Single Outcome Agreement
# Outcome Delivery Plan
2013 – 2014

Contents

Page

| SOA Priorities	Single Outcome Agreement (SOA) outcomes	Moray Council Corporate Plan Best Value for Moray (BV4M) Priorities	Administration (Admin) Priorities	Page No.
SOA 1 Healthier Citizens	1. Obesity 2. Smoking 3. Sexual health and blood borne viruses 4. Hazardous/ harmful drinking including alcohol dependency 5. Mental health and wellbeing		1. Alcohol Misuse	
SOA 2 Ambitious and confident children and young people	1. GIRFEC 2. Early Years 3. Achievement & Attainment 4. Achieving our potential	1. GIRFEC/Early Intervention 2. Looked After Children/ Corporate Parenting 3. Improving, Learning & Attainment		
SOA 3 Adults living healthier, sustainable independent lives safeguarded from harm	1. Self-directed support 2. Reshaping Care for Older People	1. Our local people are healthier and active older age	1. Health & Social Care Integration	
SOA 4 A growing and diverse economy	1. Moray Economic Strategy 2. Transport and infrastructure 3. Affordable housing/ homelessness 4. Carbon Management 5. Broadband and mobile	1. Our Economy is Strong 2. Moray Economic Strategy 3. Easier access to services 4. Roads & Infrastructure 5. Affordable Housing 6. Tackling Homelessness 7. Attractive natural & built environment 8. Waste Management 9. Renewable Energy	1. Tourism 2. A96 corridor 3. Fair & Equitable Transport 4. Homelessness 5. Wind Turbine	
SOA 5 Employability and employment skills	1. Positive destinations 2. Opportunities for All 3. Community learning and development	1. Adult Learning		
SOA 6 Community Safety	1. Child Protection 2. Living in safer communities 3. Reducing Reoffending 4. Fuel poverty 5. Adult Protection	1. Child Protection 2. Safer Neighbourhoods 3. Flood Alleviation Schemes	1. Flood Alleviation Schemes 2. Community Safety	
SOA 7 Partnership & Organisational Development	1. Prevention 2. Local integration & partnership 3. Investment in people 4. Performance improvement	1. Community Engagement 2. Equalities 3. Customer Satisfaction 4. Workforce and Succession Planning 5. Management, Structuring and Redesign 6. Service Planning 7. Staff Engagement and Empowerment		

SOA 1   Healthier Citizens (Jane Mackie)

1.1 Obesity – The percentage of the population that is overweight or obese will reduce in line with the national average – Steve McCluskey / Tracey Gervaise

Introduction

Overweight and obesity pose a serious threat to long-term health. During childhood, obesity can be associated with asthma, type 2 diabetes, musculoskeletal problems and psychosocial impacts relating to stigma and bullying. There is evidence of a high rate of unhealthy weight continuing into adulthood, but whether or not overweight and obese adults were overweight as children, being obese or overweight can increase the risk of developing a range of serious diseases, including type 2 diabetes, hypertension, heart disease, some cancers and premature death. The risks rise with weight levels and are greatest for obese individuals. Obesity has been shown to be associated with at least as much ill-health as poverty, smoking and problem drinking[1] and with as much premature mortality as smoking [1].
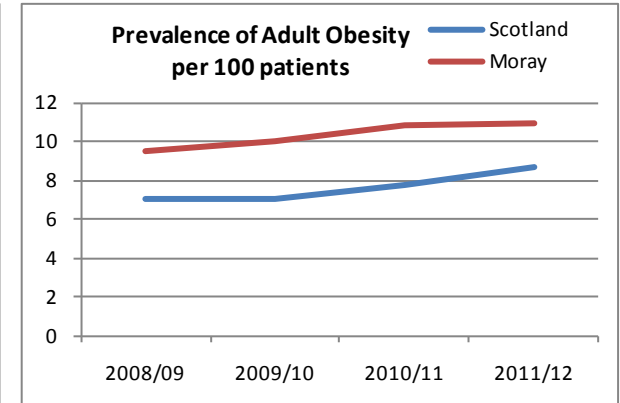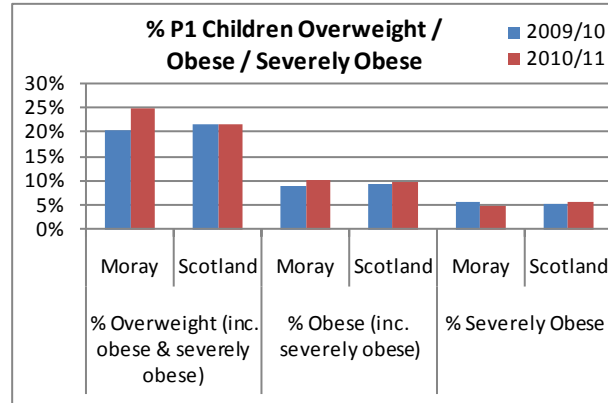
Between 2009/10 and 2010/11 the proportion of P1 children classified as overweight , including those classified as obese and severely obese[2], increased in Moray by nearly 4%, reflecting a 3% rise in overweight children, a 2% rise in obese children and a 1% fall in severely obese. Nationally there was virtually no change in all three categories [2].
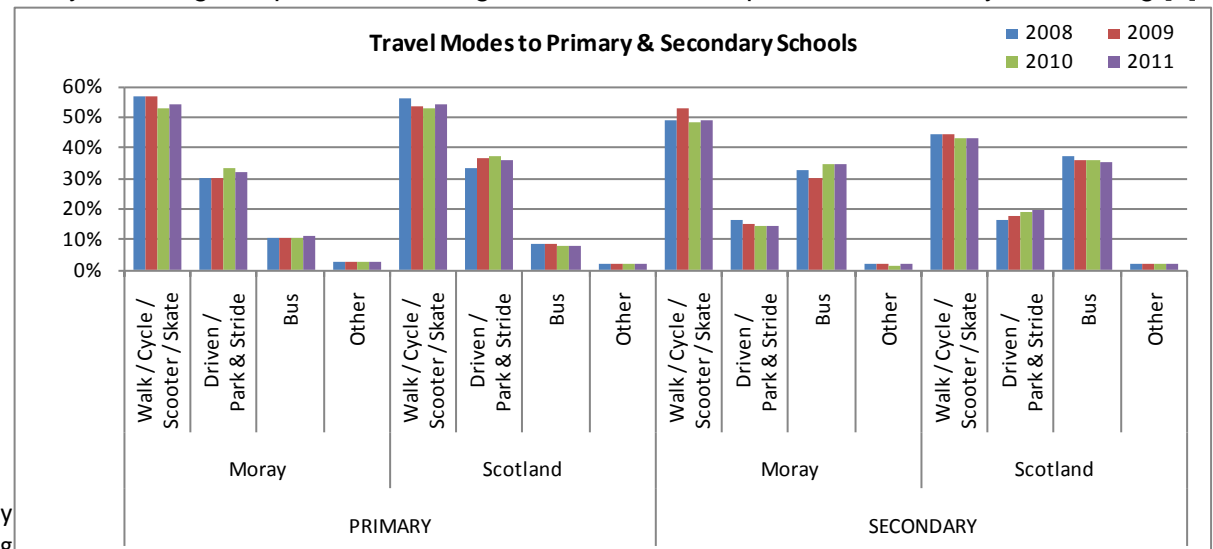
Over the last 4 years the prevalence of adult obesity in Moray has increased from 9.55 to 10.94 per 100 of the total population of Moray GP practices. This compares with an increase nationally from 7.02 to 8.63 per 100 of the total population of Scottish GP practices[3] [3].

---

[1] Sturm R & Wells KB. Does obesity contribute as much to morbidity as poverty

[2] Overweight – BMI within top 15% of the 1990 UK reference range for their age and sex, Obese – BMI within top 5% of the 1990 UK reference range for their age & sex, Severely Obese – BMI within top 2% of the 1990 UK reference range for their age & sex.

[3] All people aged 16 years and over with a Body Mass Index (BMI) of at least 30. QOF prevalence rates use the whole practice population as their denominator and do not exclude patients aged less than 16, meaning that the prevalence rates are lower than they would be if this age group was excluded from the population denominator. Another likely reason is that not all people who are obese are recorded as such by general practices, particularly if they are young and have not experienced any particular health-related difficulties. Since many of those who are obese are not recorded on practice registers, the increase in the QOF prevalence of obesity to 2011/12 is likely to be due to improvements in the ascertainment of obesity.

1214181

Over the last 4 years there has been a 3% reduction in the proportion of primary school children using an active mode of transport to travel to school, compared with a 2% reduction nationally [4].

The proportion of secondary school children using an active mode of transport to travel to school was the same in 2011 as 4 years previously and 4% lower than in 2009, nationally there was a 2% reduction over the 4 years [4].

