncertainty at the moment as to who will take ownership of it and how it will be monitored

Determining who will be responsible for the delivery of the Plan and the achievement of its outcomes is beyond our control and it is hoped that it will be known before the priority setting and action planning sessions in November

### **Case Studies**

Susan is 24 and a full time single parent. She left school at 15 as she was pregnant. There was no encouragement from School to continue her education so she has no qualifications. She would like to gain employment to "set an example to her children" but is unable to find unskilled employment around school hours. Unskilled work is available but mainly in evenings and weekends and Susan does not have access to childcare to allow her to work these hours. On reflection Susan would have liked to have had more support to continue her education and gain qualifications when she was at school. Susan would like to see flexible hour childcare available in the area.

Pupil A wants to do Advanced Higher in Science but has been told they would have to go to Elgin to do it. They feel mixed ability teaching is detrimental to their learning as teachers have to spend much more time with badly behaved pupils and as a result Pupil A feels that they are not being pushed enough to reach their full potential. "Why should I suffer? I am not getting the best education I could get because of other disruptive pupils. It is not fair! Please do something about it."

Mr A and Mrs A are both under 25 years old and have a one year old son. Neither of them felt they had a good secondary school experience and they were not able to take the subjects they wanted to as there were few options. Mrs A felt there were no opportunities open to her in school nor guidance given. Mr A works full time in Buckie but is unhappy with the "poor pay" he receives. Mrs A left school and worked in a series of "dead end jobs". She doesn't drive and has found the lack of transport has prevented her seeking

employment elsewhere and doing the activities she wants to do with her son. She has however recently started at Moray College which she is enjoying. Neither felt they had any influence over community matters believing that the “council don’t care about others opinions”.

### **Next stages**

Work continues to build the picture of Buckie Central East and focussed work will be undertaken with pupils at Buckie High School during November.

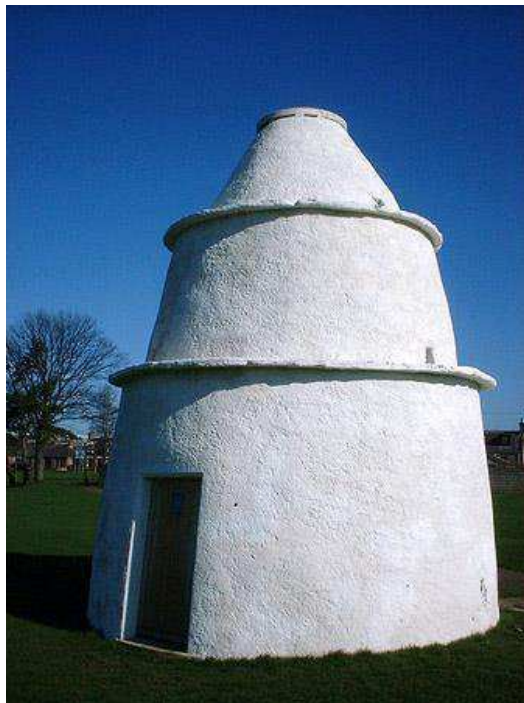
The Stakeholder Working Group will look to hold further engagement towards the end of November taking the initial work that has been done back out to the community to have a deeper discussion about their priorities and how partners can meet their aspirations for the area. It would be proposed that these engagements take place in the Milton Drive area and also Portessie, where-ever possible linking in with local events.

It is crucial that actions are not initiated at this stage by either community or community planning partners, as this removes ownership of the process and the final Action Plan from the community and can mean local people can lose faith in the process.

It is envisaged that the Buckie Central East Locality Plan will be produced in early 2019. Further work will be carried out via the Working Group on best methods of analysing and presenting the information gathered from the community, reflecting on what has been learned so far and how to take this forward. This work will be supported by David Allan of the Scottish Community Development Centre.

# Your community, your plan, your future -

## New Elgin East Local Outcome Improvement Plan



**Interim report- October 2018**

## Background

As part of developing its Local Outcome Improvement Plan (LOIP), Moray Community Planning Partnership identified seven communities most likely to require support to raise educational attainment, improve opportunities for employment in better paid jobs and to reduce childhood poverty.

Of these seven, two communities were chosen as pilot areas for locality based work. Moray Council's Community Support Unit was chosen as lead practitioner in each area; using capacity building skills and professional facilitation and community learning & development expertise, to both bring partner practitioners together and target interventions towards those experiencing greatest inequality of outcomes. New Elgin East is one of the two pilot areas, the other being Buckie Central East.

The Community Support Unit designed an Engagement Steps Model, approved by the Community Engagement Group, based on a minimum 26-30 week process, to outline engagement steps and process in each of the two pilot areas.

The Engagement Steps Model will ultimately result in a Locality Plan for New Elgin East, co-designed and co-produced with the community. This method follows guidance for community planning partners on community participation, under the Community Empowerment (Scotland) Act. (Link below)

<http://www.legislation.gov.uk/asp/2015/6/part/2/enacted>

The work on the Locality Plan focuses on the overarching theme of *“Develop an environment of increased aspiration that will lead to increased attainment, better health and wellbeing and increased involvement in their community”*.

Priorities identified by the community via the Action Plan will assist the Moray Community Planning Partnership in re-aligning their own priorities and resources, for maximum impact in reducing inequalities.

The two pilot Locality Plan processes are being supported independently, by David Allan of the Scottish Community Development Centre (SCDC) as part of their Supporting Communities Programme. This will allow the learning from the two pilots to inform work in other localities in Moray and to feed into other national developments around place-based working. SCDC are undertaking this work through: monitoring and evaluating VOiCE recordings, regular contact with the facilitation team, meeting with the Working Group, and Action Learning activities with Working Group members. In addition, they will feed in programme learning to the Moray Community Planning structures as appropriate.

## Statistics

What we know at a glance about New Elgin East:

- Rapid population expansion
- Younger population than other areas of Moray
- Higher number of Polish residents
- More people are likely to have social housing tenancies
- Low rents
- Low paid employment
- High levels of car use
- Lack of higher qualifications
- Low attainments into employment
- High rates of childhood immunisation
- 1 in 5 children in the area live in a low income family
- Higher death rate among adults under age 44
- High number of repeat hospital admissions

## Timeline

**27th March 2018**- Staff reps from Moray Health and Social Care Partnership, Moray Council Locality Wellbeing Officers & Community Support Unit to discuss how best to initiate engagement. Agreed CSU staff will take on Lead Practitioner role at a local level.

**17th April** – Visioning Outcomes In Community Education (VOiCE) recording tool. Agreed this will be primary tool for recording progress and monitoring outcomes.

**7th May** – Mapping exercise to identify capacity, resources, and support from partner agencies.

**20th June** – Practitioners first meeting to discuss outcomes of mapping exercise. Discussions held around identified gaps. Working Group volunteers identified.

