

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 their 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.

22nd August – Planning meeting for Phase 1 of engagement events

27th 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.

30th August – Police Community Engagement event at ScotMid, New Elgin.

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

4th 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.

10th & 17th September – Pop up events at Linkwood Medical Practice.

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

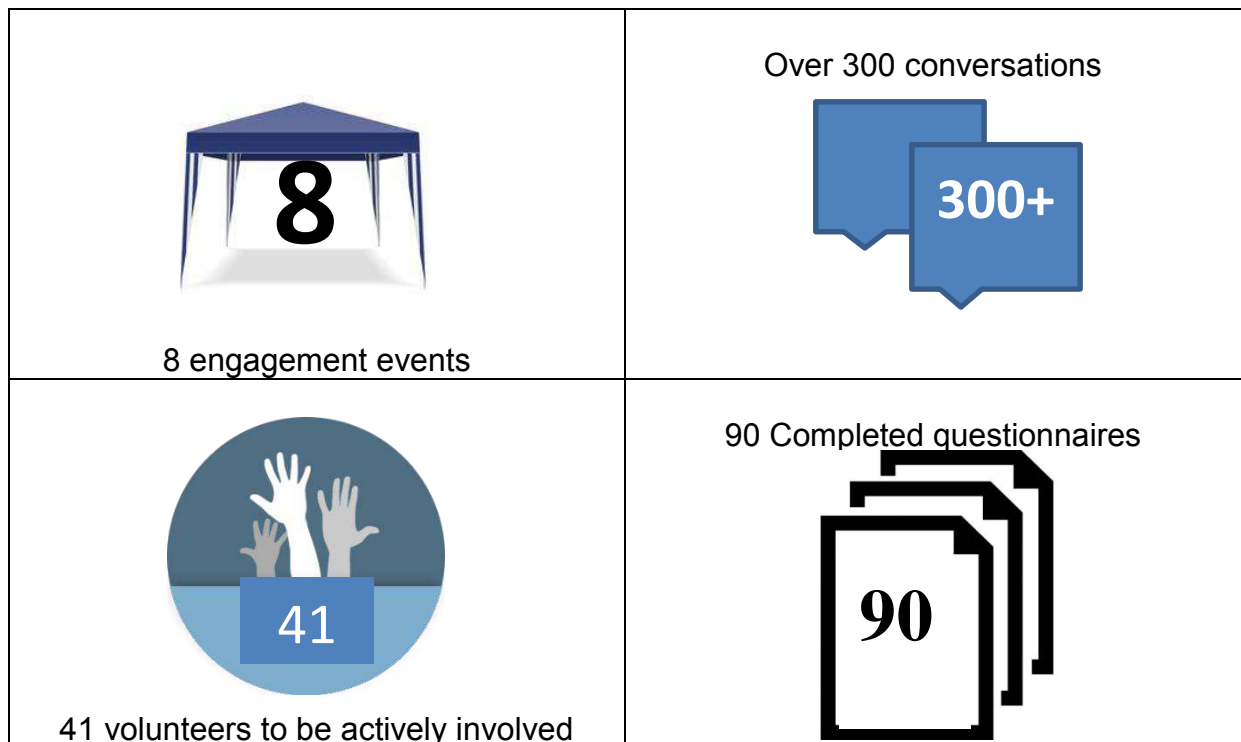
Story So far

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).

Age range	
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

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

Areas of Strength

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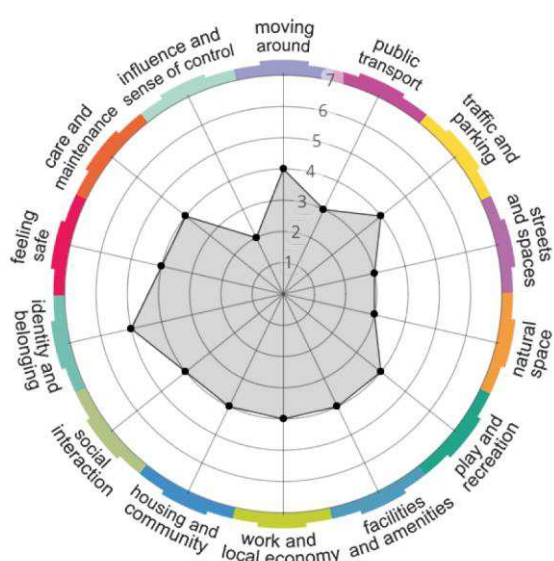
	People and Community			
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Each sub themes has a number of priorities that have been identified by the community. These priorities were sorted into the themes by members of the community at the September 4th meeting. It was recognised that some priorities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

Place Standard Exercise

On the 21st and 28th 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:

Influence and Sense of control

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

Public Transport

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

Streets and Spaces

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
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Natural Space

Plainstones not accessible for wheelchairs Need more trees and plants Needs to be cleaner More benches More raised beds Woods here are nice
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More outdoor gyms Too much drug needles found More bins near the shops Parks need more care More football areas needed
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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.

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.

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

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.

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.

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.