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Unicef Baby Friendly Programme (hospital and Community settings)	Formal review of the local Maternal Infant Nutrition Delivery Plan	Fully implement review recommendations and new actions identified and agreed	Tracey Gervaise	Moray Maternal and Infant Nutrition Steering Group.
Scottish Government Obesity Route Map	Review Obesity Route Map resources and tools for local implementation	Implement Obesity Route Map actions and resources.	Steven McCluskey	Moray Overweight/Obesity Group
Scottish Government Obesity Route Map	Review Obesity/Health Impact Assessments to contribute to improvements in policies and plans to enhance pop health & reduce health inequalities	Pilot O/HI Impact Assessments	Steven McCluskey	Moray Overweight/Obesity Group
Early Years Strategy Group	Development of a local working group, delivery plan and management and performance infrastructure(s) to support the local implementation of Food Dudes in pre-school settings	Implementation of the Food Dudes Programme in Pre-school Settings	Lawrence Findlay	Early Years Strategy Group
Child Healthy Weight Interventions	Formal review of the local Child Healthy Weight Delivery Plan	Fully implement review recommendations and new actions identified and agreed.	Tracey Gervaise	Moray Child Healthy Weight Steering Group.
Physical Activity, Sports and Health Strategy PASH	Formal review of PASH Strategy and development of a supporting Delivery Plan	Fully implement review recommendations and delivery plan actions.	Kim Paterson	Moray Physical Activity, Sports and Health Strategy Group
NHS Grampian Population Weight Management Programmes	Formal review of NHS G population weight management programmes available.	Fully implement review recommendations	Tracey Gervaise	Grampian HEAL Steering Group
Council Health at Work programme and action plan	Review Council Health at Work programmes contribution to Overweight/Obesity	Integration of Obesity within Council Health at Work Action Plans	Steve McCluskey	The Moray Council Health at Work Steering Group.
Moray Be Active Life Long Projects	Develop Active for Life (Community Care) small grants programme promoting physical	Provide seed-funding and support to establishment of new community projects.	Steven McCluskey	Active for Life Group.

	activity amongst older people.			
Network of community & social physical activity groups (BALL, Strength & Balance)	Development of new groups and strengthening of existing groups as self-managing	Increase reach and self-management of groups	Irene Weeden	BALL Management Group
Community Food Group	Identified gap for a network to increase co-operation between partners involved in food and health in Moray.	Establishment of Moray (community) Food Network promoting food and health in Moray.	Steven McCluskey	Moray Food Network Steering Group.
BV4M		Increasing the take up of school meals

Improving participation in sporting activities | | |

Report to Health & Social Care Partnership

| Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Increase the percentage of children's journeys to school by cycling / walking.	61.1%	61.8%	57.9%			
Achieve agreed completion rates for child healthy weight interventions programme over the three years ending March 2014						
Increase the proportion of newborn children exclusively breastfed at 6-8 weeks			31.5%	28.9%	28.9%	
Child weight P1 only						
Adult weight				10.94%	10.94%	
% of obese children in P1 (estimated % of obese children in P1)		8.8%	10.0%			

SOA 1 Healthier Citizens (Jane Mackie)

1.2 Smoking – The proportion of smokers will reduce, particularly in SIMD areas, to 22% – Tracey Gervaise

Introduction

Smoking tobacco remains the single greatest cause of preventable ill health and early death and is a major risk factor in the three leading causes of death: coronary heart disease, stroke and cancer. It is estimated that up to 1,000 deaths per year in Scotland might be attributable to environmental tobacco smoke exposure among lifelong non-smokers.

In 1999/00 the prevalence of adult smoking was slighlty lower in Moray then nationally. Between then and 2003/04 the proportion of adult smokers fell by 6% in Moray compared with a 2.5% drop nationally. However, since then the proportion in Moray has steadily increased and is now back at 1999/00 levels while nationally the decrease continued and since 2007/08 the prevalence of adult smoking has been higher in Moray than nationally [5].
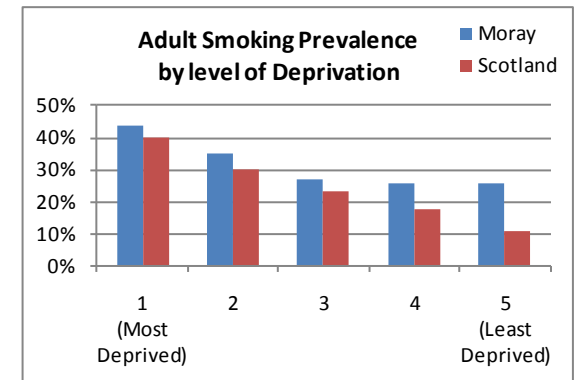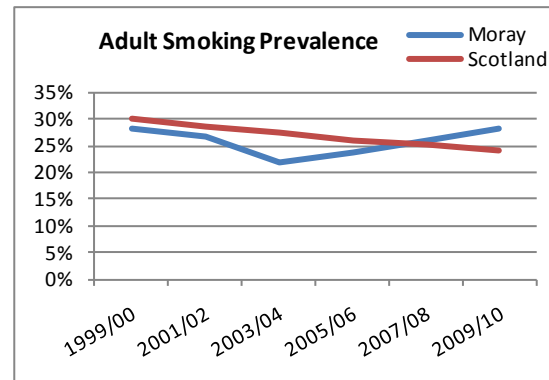
An analysis of adult smoking prevalence and deprivation indicates a strong relationship between them – the greater the level of deprivation the greater the proportion of the adult population that smokes [5].

In Moray the prevalence of smoking (regular and occasional) among 13 and 15yr olds has reduced over the last ten years from 14% to 4% and 28% to 18% respectively bringing Moray below or in line with national levels [6].
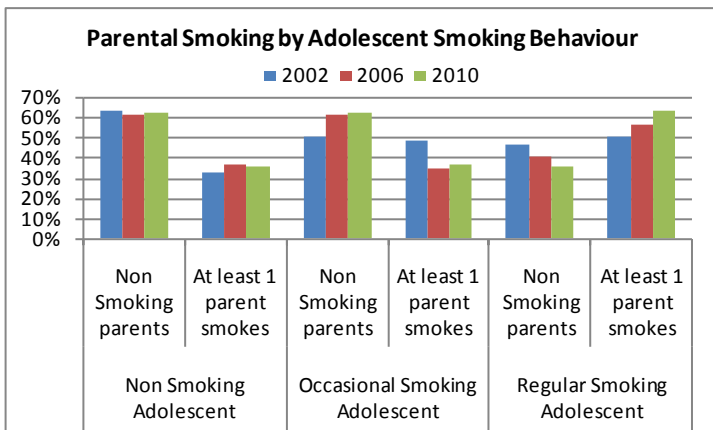
However, data suggests a relationship between the smoking habits of 13 and 15 yr olds and those of their parents. Non smoking adolescents are more likely to have parents that are non smokers, while adolescents who regularly smoke are more likely to have at least one parent who smokes on a daily basis, a relationship that appears to have strengthened over the last ten years [6].
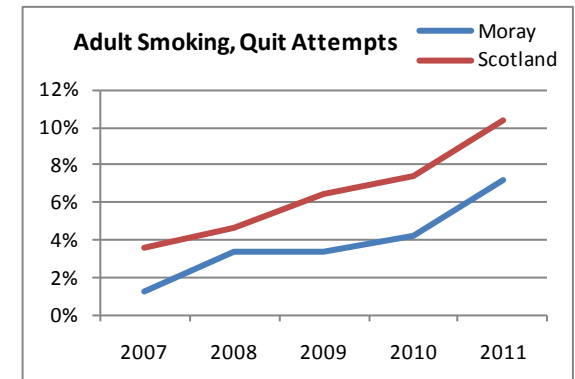
Encouragingly the proportion of adult smokers attempting to quit has increased in Moray since monitoring of the NHS National Cessation Services began. However, the quit rate in Moray remains lower than nationally and the gap is widening [7].

1214181

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Moray Local Tobacco Alliance	Formal review of MLTA and delivery plan	Full implementation of recommendations and actions identified and agreed	Tracey Gervaise	Moray Local Tobacco Alliance
Kick Butt Project Delivery Plan 2012/13	Formal review of Kick Butt Project Delivery Plan	Full implementation of recommendations and new actions identified and agreed	Tracey Gervaise	Moray Local Tobacco Alliance
NHS Grampian Tobacco Control Strategy and Action Plan 2012 - 14	A plan is in place and is intended to support staff in NHS Grampian and community planning partners in implementing the strategy. It will be reviewed in March 2014	Full implementation of the Action Plan	Tracey Gervaise	Moray Local Tobacco Alliance
BV4M		Reducing levels of smoking		

Report to Health & Social Care Partnership

| Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Target	Target
Smoking prevalence of adults (16+)	N/A	28%	N/A		22%	
Reduce the percentage of the adult population who smoke to 22% by 2010 (NLI)						
Smoking prevalence of adults (16+) SIMD						
Reduce the percentage of the adult population who smoke to 22% by 2010 (NLI) SIMD We need to agree a data source for this – QOF or SAS. Suggest SAS.						

1214181

1.3   Sexual Health and blood borne viruses - Still need to agree outcome - Tracey Gervaise

Introduction

While many people in Scotland experience positive relationships and good sexual health, there is a considerable growing burden of sexual ill-health; the occurrence of sexually transmitted infections is widespread and increasing and the rate of teenage conceptions is among the highest in Western Europe.

Thus, promoting positive sexual health is a key public health challenge for the Scottish Government. Sexual health is not just the absence of disease but includes an intricate range of ethical, moral, cultural and social issues and improving sexual health therefore requires a holistic approach that incorporates the personal, social, emotional and spiritual, as well as the physical, aspects of sexuality.

Over the last 3 years the rates of three of the major acute Sexually Transmitted Infections (STIs) have increased in both genders in Grampian, with just one exception. It is a similar picture nationally although the increases in Grampian are for the most part larger [8].
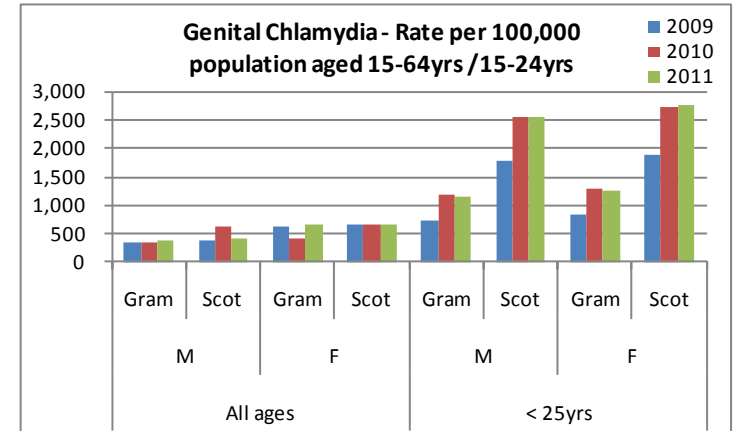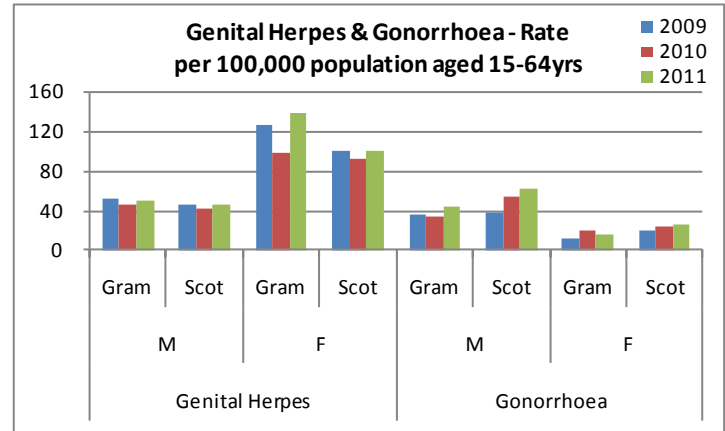
The incidence of Chlamydia, the most common STI, in the under 25s has increased by 59% in males and 51% in females in Grampian, compared with 43% and 46% respectively in Scotland as a whole [8].