**22nd July** – Police Scotland community engagement event at New Elgin Primary.

**25th July** – First Working Group meeting, identify roles/responsibilities options/potential community reps. Awareness raising/initial engagement event identified as priority. Working Group identified need to have higher representation from community representatives than agencies; practitioners from community planning partners are there to support and enable community representatives.

**2nd August** – Second meeting of Working Group

**Ongoing awareness raising and discussion:** with local elected members, Moray Foodbank, Mens Sheds group, Opportunities for All Officer, New Elgin Primary School Head Teacher, Quarriers Carers Support, Arrows Substance Misuse,

Linkwood Medical Practice Manager, Elgin Community Council, Moray Wellbeing Hub, Carers Service Providers Network local businesses,

These sessions with partners have allowed us to reach, via on the ground practitioners, those who are likely to have the most opportunity to gain from any improvements made and whose voices are often unheard.

**22<sup>nd</sup> August** – Planning meeting for Phase 1 of engagement events

**27<sup>th</sup> August – Pop up event New Elgin East:** Gazebos/Mobile Information Bus at three strategic points of high footfall throughout the afternoon, with the intention of capturing views of parents & children going to and from New Elgin Primary and residents in area returning from work.

**30<sup>th</sup> August** – Police Community Engagement event at ScotMid, New Elgin.

**2<sup>nd</sup> September** – Fitter Future for Moray community event at Thornhill. Attended by staff encouraging participation with residents

**4<sup>th</sup> September** – Working Group meeting with community members. Feedback sorted into themes. Discussion about next stages and best way to involve members of the community. Meeting attended by David Allan, Scottish Community Development Centre.

**10<sup>th</sup> & 17<sup>th</sup> September** – Pop up events at Linkwood Medical Practice.

**21<sup>st</sup> & 28<sup>th</sup> September** – Supported Place Standard engagement events at New Elgin High School with S1 and S2 pupils.

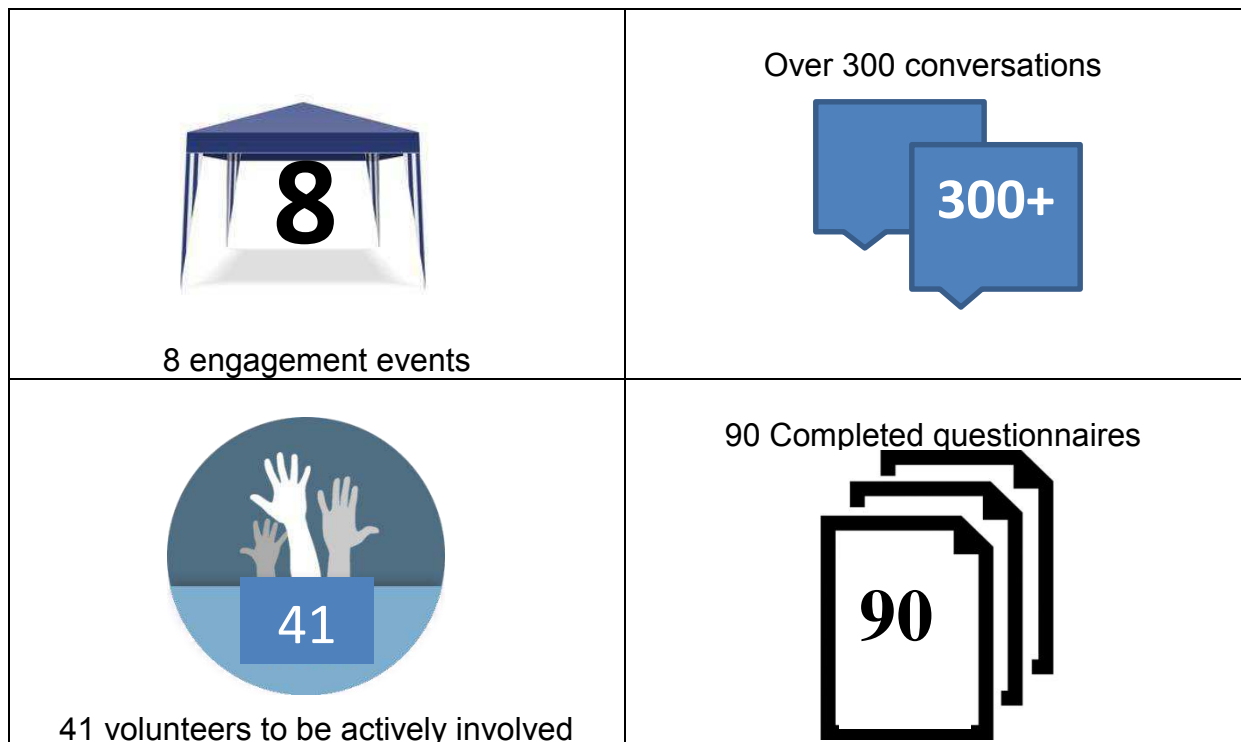
### **Story So far**

The New Elgin East Local Outcome Improvement plan has made considerable progress and has completed the initial consultation phase.

A core facilitators team consisting of members from Moray Council Community Support Officers and Public Health Co-ordinators from Moray Health & Social Care Partnership have organised meetings and facilitated the process.

The formation of the Working Group, supported by this small team, has been key to progress so far. Key practitioner members of the Working Group include Moray Council Housing staff including a Housing Officer and Estate Caretaker, Moray Council Education & Social Care including Youth Work, Community Policing, Moray College UHI and elected members from Elgin South. Community representation includes Elgin Men's Shed, Elgin Community Council and several local residents. Community engagement events in the area have led to over 40 members of the local community volunteering to be part of the process.

There have been 8 pop up events with over 300 people engaged, 90 responses, and 41 people expressing an interest in being actively involved with the project.



Events included support from Moray Health & Social Care Partnership, Moray College UHI, Moray Foodbank, Moray Council Youth Workers, Moray Council Housing staff, Elgin Community Council and elected members.

The responses cover the whole NEE area and go slightly beyond its boundaries as shown below:



Each tag in the map represents a postcode area where at least one survey has been returned completed from. There are very few areas on the map where there have been no forms returned from. This said the majority are clustered in the west area of the target area with very few in the eastern area. This suggests that there may be additional work to do in order to ensure that there is the opportunity for those living in that part of the area to be represented. It should be noted that these figures represent initial engagements only; a further programme of events is planned for November 2018 (Phase 2).

<b>Age range</b>	
Under 16	14
16-24	12
25-44	29
45-54	10
55-64	10
65+	10

The age range within the returns shows a consistent return across age ranges with significantly more 25-44 year olds. This broadly reflects the demographic of the area where there tends to be more working age people than young/pensioners.

## **Outcomes**

The feedback collected so far was categorised into different themes by members of the community at one of the most recent meetings. In addition areas for improvement and areas of strength have been recorded separately.

In addition to the 3 themes that were identified by the community planning partners, there have been another 2 that have come from the community. These themes have then been broken down into more manageable and sub themes as follows:

### **Areas for improvement**

<b>Attainment</b>	<b>Health &amp; Wellbeing</b>	<b>Community Involvement</b>	<b>Environment</b>	<b>Infrastructure</b>
Education	Health		Green Spaces	Regeneration
Employment	Clubs/Facilities		Environmental Control	Physical Environment
	Community Safety			
	Inequalities			

### **Areas of Strength**

<b>Attainment</b>	<b>Health &amp; Wellbeing</b>	<b>Community Involvement</b>	<b>Environment</b>	<b>Infrastructure</b>
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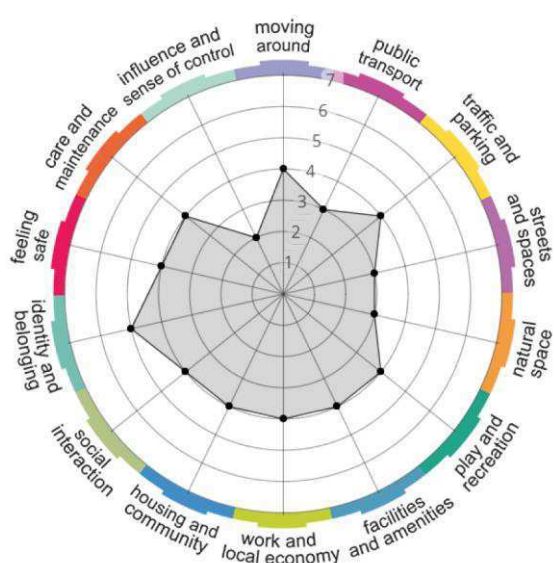
	People and Community			
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Each sub themes has a number of priorities that have been identified by the community. These priorities were sorted into the themes by members of the community at the September 4<sup>th</sup> meeting. It was recognised that some priorities come under several themes, and that many eg. Clubs/Facilities and Green Spaces rely on and facilitate Community Involvement.

### Place Standard Exercise

On the 21<sup>st</sup> and 28<sup>th</sup> of September engagement exercises were carried out by the Moray Council Engagement Team, supported by partners, with first and second year pupils at New Elgin High School. The New Elgin Primary is the largest feeder Primary within the Associated School Group area and a significant number of pupils will be from the target area. It is therefore the Place Standard will be considered as part of the evidence for the LOIP.

Each of the year groups comprised of over 100 pupils and once their scores for each of the categories had been inputted to the Place Standard it created the following diagram:



The Place Standard is a tool that is used to assess the quality of a place. It can assess places that are well established, undergoing change, or still being planned. The tool can also help people to identify their priorities for a particular place.

The tool is simple to use. It consists of 14 questions which cover both the physical and social elements of a place.

The diagram shows that the lowest scoring areas within these year groups were in the areas of; Influence and Sense of Control, Public Transport, Streets and Spaces, and Natural Space. The area they feel strongest about is Identity and Belonging. This suggests that young people have a strong connection to their area but they feel that it is let down by poor transport, unsafe spaces, and that those making decisions do not include them. This is borne out by the comments received with the feedback:

<b>Influence and Sense of control</b>
---------------------------------------

Council don't listen Older people have the voice Not everyone is equal Don't have a place to go and give an opinion Teachers don't listen Boys are listened to more Should have a pupil council within the council Girls are not equal to boys Never really consulted ...its boring Council waste money...but not on young people No opportunity to talk Never consulted on change
---

<b>Public Transport</b>
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Not enough buses The bus routes are really poor Public transport is really expensive Young scot discount not always accepted Not enough bus stops Sunday service is rubbish Unreliable and often late
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<b>Streets and Spaces</b>
---------------------------

Nice Parks Too many grotty buildings in Centre Too much Graffiti High street is horrible A lot of places boarded up The high street has no flowers Easy to find our way around Not enough bins Cathedral is nice Skate park is not nice New business always seem to get shut down Too many derelict buildings Seagulls are a menace Cooper park should have a bandstand Ladyhill is nice but needs more care
--

<b>Natural Space</b>
----------------------

Plainstones not accessible for wheelchairs Need more trees and plants Needs to be cleaner More benches More raised beds Woods here are nice
--

More outdoor gyms Too much drug needles found More bins near the shops Parks need more care More football areas needed
--

Whilst it is clear from the feedback that a number of these scores are influenced by conditions out with the target area these views also give a clear view of the opinion of those taking part about their priorities.

## Challenges

Listed below are a number of challenges that have been encountered so far, examples of where they have impacted the process, and mitigating measures undertaken to minimise their impact. Many of these are ongoing in nature and need to be revisited and reflected upon as each phase progresses to ensure that we are constantly learning from and refining practice to reflect the current situation.

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**Neighbourhoods and Local Identity:** New Elgin East as a Community is a construct that actually consists of at least 3 separate areas (New Elgin, Little Canada, Linkwood) and many people who live in the area do not identify as being from New Elgin and likewise there are many from out with the area that would identify themselves as being from New Elgin.

**Solution:** As often as possible at events large maps have been made available. It is hoped that these raise awareness of where the project is focussed. Where possible events have been held within the area boundaries or in areas that are easy to access for residents.

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**Difficult to avoid individuals:** The vast majority of the NEE area scores highly on Scottish Index of Multiple Deprivation (SIMD) data and shows up in the lowest quintiles not only in Moray but in Scotland. In the area this presents as low turnout for community events and low levels of engagement generally. It is assumed that this could be due to low capacity or community spirit, or even a lack of available time to take part.

To the south and west there are far more affluent areas that fall out with the target area. These areas are at the opposite end of the scale based on SIMD and there is potential that individuals from these areas who already have confidence and capacity to get involved with decision making processes meaning that the voice of those in most need could be drowned out as a result.

This is also the case with some attendees who are very vocal and can inadvertently drown out others voices with their contributions.

**Solution:** Interactive sessions at meetings are designed around encouraging engagement with attendees and facilitators are on hand to help manage meetings. This includes identifying those members who have less confidence and giving them the opportunity to get involved. Breaking into small groups allows facilitators to

manage the stronger voices and allow quieter ones to be heard.

Those with the confidence and capacity to contribute regularly are encouraged to adopt an enabling role for other members. Where possible there are alternative ways for those interested to get involved. We are also targeting sessions to particular demographic groups, meeting places and events to reach a wide range of participants.

**Communication:** There have been some issues with partner organisations who have held events that would support LOIP outcomes and allow promotion of the work in New Elgin East but not made partners aware.

**Solution:** Where this has happened it has been flagged up to the Community Planning Operational Group and the details of those involved have been taken and added to the circulation list. This means that all those involved with community engagement activities are, where possible, kept within the LOIP loop.