Over the last 10 years the under 18 teenage pregnancy rate (per 1,000 female population aged 15-17yrs) in Moray has increased by over 4% compared with a reduction of over 4% nationally [9].
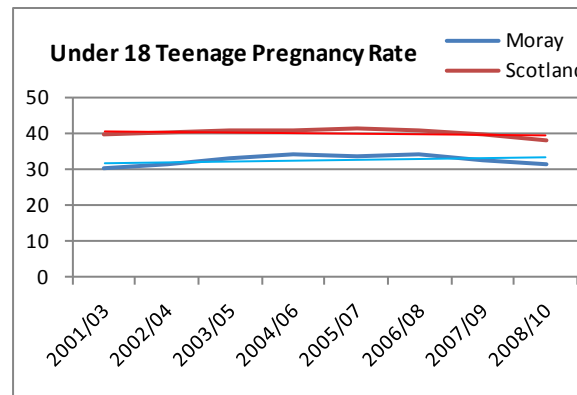
As with smoking, there is a strong relationship between the rate of teenage pregnancies and deprivation; the rate in the most deprived areas of Grampian is more than 4 times that in the least deprived areas [9].
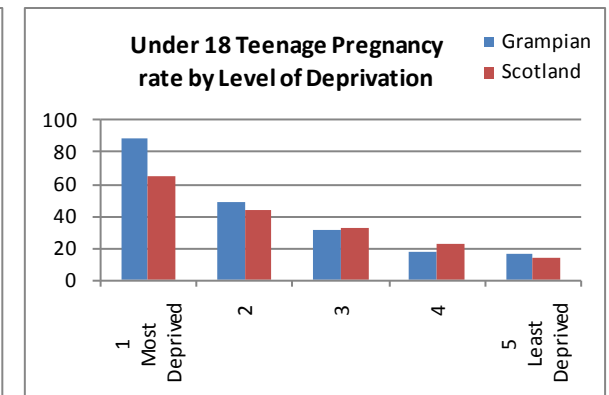
Responses from the Grampian Youth Lifestyle Survey, last undertaken in 2007, suggest that more secondary school pupils

1214181

in Moray have had sexual intercourse than in Grampian as a whole. Since the previous survey in 2001, there have been increases in the proportions of both males and females in years 2 to 5 that have had sexual intercourse and a substantial increase of 30% in year 6 males, although the proportion of year 6 females that report having had sexual intercourse has decreased considerably by 23% [10].

The proportion of sexually active Moray secondary pupils who responded to the survey that always or nearly always use a contraceptive is lower than for Grampian overall, at 85% compared with 89%. Results also indicate that there has been a 5% decrease in the proportion of young people now regularly using contraceptives compared with 2001 [10].

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Moray Sexual Health Strategy and BBV Group and Delivery Plan	Formal review of the Moray Sexual Health and BBV Strategy Group and delivery plan	Full implementation of recommendations and actions identified and agreed	Tracey Gervaise	Moray Sexual Health and BBV Strategy Group
Moray Sexual Health and BBV Network	Formal review of the Moray Sexual Health and BBV Network and delivery plan.	Full implementation of recommendations and actions identified and agreed	Tracey Gervaise	Moray Sexual Health and BBV Network
Moray Sexual Health Strategy and BBV Group and Delivery Plan	Review sexual health needs and issues of looked after children/leaving care and of those supporting LAC	Implement a programme of training and resource support to carers, staff	Steven McCluskey	Moray Sexual Health and BBV Strategy Group

Report to Health & Social Care Partnership

| Indicators	2007/09	2008/10	2009/11	2010/12	2011/13	2012/14
	Value	Value	Value	Value	Value	Target
Teenage pregnancies aged under 18, rate per 1,000 women aged 15-17	32.9	31.4	N/A			

1.4   Alcohol dependency - Work with partners to reduce the impact of problematic alcohol use, focusing on individuals and families – John Campbell

Introduction

Although drinking in moderation can have beneficial effects for some groups of people, such as protection against coronary heart disease in middle-aged men, excessive alcohol consumption can lead to a range of health and social problems. Short-term problems such as intoxication can lead to risk of injury and is associated with violence and social disorder. Over the longer term, excessive consumption can cause irreversible damage to parts of the body such as the liver and brain. Alcohol can also lead to mental health problems, for example, alcohol dependency and increased risk of suicide. In addition, alcohol is recognised as a contributory factor in many other diseases including cancer, stroke and heart disease. Wider social problems include family disruption, absenteeism from work and financial difficulties. In 2006/07, alcohol problems were estimated to cost Scotland over £2.25 billion [11].

According to the Scottish Health Survey alcohol consumption among adults aged 16+ in Grampian reduced slightly between 2003 and 2008/11 and was slightly lower than national levels. However there are still 26% of men and 17% of women who usually drink more than the recommended weekly limits of 21 and 14units respectively [12].
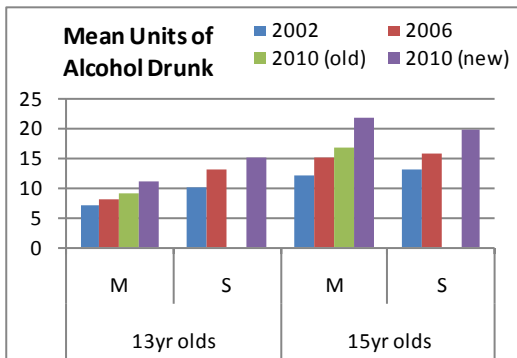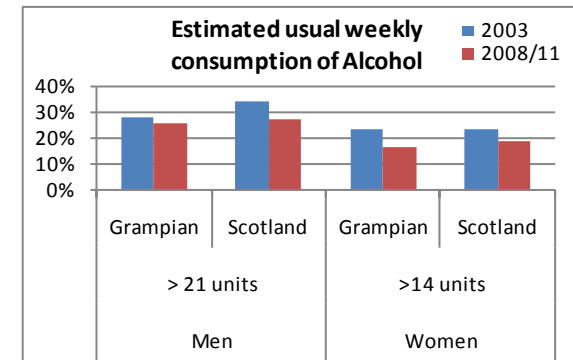
Consumption among young people as reported in the SALSUS survey, indicates a steady increase from 2002 to 2010 in the mean units of alcohol consumed by both 13 and 15yr olds from 7 to 9 and 12 to 17 respectively[4]. In 2008 new conversion factors were introduced for calculating units of alcohol. For 2010 the new factors indicate a mean consumption of 11 units among 13yr olds, lower than nationally, and 22 units among 15yr olds, higher than the national average and higher than the recommended weekly limit for adult men [13].

One of the major impacts of alcohol misuse is on health. In Moray in 2010/11 there were 430 general acute inpatient and day case discharges with an alcohol-related diagnosis in any position[5]. The most common category of alcohol-related diagnoses is mental and behavioural disorders due to the use of alcohol, which accounted for 75% of alcohol-related discharges in Moray in 2010/11. Of these, ⅓ received a diagnosis

---
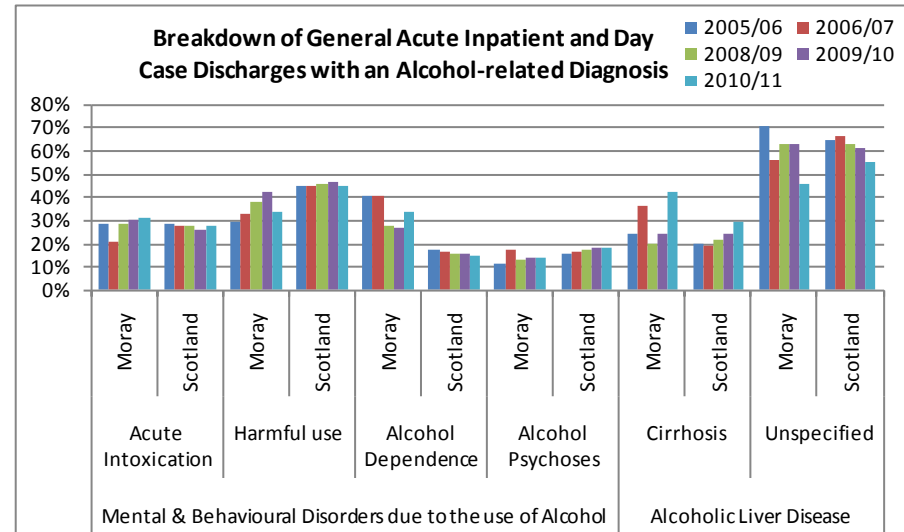
[4] These figures use old conversion factors for units of alcohol.

[5] Discharges does not equal patients since 1 patient may have several discharges.

1214181

of alcohol dependence, more than twice the proportion nationally (15%). About one fifth of alcohol-related discharges received a diagnosis of alcoholic liver disease, 43% of which were cirrhosis. The equivalent national figure was 30%. The graph shows the movement since 2005/06, excluding 2007/08 when no breakdown was available [14].