**Partner Time/ Buy In:** There has been reluctance by some partner organisations/groups to provide staff member time to contribute towards the wider goals of the LOIP. This has meant that a small handful of individuals have been tasked with the majority of the work. In particular it has proven difficult to get permission for professionals to be able to attend out with work hours. This limits the options for when meetings can be held and as such mean that the vital flexibility required to make meetings accessible for the community can be compromised.

**Solution:** The issue has been raised via management to the LOIP Oversight Group highlighting the importance of being able to work around the times that people in the community are available and to respond quickly to need.

**Initial interest has been limited:** It has proven difficult to get regular attendance of members of the community.

**Solution:** The Working Group is keen to remove barriers to folk attending. We try to hold all our meetings in area, and have trialled different meeting venues and times to suit. Some community members prefer letter or phone invite to email so we have communicated with them via their preferred method. We use mobility friendly venues; we have community members attending with mobility issues. If this application is successful we will be able to help with childcare costs- we know we have single parents who wish to be involved.

We know we have community members with less confidence and/or mental health issues- we are working with Community Champions from Moray Wellbeing Hub to provide support to these folk to attend- members of the Working Group can also help folk to attend.

Moray Foodbank have provided refreshments for events; we know food poverty is an issue in the area- these have proved very popular.

If community members cannot come to us we can and do go to them- attending their groups or events and bringing the project to them or helping with travel.

**Concern over delivery of outcomes:** There is a lack of clarity/no defined strategic

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plan for who actually takes on the actions and priorities once the communities have identified them. Concerns have been raised both by the community and practitioners, re raising expectations and building relationships in the area that may not be met.

**Solution:** At this point in time this is out of our control as a team. One exercise that is intended is to work with the community to identify what outcomes agencies may be best place to deliver and what outcomes they could deliver themselves (or in partnership) and these will be defined in the Locality Plan. This will give the group ownership of the outcomes and with proper capacity building support could allow them to have a direct tangible impact on their community.

It is hoped that this exercise will provide focus to the partners and will allow the community to monitor and evaluate the progress made by the Community Planning Partnership in the areas identified for improvement.

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**Accuracy of data:** Due to the wide range of sources from where data has been collected there appears to be some statistics that can be misinterpreted, or are some years out of date. One example is from the Head Teacher at the Primary School questioning the comparative data for the school as she did not agree that the school was high performing in the area or nationally as these results had changed in recent times.

**Solution:** Work has been undertaken within services and across the Community Planning Partnership/Community generally to 'reality check' figures. This has allowed for a far greater understanding of how the figures are arrived at and even more crucially if those living in the area feel they are a genuine reflection of what matters to them in the area.

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## Case Studies

These case studies have been anonymised but are based on real stories and discussions that have happened with members of the community during the consultation exercise.

Mike lived in New Elgin East for all of his adult life. He has a long term medical condition that affects his mobility and has found difficulties over the years in finding suitable sustained employment.

To date he has been involved in numerous schemes and has several qualifications from Moray College but has often found that when a scheme comes to an end that there is no gainful employment.

He currently works at a call centre but relies on public transport and family to get there. Although his family has a vehicle it is still frustrating for him having to rely on other people for very basic needs. He has tried to find suitable employment closer to home but many of the jobs available in the area do not meet his needs.

Mike would like to see more support and joined up approaches for people in the area with disabilities to find meaningful employment opportunities in Elgin.

Nicola has 2 children and lives with her partner in the East of the area. Her and her partner both work full time jobs and do not drive and have at times found it difficult to balance the needs of working with ensuring adequate affordable childcare. This has led to sometimes having to miss time at work.

Now her oldest daughter is at School this has improved. However at times of school holidays and out with school hours she finds there is very little for young people to do and she feels as her children grow up it is going to get more expensive to find both activities and childcare in the area. Her family receive no additional benefits and are finding it tougher to make ends meet.

Nicola would like to see more options for affordable activities for young people closer to the primary school or at some sort of community hub.

Bill is 70 and has lived in New Elgin all his life. He likes it there and had no problems finding a job when he was young and does not think there should be any problems with young folk finding now.

Bill hates seagulls. If Bill got his way he'd get short of every single one of the horrible 'winged rats'. Bill wants the protection on them lifted so he can get rid of them as they have recently taken to pestering his cat. His cat is now afraid to go outside because of them and the speed that cars go along Thornhill Road.

Bill thinks there is a good community spirit but would like to see more for people suffering from mental health issues. He served in the military and has mild PTSD but has found since he got his cat it has been easier to cope. He would be willing to help support the formation of a self-help group or look into how pet therapy can help people in the area.

### **Next stages**

Work continues to identify and engage areas of the community in an appropriate and meaningful way and will be the focus of the working group in November.

**It is crucial that actions are not initiated at this stage by either community or community planning partners, as this removes ownership of the process and the final Action Plan from the community and can mean local people can lose faith in the process.**

The Working Group will be supported to choose from a range of participation tools in Phase 2; these include mini Planning for Real models, evening street work with young people (this was identified as a need in Phase 1), Ketso, Place Standard, Christmas craft youth work in schools with children, linking in with local events in the community hall, using arts development engagement with young people through film (looking at their sense of place), police mobile unit and Community Planning Partnership mobile information bus etc. Any other engagement methods will be considered so long as they enable a bottom up approach.

It is envisioned that the formal planning for the next stage of engagement will begin at the October meeting and will aim for dates in late November. This could allow the opportunity for piggy backing other Christmas events. This engagement would take

the initial work that has been done back out to the community to have a deeper discussion about their priorities and how partners can meet their aspirations for the area.

This will allow for production of the Locality Plan in early 2019. Further work will be carried out via the Working Group on best methods of analysing and presenting the information gathered from the community, reflecting on what has been learned so far and how to take this forward. This work will be supported by David Allan of the Scottish Community Development Centre.







**REPORT TO: COMMUNITY PLANNING BOARD ON 8 NOVEMBER 2018**

**SUBJECT: DRAFT STRATEGY FOR PREVENTING, MITIGATING AND UNDOING POVERTY IN MORAY 2018/2021**

**BY: RODDY BURNS, CHIEF EXECUTIVE (MORAY COUNCIL)**

**1. REASON FOR REPORT**

1.1 For the board to consider and approve a Poverty Strategy.

**2. RECOMMENDATION**

2.1 The Board is invited to:

- (i) consider and approve the attached Strategy; and
- (ii) note the Fairer Moray Forum (FMF) will lead the development of an action plan using the matrix approach set out in the Strategy. The development of the Action Plan will be a three step process:-
  - Pre-population of the poverty matrix work has commenced on this process by a range of agencies and officers to identify through the FMF group;
  - A wide stakeholder workshop in January 2019 to review the pre-populated matrix and provide wider stakeholders to contribute additional details;
  - A whole Community Planning Partnership event setting out the requirements of the action plan.

### **3. BACKGROUND**

- 3.1 The Child Poverty (Scotland) Act places statutory duties on the Moray Council and on NHS Grampian respectively to reduce child poverty across Moray. The Act sets out interim and final targets to be achieved by 2023 and 2030 respectively.
- 3.2 Moray Community Planning Partnership Board meeting in April 2018 commissioned a Poverty Strategy for Moray.
- 3.3 The attached Strategy sets out a vision of a future Moray free from poverty and the strategic priorities to reach that outcome.
- 3.4 As agreed by the Board in April, it is recognised it will be a multi-approach to tackling poverty; one to address the statutory duty; one to address universal issues across Moray and one to address poverty at a local level through the work undertaken to develop Locality Plans.
- 3.5 The various groups working on the poverty agenda in Moray have begun to collate evidence to develop a local poverty action plan by;
  1. Identifying and assessing existing actions and existing plans that seek to reduce or mitigate child poverty and poverty generally in Moray;
  2. Identifying new actions to reduce child poverty generally or expansions or modifications to existing actions to increase impact.
  3. Ensuring we have the structures and partnerships in place i.e. a model delivery.
  4. Identifying who else needs to be involved.



## **A strategy for preventing, mitigating and undoing poverty in Moray**

2018 – 2021

## FOREWORD

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## EXECUTIVE SUMMARY

## Chapter 1 INTRODUCTION

*Poverty is when a person's resources are well below their minimum needs, including the need to take part in society*  
– The Joseph Rowntree Foundation

### Moray Community Planning Partnership (MCP)

Moray Community Planning Partnership (MCP) is the multi-agency strategic partnership that brings together public agencies, the third sector and community representatives to work together to improve the lives of the people of Moray.

### 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. On average Moray's population experiences a good standard of living, skills and wellbeing.

However, Moray also has:

- a low wage economy and a reliance on a small number of industries, reducing economic diversity
- noticeable variation in attainment at school
- young people who leave for higher education and don't return
- less favourable outcomes in some smaller communities in Moray
- challenges in making all services accessible due to its rurality
- public sector financial constraints

MCP therefore recognises the existence of inequality, deprivation and poverty in Moray and agreed the strategic importance of addressing these through the *Local Outcomes Improvement Plan* (LOIP).

### Poverty

Poverty is defined against the reasonable expectation that everyone should be able to meet their basic needs, which includes the need to be able to participate as a citizen and member of society. The Joseph Rowntree Foundation (JRF) identifies six forms of poverty:

1. child poverty
2. working age poverty
3. later life poverty
4. poverty in those living with additional challenge

## Chapter 1 INTRODUCTION

5. poverty associated with rising costs (including food and fuel poverty)
6. geographical poverty

People can move in and out of poverty over time, or they can remain in persistent poverty over time. Between 2011 and 2015, almost one in ten people in Scotland were in poverty for three or more of the last four years.<sup>1</sup>

JRF has further defined **destitution** as lacking two or more of shelter, food, heating, lighting, clothing and footwear, or basic toiletries during the past month due to an inability to afford them. In 2015, over 1.25 million people in the UK were destitute and a quarter of these were children.<sup>2</sup>

Not everyone is equally at risk of experiencing poverty. Some groups of people are more protected against poverty than others. Children have no choice over the wealth of the family they are born in to. Poverty is therefore unfair. Poverty is bad for children, bad for health, bad for educational attainment, bad for crime, bad for safety, bad for civic participation, bad for public services and bad for economic growth.

In short, poverty costs us all in the long-term.

### Strategic context

The Child Poverty (Scotland) Act 2017<sup>3</sup> places statutory duties on Local Authorities and Health Boards to reduce child poverty across Scotland. The Act sets out interim and final targets to be achieved by 2023 and 2030 respectively:

- less than 18% / 10% of children will be living in relative poverty;
- less than 14% / 5% of children will be living in absolute poverty;
- less than 8% / 5% of children will be living with combined low income and material deprivation; and
- less than 8% / 5% of children will be living in families living in persistent poverty

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<sup>1</sup> Scottish Government, *Persistent Poverty in Scotland 2010-2015*

<sup>2</sup> Joseph Rowntree Foundation, *Destitution in the UK* - 2016

<sup>3</sup> <http://www.legislation.gov.uk/asp/2017/6/enacted>



## Chapter 1 INTRODUCTION

Definitions of these terms are set out in the Act (see appendix 1). The MCPP poverty strategy is fully aligned with the statutory duties placed on The Moray Council and NHS Grampian.

### Taking a strategic approach to tackling poverty in Moray

This document sets out the strategic approach MCPP will take to prevent, mitigate and undo poverty in Moray. It has been developed by the *Fairer Moray Forum* with and on behalf of MCPP.

Chapter two sets out an ‘ideal’ vision of the future – what Moray would be like if poverty was prevented.

Chapter three sets out the current situation in Moray.

Chapter four draws out the “gaps” between chapters two and three, identifies the key strategic areas requiring attention, and how the actions in the Scottish child poverty delivery plan<sup>4</sup> align to these.

Chapter five sets out a clear framework by which a practical action plan will be developed and implemented across Moray.

Chapter six sets out how success will be measured.

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<sup>4</sup> <https://www.gov.scot/Publications/2018/03/4093>



## Chapter 2 A FUTURE MORAY FREE FROM POVERTY

### An affluent Moray for all

Between them, the Scottish child poverty delivery plan and the JRF report *We Can Solve Poverty* present a series of solutions to the six types of poverty.<sup>5,6</sup> By summarising these, a picture of a fairer, more affluent Moray can be envisioned.

### A Moray without child poverty

In a Moray without child poverty, all parents would have access to employment that provided a living wage; a social security system that provided sufficient income in the event of sickness, disability or redundancy; and an economy which ensured life's essentials were affordable.

There would be easy access to high-quality, flexible and affordable childcare regardless of income, supporting parents to remain in work and providing children with valuable pre-school development. Effective parenting would be supported, and mental wellbeing would be prioritised, particularly in the event of parental separation.

In schools, every pupil would be supported to succeed regardless of their household income or the average household income in their school's catchment area. All young people would leave school with the support, advice, skills and confidence to move successfully into education, training or the labour market and towards independence.

### A Moray without working age poverty

In a Moray without working age poverty, all working age adults would be supported to gain the skills and capabilities to find a suitable job, and to progress once in work. All employment would offer at least a Living Wage, with greater job security and opportunities for progression. All working-age people would be able to afford to save and contribute to a pension fund. The social security system would incentivise work and increasing hours, while supporting people in and out of work to escape poverty.