Another area on which alcohol misuse has a considerable impact is crime. Between 2006/07 and 2010/11, an average of 56% of serious and violent crime was carried out under the influence of alcohol, although there was a reduction over the 5yr period from 63% in 2006/07 to 47% in 2010/11. The proportion of crimes carried out under the influence of alcohol varies with crime type. For example on average for the 5 years, nearly 70% of serious assaults were carried out under the influence of alcohol while about 20% of assault & robbery/assault with intent to rob crimes were carried out under the influence of alcohol [15].

% of Serious & Violent Crime 2006/07 to 2010/11 that was Alcohol-related

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Treatment services Providing adequate choice of treatment provision across the 9 Modalities as outlined by The Scottish Government and Health Scotland	A range of improvements to physical and mental health, as well as wider well-being experienced by individuals and communities where harmful alcohol use is being reduced, including fewer acute and long-term risks to physical and mental health and a reduced risk of alcohol-related mortality	Full implementation of outcomes and actions identified and agreed through the delivery plan	John Campbell	Moray Alcohol and Drug Partnership
Robust performance management structure	Reduction in the prevalence of harmful levels of alcohol use as a result of prevention, changing social attitudes, and recovery. Intermediate outcomes in delivering improved long-term health, social and economic outcomes. Improve life-chances and reduce the likelihood of individuals developing problematic use in the future	Full implementation of outcomes and actions identified and agreed through the delivery plan	John Campbell	Moray Alcohol and Drug Partnership
Recovery Orientated System of Care	A range of health, psychological, social and economic improvements in well-being.	Full implementation of outcomes and actions identified and agreed through the delivery plan	John Campbell	Moray Alcohol and Drug Partnership

	Reduced consumption, fewer co-occurring health issues, improved family relationships and parenting skills, stable housing; participation in education and employment, and involvement in social and community activities			
MADP Children and Young Persons Group	Reducing the risks and impact of alcohol use on users' children and other family members; supporting the social, educational and economic potential of children and other family members.	Full implementation of outcomes and actions identified and agreed through the delivery plan.	John Campbell	Moray Alcohol and Drug Partnership
Joint evaluation undertaken by MADP and MYJSG	Reducing alcohol related offending, re-offending and anti-social behaviour, including violence, acquisitive crime, drug-dealing and driving while intoxicated, will make a positive contribution in ensuring safer, stronger, happier and more resilient communities	Full implementation of outcomes and actions identified and agreed through the delivery plan.	John Campbell	Moray Alcohol and Drug Partnership

Moray Youth Justice Strategy Group |
| Local Engagement | Alcohol use is less likely to develop and recovery from problematic use is more likely to be successful in strong, resilient communities where healthy lifestyles and wider well-being are promoted, where there are opportunities to participate in meaningful activities, and where alcohol and drugs are less readily available. Recovery will not be stigmatised, but supported and championed in the community | Full implementation of outcomes and actions identified and agreed through the delivery plan. | | Moray Alcohol and Drug Partnership |
| BV4M | | Reducing levels of alcohol consumption | | |

1214181

Report to Health & Social Care Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Achieve agreed number of screenings using the setting – appropriate screening tool and appropriate alcohol brief intervention, in line with SIGN 74 guidelines (NLI)	35	306	1399			
All service users will receive a first treatment appointment within 5 weeks from referral.						
Reduce alcohol related adult offending in anti-social behaviour crimes						
Reduce adult offending in serious and violent crimes						
All users of the service will be performance managed using Outcomes Star						

1.5 Mental Health and wellbeing – The mental health of Moray citizens will improve – Steve McCluskey

Introduction

Mental illness is one of the top public health challenges in Europe as measured by prevalence, burden of disease and disability. It is estimated that mental disorders affect more than a third of the population every year, the most common of these being depression and anxiety. The ageing population is leading to an increase in the number of people with dementia; 5% of people over 65 and 20% of those over 80 years of age. Mental disorders are also strongly related to suicide.

Over recent times there has been a substantial increase in the prescribing of antidepressants. Between 1993/94 and 2009/10 the number of defined daily doses of antidepressants per 1,000 population aged 15yrs and over rose from 10.6 to 95.9 in Moray, a more than 8-fold increase. Across Grampian as a whole there was a 4.5 times increase while nationally the rate increased by 372%. It is important to highlight that this increase in prescription volumes is at least in part due to increasing duration of antidepressant prescription and does not solely reflect a corresponding increase in the number of patients receiving treatment [16].

Defined Daily Doses of Antidepressants per 1,000 population aged 15yrs +

Prevalence of Dementia per 100 patients on GP Practice lists
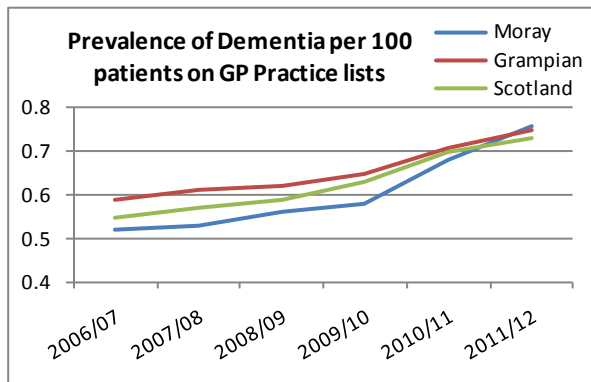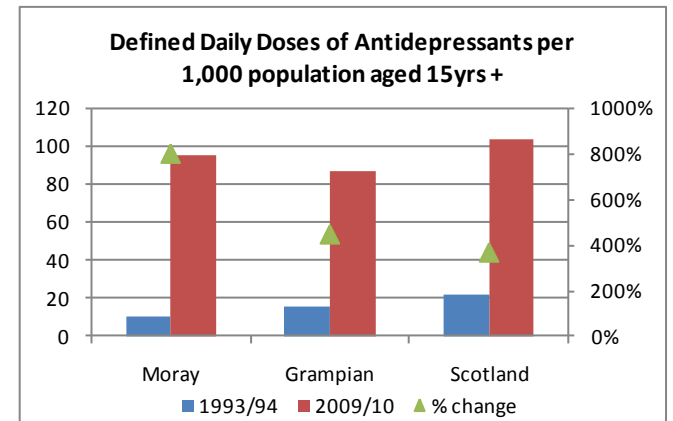
Over the last 6 years the proportion of patients on GP practice lists diagnosed with dementia has increased in Moray from 0.52 per 100 to 0.76 per 100, taking the prevalence rate in Moray above that for Grampian and Scotland as a whole [17].

With the pensionable aged population in Moray projected to increase by 27% over the next 23yrs and the population aged 75yrs and over projected to rise by 88% over the same period [19] there is likely to be a considerable increase in the prevalence rate of dementia; around 1.5% of the 65 to 69-year-old population are affected, increasing to about one in three of those aged 90yrs plus [18].

Age/Sex standardised Suicide Rates per 100,000 population

Between 2001-05 and 2004-08 suicide rates on Moray fell reflecting a considerable reduction in male suicides but an increase in female suicides. However, since 2004-08 both male and female suicide rates have been steadily increasing in contrast to the situation nationally, which has seen steady reductions in both male and female rates. The male suicide rate in Moray is now higher than the national rate for the first time since 2003-07 while the female rate, which has been higher than the national rate since 2003-07, has virtually trebled over the 11 year period [19].

1214181

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Primary Care Mental Health Pathway	Development of Primary Care Mental Health Pilot Project	Implementation of the pilot project and monitoring and evaluation infrastructures	Sean Coady	Moray Mental Health Forum
Moray Choose Life Action Plan 2011/2013	Mid review of Moray Choose Life Action Plan 2011-13	Implementation of new Moray Choose life action plan in line with new Scottish Government self-harm and suicide strategy	Steve McCluskey	Choose Life Steering Group
Moray Choose Life Action Plan 2011/2013	Review of Scottish Government Self-harm practice guidance	Development of Moray Self-Harm Guidance & Pathways linking to training provision	Steven McCluskey	Self-Harm Working Group (sub group of choose life steering group)
Mental Health Strategy for Scotland 2012-15	Review merits of Wellness Recovery Action Planning (WRAP) as a self-management tool for mental health recovery.	Implement Wellness Recovery Action Planning (WRAP) in Moray	Steven McCluskey	Moray Mental Health Forum
Self Directed Support Strategy	Developing Self-Directed Support for those with mental health problems	Implementation of Institute of Research and Innovation in the Social Services (IRISS) co-production 'Pilotlight' project	Steven McCluskey	Pilotlight Co-Production Team
Mental Health Strategy for Scotland 2012-15	Review of Scottish Government Mental Health Strategy for Scotland 2012-15	Implementation of a local strategic response to national strategy including Moray action plan	Steven McCluskey	Moray Mental Health Forum
Redesign of Older adult specialist mental health services				Integrated Care Pathway for Depression Planning Group
Scottish Mental Health Arts & Film Festival	Review of Moray Feelgood Festival (Mental Health Arts and Film Festival) 2012 to inform planning and implementation of festival 2013	Implementation of Moray Feelgood Festival Oct 2013	Steven McCluskey	Choose Life Steering Group/Festival Planning Group
Moray Choose Life Action Plan 2011/2013	Review of 2012 training to inform 2013 training plan and implementation	Delivery of a programme of self-harm awareness and suicide prevention training	Martin Kirwan	Choose Life Steering Group
BV4M		Reducing the number of people with mental health problems into jobs Reducing the number of suicides		

Report to Health & Social Care Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Reduce suicide rates by 20% by 2013 (Please note that this measure is collected annually in August)		17	21 (40% increase in compared to 2002)	16 (6.67% increase in compared to 2002)	12 (3 yr aver 18)	
All Mental Health Carers will be offered an assessment within 28 days				100% for Q1	28 days	
Deliver faster access to mental health services by delivering 26 weeks referral to treatment for specialist Child and Adolescent Mental Health Services (CAMHS) from March 2013; and 18 weeks referral to treatment for psychological therapies from December 2014					26 weeks (CAMHS) 18 wks psy. therapies	

2.1 **GIRFEC - More ambitious and confident children and young people able to fulfil their potential - Laurence Findlay**

Introduction

All work with children and young people is underpinned by the GIRFEC approach, which promotes a holistic view of the needs of children and young people and the necessity for services to work together to meet these needs. Although the approach is the same for all children and young people, it is of particular benefit to those children and young people requiring higher levels of support, including children that are looked after and accommodated by the local authority, either in a community setting or in residential accommodation.