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<sup>5</sup> <https://www.gov.scot/Publications/2018/03/4093>

<sup>6</sup> [www.jrf.org.uk/report/we-can-solve-poverty-uk](http://www.jrf.org.uk/report/we-can-solve-poverty-uk)

## **Chapter 2 A FUTURE MORAY FREE FROM POVERTY**

### **A Moray without later life poverty**

In a Moray without later life poverty, all older adults would have savings and/or pension fund. All older people would be taking up all the financial supports for which they were eligible. Older disabled people would have access to social security payments which reflected the additional costs of disability and care needs.

### **A Moray without 'additional challenge' poverty**

In a Moray without poverty, extra efforts would be made to identify and support those living with additional challenges. Holistic support services would be available to reach and support families with a lone parent, with a disabled adult or child, with a child under one year old, with a younger mother, or with a minority ethnic background; looked after children and young people leaving care; people experiencing homelessness; and people living with mental health difficulties. They would be providing the necessary supports to help people maximise their potential, and secure housing, employment, training and income.

### **A Moray without cost-associated poverty**

In a Moray without cost-associated poverty, businesses would not apply a poverty premium to those with lower incomes. Businesses would in fact offer the best deals to those with lower incomes. There would be enough genuinely affordable housing, and energy efficiency programmes would have reduced energy bills.

### **A Moray without geographical poverty**

In a Moray without geographical poverty, communities would be supported to create and implement locally-led solutions and build pressure for larger change.

National, regional and local leaders would be setting a clear vision and co-ordinating efforts across sectors.

'Anchors' – the big employers and spenders in a place – would be using their purchasing power and networks to connect to local businesses and neighbourhoods; and big businesses and investors would be helping to rebalance the economy, driving growth up in ways that drive poverty down.

## Chapter 3 POVERTY IN MORAY TODAY

### Moray today

This chapter sets out the available data on poverty in Moray today, against the vision set out in chapter two.

### Child poverty exists in Moray today

Recent estimates identify 3,049 children living in relative poverty in Moray.<sup>7</sup>

This represents one child in six (17%). This is lower than the interim target of 18% in the child poverty act, but higher than the ultimate target of 10%.

### Women earn less than men in Moray – and are more likely to be lone parents

Women working fulltime earn £430 per week, compared to men working fulltime who ear £540 per week.<sup>8</sup>

Nearly one in three (29%) women work part-time in Moray, compared to one in thirty-three men (3%).

Women's lower wages and fewer working hours increase the risk of poverty for women, and nine out of ten (90%) lone parents in Scotland are women.<sup>9</sup>

### School attainment is not equal

Pupils living in less affluent communities in Moray generally do less well at school than those in the more affluent areas.<sup>10</sup>

### Unemployment is low in Moray...

Four out of five adults (78%) work in Moray.<sup>11</sup>

Fewer than one thousand adults are claiming out-of-work benefits in Moray (less than 2% of the working age population).

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<sup>7</sup> End Child Poverty, <http://www.endchildpoverty.org.uk/poverty-in-your-area-2016/> – November 2016

<sup>8</sup> ONS, *Annual Survey of Hours and Earnings* – 2007-2016

<sup>9</sup> Scottish Government, *Equality characteristics of people in poverty in Scotland* - 2015/16

<sup>10</sup> SIMD - 2016

<sup>11</sup> NOMIS - 2017

## Chapter 3 POVERTY IN MORAY TODAY

One in twenty adults are claiming Employment Support Allowance and Incapacity Benefit (5% of the working age population).

### ...but not all employment provides a living wage

One in four employees (25%) in Moray earn less than the 'real living wage'.<sup>12,13</sup>

People earn less in Moray than the national average. The average full-time wage in Moray in 2016 was £498 per week, compared with £548 for Scotland.<sup>14</sup>

Low wages make it more difficult to save and contribute to a pension.

There is a higher rate of part-time employment than nationally (38% versus 33%).<sup>15</sup>

Most families receiving tax credits are in work.<sup>16</sup>

### Not everyone has qualifications

Over one in four adults in Moray have no qualifications. There is geographical variation, ranging from around one in ten (11%) with no qualifications in Kinloss to over one in three (37%) in Keith and Dufftown.<sup>17</sup>

### Moray's population is ageing

One in five adults are of retirement age.<sup>18</sup>

One in seven retirees are in receipt of pension credits.<sup>19</sup>

An aging population and a low wage economy increase the need for a preventive approach for the future.

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<sup>12</sup> <http://scottishlivingwage.org/> - £8.75 per hour as at November 2017

<sup>13</sup> [ONS - ASHE](#)

<sup>14</sup> *NOMIS* – July 2016-June 2017

<sup>15</sup> *ONS* - 2016

<sup>16</sup> HM Revenues and Customs, *Personal Tax Credits: Finalised Award Statistics* – August 2015 figures, published November 2017

<sup>17</sup> NHS Health Scotland, *Lone parents in Scotland* - November 2016

<sup>18</sup> Research Information Officer; *Growth Bid – Moray – Supplementary Information* – Aug 2017

<sup>19</sup> Department for Work and Pensions - May 2017

## Chapter 3 POVERTY IN MORAY TODAY

### People facing additional challenges require more help

Looked after children do less well at school.<sup>20</sup> Fewer than one in six achieve level five literacy and numeracy at secondary school. Fewer looked after children go on to further education, training or employment after school.

Disability is a known obstacle to employment, with less than half of adults with a disability are in employment.<sup>21</sup> Disability is associated with poverty.<sup>22</sup>

The most affordable housing in Moray is council housing, on average under half the cost of private rentals.<sup>23</sup> Around three hundred households present as unintentionally homeless each year in Moray.<sup>24</sup> The council housing waiting list is over three thousand and rising.<sup>25</sup>

Poverty and poor mental health are related. Suicide rates are higher in more deprived populations.<sup>26</sup> Suicide is more common in Moray than nationally.<sup>27</sup>

One in five households have no access to a car.<sup>28</sup>

### Food and fuel are prohibitively expensive for some households

Increasing numbers of people are seeking help from Moray food bank. Over two thousand people sought help last year.<sup>29</sup>

Nearly half of households in Moray are experiencing fuel poverty, with one in ten experiencing 'extreme fuel poverty'.<sup>30</sup>

### Where people live matters

The experience of poverty is not equally distributed across Moray.