Number of Looked After Children in Moray

- Looked After in Community
- Looked After in Residential Accommodation
- Total
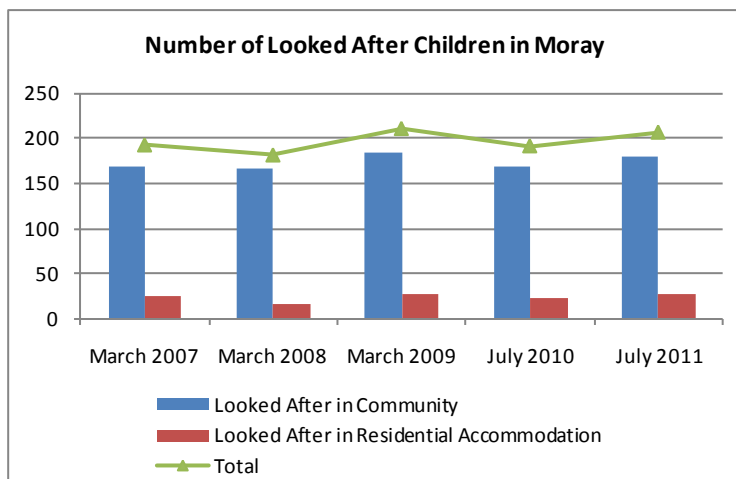
Over the last 5 years the number of looked after children (LAC) in Moray has increased slightly although the proportion looked after in a community setting has consistently been about 87% [20].

A major concern in relation to looked after children is their attainment levels, which are substantially lower than for non-looked after children. Over the last 6 years in Moray the percentage of looked after children attaining maths and English at SCQF level 3 or above has been between 17% and 61% lower than the percentage of all children and most recently the gap has been widening [21].
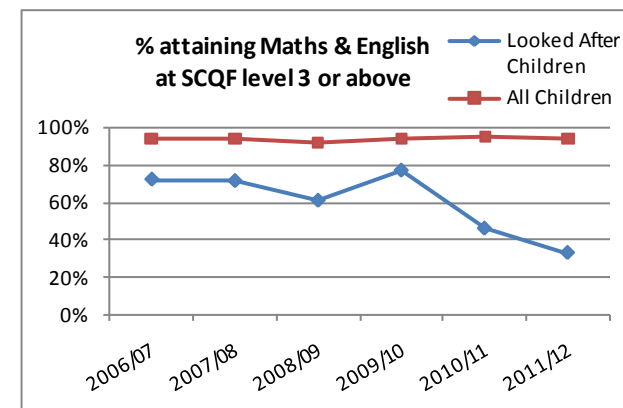
% attaining Maths & English at SCQF level 3 or above

- Looked After Children
- All Children

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
GIRFEC – Local Integrated Assessment & Planning (LIAP)	Complete the 'consistency of practice' review (related to GIRFEC Maturity Model)	Improve processes providing quarterly data including feedback from families	Integrated Support Officer - GIRFEC	GIRFEC Group
	Develop a GIRFEC core training programme	Organise & deliver the GIRFEC core training programme	Jo Ferguson	Interagency Training Group
GIRFEC – governance arrangements	Revise governance arrangements		Sandy Riddell	Community Planning Board
LAC – revise and implement procedures	Finalise LAC manual and review in the light of operational experience	Implement awareness training for all staff	Jeremy Akehurst	Permanence Monitoring & Development Group

LAC – improved permanence practice	LAC Annual Report Training?		Jennifer Gordon	Permanence Monitoring & Development Group and Central Management Team
Integrated Children's Services	Develop new structure to include Early Engagement and Early Intervention teams. Develop performance indicators in accordance with new structure for reporting from April 2014.	Implement new structure	Susan Maclaren	Integrated Children's Services Transition Board
Integrated Children's Services Plan	Prepare the plan for 2013-16	Implement ICS Plan by November 2013	Susan Maclaren	Community Planning Board
BV4M/ Service Improvement Plan		Recruit, train and support foster carers	Jennifer Gordon	Fostering & Adoption Team

Report to Children & Young People's Partnership

| Indicators	2008/09 Value	2009/10 Value	2010/11 Value	2011/12 Value	2012/13 Value	2013/14 Target
Achieve or exceed the target percentage of service users showing evidence of progress through use of reliable outcome measures.		70%	74%	71.5%		78%
Achieve not less than the national average for the 'average tariff scores (grades at leaving school, converted into scores) of looked after children'		67 National	37 Moray 79 National	71 Moray National info June 2013		
Achieve not less than the national average percentage for looked after children's attendance at school.	89 Moray	88.3 Moray 87.8 National	88.3 Moray 88.6 National	89.9 Moray National info June 2013		
Be less than or equal to the national average (per 100 pupils) for exclusions of looked after children.	41 Moray 38 National	41 Moray 37 National	45 Moray 33 National	51 Moray National info June 2013		
Achieve or exceed the target for % of looked after children in family placement.		80%	82%	82%		80%
Be less than or equal to the target for % of looked after children in residential placement.		20%	18%	18%		20%
Be less than or equal to the target, per thousand of the child population, looked after and accommodated by the local authority.		8.2	7.3	7.8		8
Be less than or equal to the target, per thousand of the child population, subject to compulsory measures of supervision.		9.9	9.7	9.7		10

1214181

2.2   Early Years - More of our children have a better start in life and are ready to succeed – Laurence Findlay

Introduction

The early years of a child's life, from pre-birth to 8 years, are a critical period of development, laying the foundations for their physical and mental health, attainment and achievement in adult life and so their contribution to the wider community and the success of the country as a whole.

There is good evidence that breastfeeding in infancy has a protective effect against many childhood illnesses. Breastfed infants are likely to have a reduced risk of infection, particularly those affecting the ear, respiratory tract and gastro-intestinal tract. This protective effect is particularly marked in low birth weight infants. Other probable benefits include improved cognitive and psychological developments, and a reduced risk of childhood obesity.
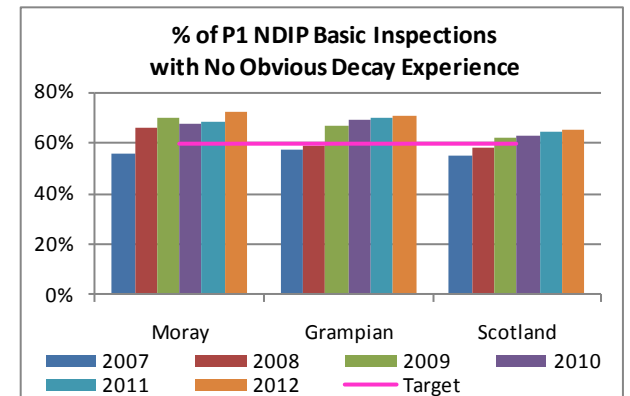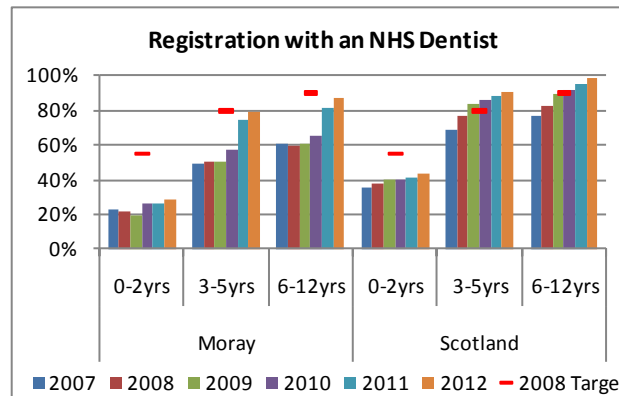

% Infants Exclusively Breastfed at 6-8wk review
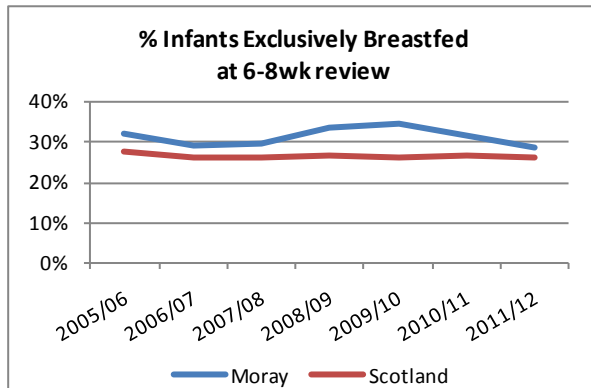
Over the last 7 years breastfeeding in Moray shows a net reduction with fewer than 29% of infants being exclusively breastfed at their 6-8wk review in 2011/12 compared with more than 32% in 2005/06. Although slightly higher than national levels for this stage, the gap is narrowing due to a negligible reduction nationally over the same period [22].

Oral health is a key indicator to overall health, with oral disease and non-communicable chronic diseases having many common risk factors, such as poor diet, smoking and alcohol. Access to and use of oral health services play an important role in preventing oral disease, while socioeconomic deprivation and environmental factors are strongly associated with ill-health, including oral disease [23].

Targets established in 2005 focused oral health services for children on prevention, setting levels for registration with an NHS dentist and lack of dental disease [24].

In Moray none of the registration targets was reached by the target year (2008). By 2012 the target for 0-2yr olds is a long way from being attained but the targets for 3-5yr olds and 6-12yr olds have both virtually been achieved. Nationally the 0-2yr old target is yet to be met but the remaining targets were both achieved in 2009 and levels have continued to improve since [25].

Since 2007, the incidence of dental disease in P1 pupils has reduced in Moray, achieving the target of 60% of P1 children showing no signs of dental disease in 2008, 2 years early and a year ahead of Grampian and Scotland as a whole [25].

Registration with an NHS Dentist

% of P1 NDIP Basic Inspections with No Obvious Decay Experience

1214181

Report to Children & Young People Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Early Years – profile for Moray		Complete an Early Years Profile and literature review	Tracey Gervaise	Early Years Group
Early Years - Family Support Grant	Prepare an implementation plan		Tracey Gervaise	Early Years Group
Early Years – Early Years Change Fund	Prepare an implementation plan		Tracey Gervaise	Community Planning Board
Early Years – Collaboratives	Implement 'tests of change' in relation to the 'stretch aims'		Tracey Gervaise	Early Years Group
BV4M		Encourage healthy choices including breastfeeding, tooth brushing and healthy eating	Tracey Gervaise	?

Report to Children & Young People Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Appropriate birth weight for gestational age (low weight live births) (i)	443	371	419	-		
Breastfeeding at 6-8 weeks (% of newborn children exclusively breastfed at 6-8 weeks) (ii)	-	-	31.5%	28.7%		
% of children with dental decay in P1 (iii)	-	30.8%	34.0%	29.1%		
Children (pre birth to 8) referred to reporter on care and protection grounds (iv)	215	177	135	174		
Number of children pre-birth to 8 looked after a) at home b) and accommodated (v)	16 43	21 53	33 48	28 53		

Notes:-
(i) Low weight live births (>2500g) – NHS Grampian only as not available at CHP level
(ii) Breastfeeding data taken from CHSP-PS system, NHS Grampian only entered data in this system from 2010.
(iii) National Dental Inspection Programme (NDIP) carries out a *detailed* inspection on P1 and P7 children in alternate years, a *basic* inspection is carried out each year result are only shown in the reports from the 2010 report onwards. NHS Grampian data only.
(iv) Data from online reports available from Scottish Children's Reporters Administration (SCRA). The definition of care and protection was categories b to g in Table 7a – data stated as <5 was not counted.
(v) Data is from 31 March annually (Social Work records)

**SOA 2   Ambitious and confident children and young people (Vision/Impact) (Laurence Findlay)**

2.3   Achievement & Attainment - Improving Learning & Attainment - Laurence Findlay

Introduction

The Curriculum for Excellence (CfE) aims to achieve a transformation in education in Scotland by providing a seamless curriculum from age three to 18. It is the biggest reform of Scotland's education system in a generation and includes all of the experiences which are planned for children and young people through their education, wherever they are being educated. The purpose of Curriculum for Excellence is to ensure that all children and young people develop the attributes, knowledge and skills they will need if they are to flourish in life, learning and work, now and in the future.

From 2013/14, new arrangements for national qualifications will be introduced with the S1 year of 2010/11 being the first to undertake them. The new arrangements will retain the strengths of the current system but will be less complex and provide greater autonomy for teachers to raise the standards of learning and teaching for all young people.

Attainment in S4 has improved over the last 6 years and is predominantly above that of our comparators and national levels.
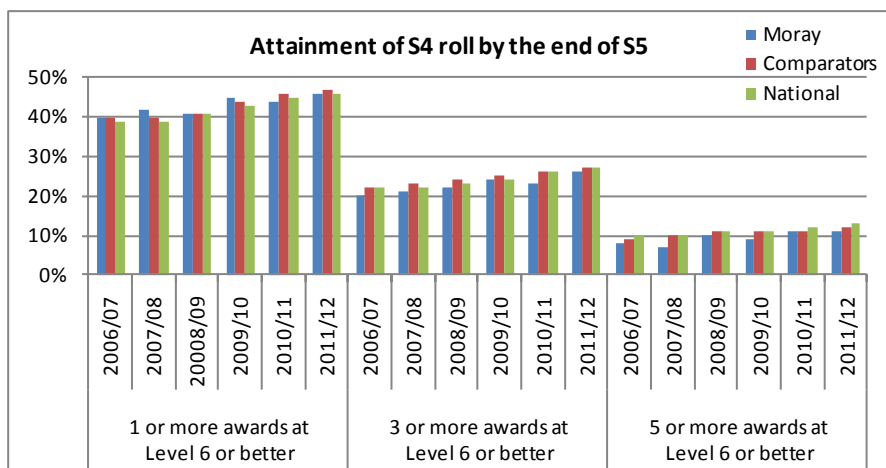
However, although attainment at the end of S5 has improved over the last 6 years, levels remain below those of our comparator authorities and national levels.

Attainment at the end of S6 shows a similar picture to S5. There has been improvement at all levels since 2006/07. However, performance remains below that of our comparators and national figures. In some cases the gap has widened; for example in 2006/07 the percentage of the S4 roll attaining, at the end of S6, 1 award at level 7 or better was 11% in Moray, 13% in our comparators and 12% nationally. In 2011/12 the figures were 13%, 16% and 16% respectively [26].
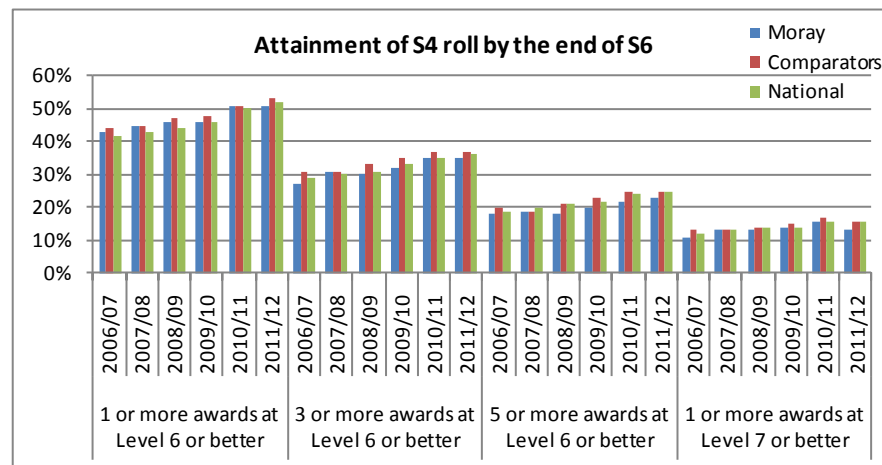
It is important when moving on from school that pupils enter a positive destination (Higher Education, Further Education, Training, Employment, Volunteering, Activity Agreement), rather than becoming unemployed. Between 2007/08 and 2009/10 the proportion of school
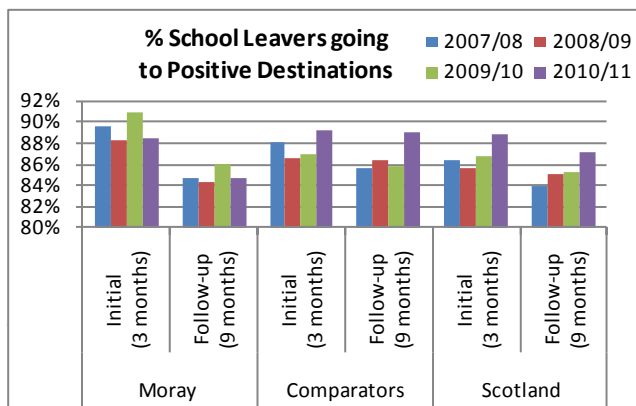
leavers in Moray entering positive destinations was higher than in our comparator authorities and nationally, however in 2010/11 the level in Moray fell below that of both our comparators and the national average. Initial leaver destinations data for 2011/12 shows that Moray is again above the national average with 91.8% of Moray school leavers entering a positive destination, against a national average of 89.9%.

Just as important, if not more so, is the continuation of the positive destinations of school leavers. In Moray the percentage of school leavers in positive destinations at follow-up (9 months after leaving school) is 4% to 5% lower than initially (3 months after leaving school). This compares with a fall of less than 2.5% in our comparators and nationally [26].

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Tracking systems in place	Develop value added attainment analysis in parallel with National Senior Phase Benchmarking Project	Analysis of Examination results Analysis of positive destinations	Analysis of school data led by Head Teachers Analysis of Moray wide data (absolute, trend and benchmarked) led by Continuous Improvement Team Analysis of positive destinations led by 16+ Development Officer	
Recording, Achievement, Profiling and Reporting Guide		Relevant guidance documents regularly reviewed and updated		
Curriculum for Excellence		Report on Curriculum for Excellence position in Moray to Scottish Government		
BV4M		Improving young people's achievements including attainment results Involving young people in programmes or training to help them plan for and deal with their life (e.g. delaying parenthood until later life). Encouraging and developing young people's participation in out of class activities, school clubs, sport, culture and community participation Improving the learning experiences of pupils in the journey through school		
Service Pan – Schools and		Establishment of Operational		

Curriculum Development		Groups to take forward the six key themes developed by the Schools and Curriculum Development Strategy Group. Strategy Group to track progress and determine guidance and developments in relation to schools and curriculum. (The six themes being: - Validated Self-evaluation and Quality Improvement - Learning and Teaching - Curriculum Design - Supporting all Learners and Recording Achievement, Reporting and Profiling - New Qualifications - Leadership, Management and Building Capacity)		

Report to Children & Young People Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Achieve or exceed attainment targets across award categories S4-S6 (11 indicators)	73% (8/11 targets met)	100% (11/11 targets met)	91% (10/11 targets met)	100% (11/11 targets met)		100%

2.4   Achieving our potential - A framework to tackle poverty and income inequality in Scotland – TBA

Introduction

Reducing inequalities in income and opportunity is critical to achieving the Scottish Government's aim of making Scotland a better, fairer place for everyone, no matter where they live. While the prosperity of the country as a whole is improving, the inequalities in income and other negative outcomes are widening. The causes and consequences of poverty are complex and require concerted action across government to address community, economic, cultural and environmental factors. The Child Poverty Strategy sets out plans to reduce levels of child poverty, and to ensure that as few children as possible experience any kind of socio-economic disadvantage.
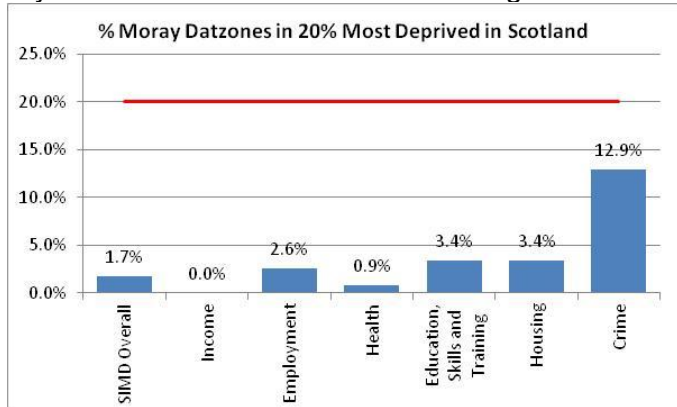

The Scottish Index of Multiple Deprivation (SIMD) identifies small area concentrations of multiple deprivation across all of Scotland. Moray has relatively low levels of deprivation, both overall and in all but 1 domain.   Only 1.7% (2) of Moray's datazones are within the 20% most overall deprived in Scotland and in each individual domain there are considerably fewer than 20% of Moray's datazones in the 20% most deprived. The geographic access domain is the exception, in which 34% (39) of Moray's datazones are in the 20% most deprived in Scotland [28].