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<sup>20</sup> Research Information Officer: *stats provided* – December 2017 and January 2018 (email)

<sup>21</sup> *Annual Population Survey* - 2016

<sup>22</sup> Scottish Government, *Equality characteristics of people in poverty in Scotland* - 2015/16, June 2017

<sup>23</sup> Scottish Housing Regulator, *Landlord Report Moray Council* - 2015/16

<sup>24</sup> Research Information Officer: *stats provided* – December 2017

<sup>25</sup> Moray Council, *Homelessness in Moray Annual Report* - 2016/17

<sup>26</sup> ScotPHO, *Suicide: Deprivation* - 07.09.17

<sup>27</sup> Moray Health Profile 2015 (five year average)

<sup>28</sup> *Census* - 2011

<sup>29</sup> <https://www.pressandjournal.co.uk/fp/news/moray/elgin/1356831/surge-in-demand-at-moray-food-bank/>

<sup>30</sup> Housing Strategy and Development Manager: *stats provided* – December 2017 (by email)

## Chapter 3 POVERTY IN MORAY TODAY

In some neighbourhoods the number of children living in poverty is less than one in twenty (<5%); in other neighbourhoods it is as high as one in five (20%).<sup>31</sup>

While over one thousand school pupils (P1 to S3) received means tested free school meals last year, some neighbourhoods have much higher proportions of children receiving free school meals than others.<sup>32</sup>

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<sup>31</sup> *Community Planning Outcomes Profile Tool*

<sup>32</sup> <http://www.gov.scot/Topics/Statistics/Browse/School-Education/SchoolMealsDatasets/schmeals2017>



## Chapter 4 STRATEGIC PRIORITIES TO REALISE THE FUTURE

### Key strategic themes

The analysis of Moray's status set out in chapter three was informed by the vision set out in chapter two. By comparing current and future states, the strategic themes for tackling poverty become clearer.

For Moray these are:

- geographical 'pockets' of relative poverty
- variation in school attainment by place and family background
- variation in qualifications and skills
- low wage employment
- ensuring full uptake of social security rights
- high costs of living (food, fuel, housing, transport)

These themes can be particularly pronounced for single parents, people living with disabilities, families who have three and more children, people of a minority ethnic background, families who have an infant under the age of one, younger mothers under the age of 25, people who are homeless, and people experiencing mental health difficulties.

These themes are consistent with the requirements to report on actions to address income from employment, income from social security, and the cost of living in annual child poverty reports to Scottish Government.

### Key strategic opportunities

Existing and planned arrangements through MCPP, combined with actions announced in the Scottish Government child poverty delivery plan (*every child, every chance*), provide opportunities to strategically address the challenge of poverty in Moray.

- Locality plans offer the chance to work with communities experiencing relative poverty to coproduce priorities and solutions
- Integrated Children's Services arrangements offer the chance to strategically develop systems across public services that look for

## Chapter 4 STRATEGIC PRIORITIES TO REALISE THE FUTURE

and identify those experiencing poverty, to allow the delivery of additional support to them

- The Moray Economic Partnership offers the chance to address training, skills, qualifications and living-wage employment
- Devolved social security responsibilities offer a renewed opportunity to ensure maximum uptake of people's rights
- Adult protection, child protection and gender-based violence strategic planning groups can identify people at high risk of poverty, to allow the delivery of additional support to them
- *Every child, every chance* sets out new resources to address domestic energy efficiency, provide income maximisation and poverty premium avoidance advice, affordable credit, and an NHS 'healthier, wealthier children' programme targeting pregnant women and families with children at risk of or experiencing poverty
- Fairer Moray Forum includes stakeholders with front-line experience of working with people experiencing poverty and offers the chance to ensure that all strategic plans are informed by realistic and practical actions.

## Chapter 5 A STRATEGIC FRAMEWORK FOR TACKLING POVERTY IN MORAY

### Developing an action plan

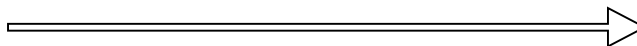
Fairer Moray Forum will lead the development of a whole-system action plan, based on the identified strategic priorities, reporting to MCP. The plan will be developed by using a matrix to cross-reference priority actions against priority population groups.

#### Priority population groups



- Lone parents
- Nursery age children
- Primary school pupils
- Secondary school students
- Looked after children
- Care leavers
- Large families (3+ children)
- Minority ethnic families
- Pregnant women
- Families with infants under 1
- Families with disabled children
- Families with younger mothers (aged under 25)
- Adults with disabilities
- Children with mental health problems
- Adults with mental health problems
- People experiencing homelessness
- Adults without qualifications
- Retired adults

#### Priority actions



- free / affordable childcare provision
- free / affordable out of school childcare provision
- school holiday meals
- school uniforms
- parenting support
- mental health support
- school attainment
- support into employment
- skills and training support
- access to living wage
- ensuring social security uptake
- provision of financial advice
- internet access
- affordable credit
- affordable housing

## Chapter 5 A STRATEGIC FRAMEWORK FOR TACKLING POVERTY IN MORAY

- energy efficient homes
- affordable energy
- affordable food
- affordable sanitary products
- affordable transport

Each cell of the matrix will identify:

- The relevance of the priority action to the priority population group
- How are eligible individuals and families identified and who coordinates the response to their needs
- What is currently available and where is it provided
- What is additionally required, where
- Which strategic plan(s) is best placed to progress the action(s)

For example, one cell in the matrix will cross-reference looked after children with school attainment:

	SCHOOL ATTAINMENT
LOOKED AFTER CHILDREN	<p>Relevant: yes</p> <p>How are they identified: ...</p> <p>Who coordinates the response to their needs: ...</p> <p>Current actions: ...</p> <p>Additional actions required: ...</p> <p>Strategic home(s): ...</p>

The completed matrix will allow differentiation between:

- actions already in place in existing strategic plans
- actions already in place, but not in an existing strategic plan
- actions that should be in place in an existing strategic plan, but aren't
- actions that should be in place, but not in an existing plan, but aren't

The MCPP poverty plan will then comprise two sections:

1. a set of new or existing actions to be taken forward through other existing strategic plans
2. a set of new or existing actions to be taken forward through the new poverty action plan

## Chapter 6 MEASURING SUCCESS

### Annual poverty reporting

The Moray Council and NHS Grampian have a statutory duty to provide a child poverty report to Scottish Government each year.<sup>33</sup> The proposed reporting date is 30 June each year, with the first report due by 30 June 2019. Scottish Government recognises that Community Planning Partnerships may be the relevant strategic body to coordinate and collate the relevant data and information.

Scottish Government also acknowledge that Child Poverty Reports will likely cross-reference with Children's Services Plans reports in respect of actions and outcome measures for child poverty.

Child poverty reports must differentiate between actions taken during the year that will:

- a) reduce poverty between now and 2030
- b) not reduce poverty before 2030 but has a potentially longer-term preventative outcome
- c) not reduce poverty before 2030 but will improve wellbeing of families experiencing poverty now

A set of robust, reliable and repeated measurements are required to monitor and evaluate the impact of the poverty plan over time. The child poverty delivery plan identifies a range of data sources that are helpful in assessing child poverty locally, but only data that is gathered repeatedly and consistently will allow progress to be tracked.

The main aim of the legislation is to reduce poverty, not just to mitigate against it. There is therefore an expectation that the priority actions are those that directly address the causes of poverty (income, cost of living) and their primary drivers (skills and qualifications; available, high-wage employment; affordable childcare and transport; access to affordable credit; internet access; savings and assets; benefit uptake) and secondary drivers (hours of work; housing costs; debt; benefit levels; benefit reach).

The child poverty delivery plan outlines plans for a Scottish poverty and inequality research unit. Clarification will be sought as to whether local authority prevalence data will be calculated centrally for children living in relative poverty, in absolute poverty, with combined low income and material deprivation; and in persistent poverty.

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<sup>33</sup> <https://beta.gov.scot/publications/local-child-poverty-action-report-guidance/>

## Chapter 6 MEASURING SUCCESS

The child poverty delivery plan also sets out data available at local authority level, which could be used by MCPP for evaluation purposes:

Take-up of benefits	<a href="#">Healthy Living Survey</a> – Uptake of free school meals
Hourly pay	<a href="#">Annual Survey of Hours and Earnings</a> – Employees paid less than the Living Wage
Hours worked per household	<a href="#">Annual Population Survey</a> – Employment, unemployment and economic inactivity rates, reasons for inactivity, willingness to work, work pattern (part-time/full-time), underemployment, temporary contract
Skills and qualifications	<a href="#">Annual Population Survey</a> – Qualifications and occupational skill level of working age adults <a href="#">School attainment and school leaver destinations</a>
Availability of affordable accessible transport and childcare	<a href="#">Summary statistics for schools in Scotland</a> - Uptake of funded early learning and childcare entitlement <a href="#">Availability and frequency of bus service</a> , (by data zone) <a href="#">Mode of transport people use to get to work</a> <a href="#">Scottish Household Survey</a> – Satisfaction with public transport Scottish Household Survey – average monthly spend on car fuel*
Housing costs	<a href="#">Registers of Scotland House Price Statistics</a> <a href="#">Affordable Housing Supply Programme statistics</a> Scottish Household Survey – Average monthly spend on mortgage, average spend on rent, difficulties paying mortgage or rent in past 12 months*
Other costs of living	<a href="#">Scottish House Condition Survey</a> – fuel poverty Scottish Household Survey – average spend on heating fuel, method of paying for fuel (e.g. pre-payment meter)*
Debt	Scottish Household Survey – not managing well financially, owing money on credit, charge or store cards*
Enablers	Scottish Household Survey – internet access, savings, use of high cost credit methods*

\* Items marked with an asterisk show where local authority breakdowns are not currently published, but there are plans to make them available via the Scottish Government's Open Data website <http://statistics.gov.scot/>

A final set of outcome measures will be agreed and reported against to MCPP and Scottish Government.

## APPENDIX 1 TARGET DEFINITIONS

Source: annex B of the annual child poverty reporting guidance.<sup>34</sup>

### 1. Less than 10% of children are in relative poverty

Description of measure: Relative poverty measures the proportion of children living in households with incomes below 60% of the median (middle) UK income in the current year.

Rationale for the target: This measure of poverty recognises that individual and household needs are relative to societal standards of living and measures whether the incomes of the poorest households are keeping up with growth in average (middle) incomes in the current year.

Data source: The data used to measure this comes from the Family Resources Survey (FRS) and associated Households Below Average Income (HBAI) dataset. These provide the best source of household income data at a Scotland (and UK) level. <https://www.gov.uk/government/collections/family-resources-survey--2>

### 2. Less than 5% of children are in absolute poverty

Description of measure: The number of children living in households below 60% of the median UK income in 2010/11, adjusted for inflation.

Rationale for the target: Assessment of whether living standards at the bottom of the income distribution are rising or falling (keeping pace with inflation) irrespective of those elsewhere in the income distribution.

Data source: As for the relative poverty measure, the data used to measure this comes from the Family Resources Survey (FRS) and associated Households Below Average Income (HBAI) dataset. <https://www.gov.uk/government/collections/family-resources-survey--2>

### 3. Less than 5% of children are in combined low income and material deprivation

Description of measure: The number of children living in households with incomes below 70% of the median UK income AND going without certain basic goods and services (such as a warm winter coat, a holiday away from home, money to replace worn out furniture etc.)

Rationale for the target: Enables an assessment of a household's ability to use resources to buy essentials as well as of the income coming into the household.

Data source: The data used to measure this comes from the Family Resources Survey (FRS) and associated Households Below Average Income (HBAI) dataset. <https://www.gov.uk/government/collections/family-resources-survey--2>

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<sup>34</sup> <https://beta.gov.scot/publications/local-child-poverty-action-report-guidance/>

## APPENDIX 1 TARGET DEFINITIONS

### 4. Less than 5% of children are in persistent poverty

Description of measure: The number of children who have lived in relative poverty in 3 or more of the last 4 years.

Rationale for the target: Living in poverty for a significant period of time is more damaging than brief periods spent with a low income.

Data source: The data used to measure this comes from Understanding Society which is a longitudinal survey meaning that it tracks the same individuals over time – necessary for measuring persistent poverty. <https://www.understandingsociety.ac.uk/>



## APPENDIX 2

### Poverty profile: understanding poverty in Moray - February 2018

Key Statistics	Moray	Scotland
Population	96,070	5,404,700
Population: % under 16	17%	17%
Population: % working age	60%	63%
Population: % pension age	22%	20%
Population qualified to SVC4 and above	23%	26%
Population qualified to SVQ2 and above	14%	14%
Population with no qualifications	27%	26.8%
Businesses	3,190	171,900
<b>Children and families</b>		
Child living in poverty	17%	22%
Children in working households receiving child and / or working tax credit	5,700	333,200
Children in out of work households receiving tax credits	2,100	173,700
Lone parent	6%	7%
Number of P1- S3 school pupils eligible for free school meals <sup>35</sup>	1059 (9%)	(11%)
<b>Working age people</b>		
% economically active	78%	77%
% aged 16-64 who are self-employed	10%	8%
Estimated % of residents earning below the living wage	25%	18%
Average hourly wage levels residents (FT)	£12.44	£13.54
Average gross weekly wage (FT)	£498	£548
% of employed working part-time	38%	33%
<b>Out of work</b>		
% all out of work benefits	1.6%	2.2%
ESA and incapacity benefits	5.5%	7.8%
Carers' allowance	1.4%	1.7%
<b>Pensioners</b>		
% pensioners receiving pension credit	14%	

<sup>35</sup> All P1 – P3 pupils receive FSM. This figure relates to those how receive means tested FSM.





## Your Moray

### COMMUNITY PLANNING BOARD ON 8 NOVEMBER 2018

### PROPOSED MEETING DATES FOR 2019

#### 2019

Wednesday 13 February 2019 at 2.00pm  
Wednesday 24 April 2019 at 2.00pm  
Wednesday 19 June 2019 at 2.00pm  
Wednesday 18 September 2019 at 2.00pm  
Wednesday 13 November 2019 at 2.00pm