There are few datazones that appear in the 20% most deprived for multiple domains. In fact there are only 6 datazones that are within the 20% most deprived of 2 individual domains and only one of these is in the 20% most deprived for the overall domain.

The most common form of deprivation in Moray is geographic access deprivation. This is measured by looking at drive times and public transport times to essential services such as a GP, schools and a post office. The predominant problem in Moray in terms of geographic access is public transport times [28].

New figures published by the Scottish Government provide an estimate of the number of households in relative poverty where relative poverty is defined as equivalised[6] net income before housing costs being less than 60% of the median Scottish household equivalised income. In 2008 this corresponded to a household of two adults without children living on of £248 per week or less. The graph indicates a slightly higher proportion of Moray households were in relative poverty than the national average [29].
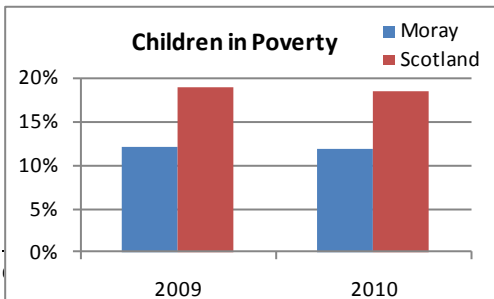
However, figures from HMRC indicate that a smaller proportion of Moray's children are living in poverty than the national average. These figures reflect the proportion of children living in families in receipt of out of work benefits or tax credits where their reported income is less than 60% median income. This is the relative child poverty measure as set out in the Child Poverty Act 2010 and is different to the measure used
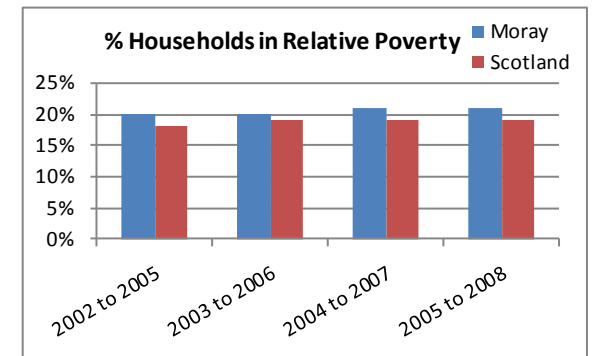
family size. The adjustment reflects the fact that a family of several people requires a higher income than a single person in order for both households to enjoy a comparable standard of living.

1214181

previously, which showed the proportion of children living in households dependent on out-of-work benefits or Child Tax Credit more than the family element [30].

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Social Inclusion Strategy	Revised Social Inclusion Strategy			
SIMD analysis				
SP - Welfare Reform proposals				
BV4M		Providing money advice, helping people to reduce debt and maximise and manage their income		

Report to Children & Young People's Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Increase healthy life expectancy at birth in the most deprived areas						
Decrease the proportions of individuals living in poverty (NLI)						
Proportion of children that are living in households that are dependent on out of work benefits or Child Tax Credit more than the family element (NLI)						

3.1   **Self-directed Support - Clients have more choice an increasing number take greater control, enabling them to enjoy greater independence through self-directed support – Sandra Gracie**

Introduction

Self-directed support (SDS) is a term that describes the ways in which individuals and families can have informed choice about how their support is provided to them. SDS gives people control over an individual budget and allows them to choose how it is spent on support that meets their agreed health and social care outcomes, determined by a supported self-assessment. The main purpose of the process is to give people more control over the design of their support plan. A client can either receive a direct payment from their local authority or they can direct their individual budget without actually receiving the money themselves.

Enabling individuals to control what care they receive and from whom builds on the capacity of individuals and communities to find their own solutions and to self-care, rather than creating dependence on services. With the proportion of the population approaching old age increasing and people living for longer, it is essential that individuals remain as independent as possible for as long as possible to help reduce the demand placed on services.

Self-Directed Support - Direct Payment clients
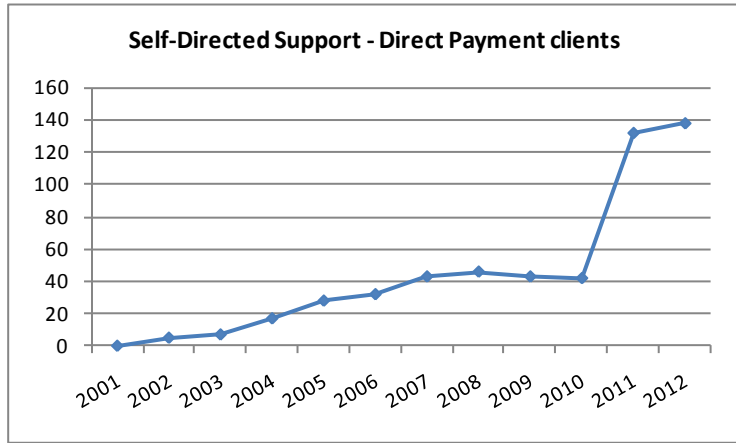
Following the publication of the Self-directed Support national strategy the number of people in Moray that are receiving direct payments for their support has more than trebled from 42 in 2010 to 138 in 2012 [34].

Comparing Moray with other local authorities indicates that we are within the top quartile for self-directed support direct payments per 10,000 population. Moray is also higher than the national rate [34].
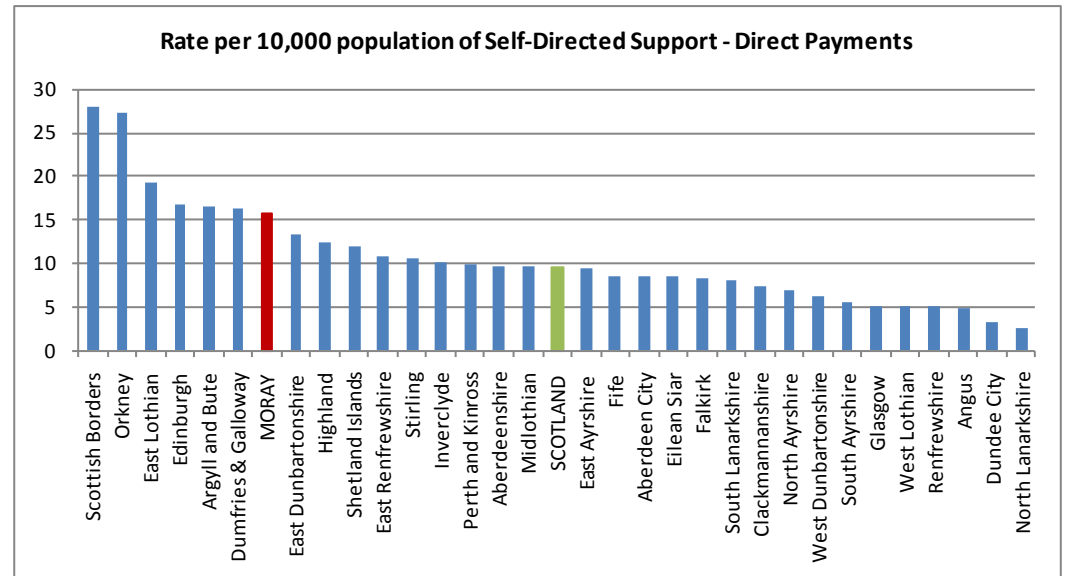
Rate per 10,000 population of Self-Directed Support - Direct Payments

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Pilot personalised budgets for people with physical and sensory disability Self-directed Support Communications Strategy	Develop guidance and procedures that supports Self Directed Support (SDS).	Ensure that Direct Payments can be used to purchase short breaks via the short breaks bureau and shared lives		
	Following the passing of the SDS Bill by the Scottish Parliament, review carers assessment and develop direct payments for carers	Deliver training and information sessions to Quarrier's, other providers and the independent sector regarding the impact of SDS	SDS Development Worker	
		Include providers from the third sector in tendering processes	HIE	
		Support and promote e-health initiatives which enable clients to achieve greater independence	NHS, HIE	
BV4M				

Report to Health & Social Care Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
By April 2013, increase to 115 the number of people (over 18) using Direct Payments. (reported quarterly but annual average)			98	103 avg	115	
By April 2013, to have supported 38 people (over 18) in securing a personal budget. (reported quarterly but annual average)				36	38	

1214181

3.2   Reshaping Care for Older People – We will promote a culture of choice, independence and quality with older people in Moray, where they are supported to share responsibility for leading healthy, fulfilling lives in active communities that value and respect them - Jane Mackie

Introduction

The Scottish Government outlined their requirements for local Health and Social Care organisations to produce a joint Commissioning Strategy for older people in the document "A Programme for Change" 2011-2021. The document set out the national framework within which local partnerships develop joint strategies and commissioning plans. The framework sits alongside the NHS Quality Strategy and sits above and supports the delivery of other strategies, including Dementia Strategy, Carers Strategy, Self directed support strategy and Living & Dying Well strategy, together building a cohesive and comprehensive approach to meeting the care and support needs of older people. The Scottish Government's introduction of the change fund (four year programme) provides the opportunity of bridging finance to make that change.

The Moray Community Health and Social Care Partnership (MCHSCP) is committed to shifting the balance of care from acute to community settings and reshaping services for older people in their communities. A programme of work has been developed to achieve this shift as part of the Reshaping Care programme, with a stakeholder commissioning group agreeing the commissioning process to inform how health, social care, the Third sector and the Independent sector will work together in partnership to respond to the needs and expectations of Moray's older population within a whole systems approach.

The development of a joint approach to commissioning in Moray - working across all sectors - looks at the total spend of our resources in an environment where all partners who have responsibility for specifying, securing and monitoring services are able to contribute to future models of care for older people that achieve better outcomes for older people, created through shared ownership and co-production.

Age	2011	2014	% change	2020	% change	2030	% change
50-64	18,380	18,720	1.8	19,776	7.6	16,147	-12
65-74	9,153	10,121	10.6	11,076	21	12,257	34
75-84	5,842	6,274	7.4	7,149	22.4	9,032	54.6
85+	1,613	1,818	12.7	2,442	51.4	3,880	140.5

The table shows Moray population projections for 2020 and 2030, showing % change from 2011.

The projected growth in the older population will create significant additional demand on health, care and support services, unpaid carers and available housing. This is particularly relevant in the over 85 age group, which is most likely to have the highest level of need.

The change in the future working population will put pressure on the availability of a workforce within health and social care to meet the increasing needs of older people.   It confirms that services in their current form are not sustainable for the future. Our joint commissioning plan for older people identifies how we plan to reshape care for older people in Moray to enable us to meet their needs.

Since 2000 the number of care home places in Moray has increased by about 10%, while the number of residents has remained at about the same level. Nationally there has been a 6% reduction in places and a 7% reduction in residents. However, due to the increase in the older population the number of places in Moray per 1,000 population aged 65 and over has reduced by 14% compared with a 12% reduction nationally, indicating that a larger proportion of the older population is remaining in their own homes [38].
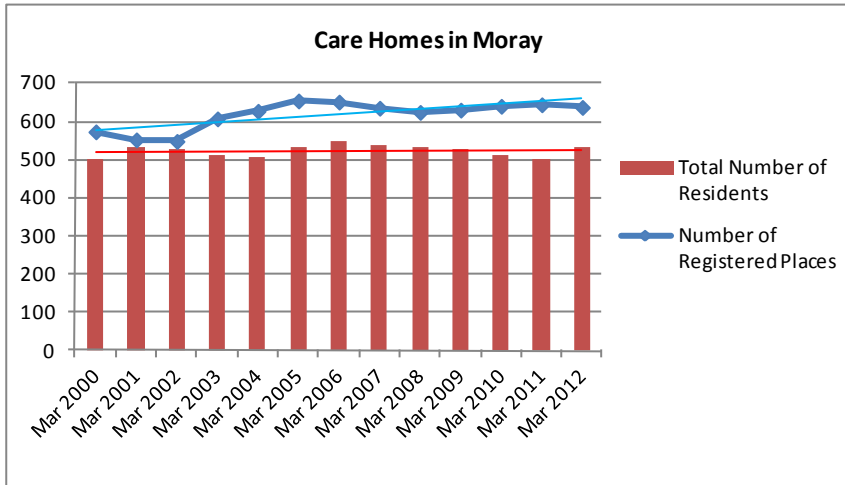
Care Homes in Moray

Legend:
- Total Number of Residents
- Number of Registered Places

This is supported by the considerable increase in the number of home care clients aged 65 and over receiving 10+hrs of home care. The rate per 1,000 population has overtaken the national rate [39].

Home Care Clients aged 65 & over receiving 10+ hours

Legend:
- Rate per 1,000 pop'n Moray
- Rate per 1,000 pop'n Scotland
- Number of clients Moray
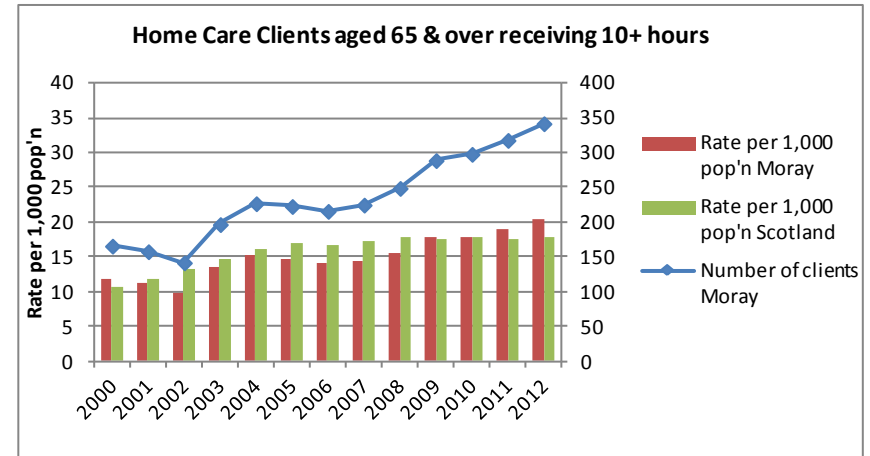
The graph opposite shows the shift in the balance of care in Moray over the last 10 years, indicated by the increased proportion of clients receiving 10+ hours of homecare.

Percentage aged 65 plus receiving 10+ hrs of home care in Moray

Legend:
- Home Care 10+ hrs
- Long stay care home residents
- Continuing care census

1214181

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Older peoples Strategy 2009-2014	Revise and review with a joint commissioning approach across the four sectors			
Change Fund for older people year three of four	Review and agree change fund spend	Submit change fund application	Change Fund Governance Group	Change Fund Governance Group
	Develop Change fund progress evaluation framework to monitor outcomes	Monitor change fund outcomes	Implementation leads	Change fund governance Group
Joint Commissioning Strategy for Older People 2013- 2023 • Wider stakeholder Group established • Health Needs Analysis • Service Mapping • National and local policy review • Consultation Plan	Develop implementation plans for each identified work stream • Community Capacity building • Frail Elderly • Housing • Modernising community services • Dementia • Carers • Embracing Technology	Plans for each work stream • Community Capacity building • Frail Elderly • Housing • Modernising community services • Dementia • Carers • Embracing Technology	Identified leads for each one	Joint commissioning group
	Develop joint performance framework	Joint Basket of measures to monitor performance	Joint performance management group	Change Fund Governance Group
	Launch JCS to staff and public	Complete launch programme for staff	CFGG	Training/dev
		Complete launch programme for public	CFGG	Older Peoples Reference Group
BV4M		Supporting rehabilitation and recovery so that people can live independently. Providing home care services and supporting carers to allow more people to live in their own homes as long as possible Helping those with learning disabilities into jobs Keeping vulnerable people safe in their own homes		

Report to Health & Social Care Partnership

Indicators	2008/09 Value	2009/10 Value	2010/11 Value	2011/12 Value	2012/13 Target	2013/14 Target
By April 2013, reduce the proportion of service users 65+ in permanent care as a percentage of the overall number of people receiving care			32.92% 508 of 1543	32.93% 513 of 1558 (Baseline)	Reduce to 31%	
Increase the number of homecare hours provided as a rate per 1,000 population ages 65+ (SPI)	491.4	475.9	493.1			
By April 2013, the proportion of home care service users 65+ receiving an intensive care package will be no less than 33%			30.82% 319 out of 1035	30.72% 321 out of 1045	Target 33% (Baseline 2011/12	
As a proportion of home care clients age 65+, the percentage receiving Personal care; a service during evenings / overnight / a service at weekends (SPI & QMS)	84.7% 35.1% 52.9%	81.6% N/A 62.4%	87.2% 30.4% 65.0%			
Achieve target in the percentage of older people satisfied with their involvement in the design of the care package (SPI & QMS)	90%	94.39%	97.94%			

1214181

4.1　Moray Economic Strategy - A more prosperous and fairer Moray with a strong, more competitive and more diverse business base - Gordon Sutherland

Introduction

Moray has relatively high levels of economic activity and employment, however there are a number of long-standing challenges within the economy including:

- Traditionally low levels of pay reflecting the strong food and drink manufacturing sector
- An over-reliance on the public sector (including defence)
- A relatively low proportion of graduates in the Moray workplace
- A high level of outmigration
- A tight labour market with a shortage of capacity, skills and flexibility

A	Agriculture & Fishing
B,D,E	Energy & Water
C	Manufacturing
F	construction
G,I	Distribution, Hotels & Restaurants
H,J	Transport & Communications
K-N	Banking, Finance & Insurance
O-Q	Public Admin. Education & Health
R-U	Other Services

The Moray Economic Strategy seeks to meet these and other challenges through co-ordinated partnership action and building on Moray's strengths and natural assets and the opportunities these offer.

The graphs highlight the considerable disparity between Moray and Scotland in the proportion of the economically active population aged 16-64yrs with a degree, and although the median gross weekly wage of full-time workers is getting closer to the national level, it remains lower [40].

Report to Moray Economic Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Moray Economic Strategy	Develop economic database	Prioritise programme of projects & develop project plans for the prioritised projects		Moray Economic Partnership
		Implement Skills & training programme		Skills & training Group
		Implement Tourism & culture programme		Moray Tourism Development Group Tourism Group
		Implement Development programme		Development Group
		Implement transportation programme		Strategic Business Forum
Forres Enterprise Park designated as an Enterprise Zone

Mikledore Inward Investment Proposition | | Implement Inward investment & business growth programme | | Inward Investment & Business Growth |
| BV4M | | Improving the number of business starts and businesses growing in Moray through projects, initiatives, grants and advice which will support them.

Developing modern business facilities that help business start up and growth.

Leading and supporting projects in targeted areas

Planning for our local area, including processing planning applications, dealing with unauthorised development and setting out the Council's strategy and policies for the future development of the area | | |

Report to Moray Economic Partnership

Indicators	2008/09 Value	2009/10 Value	2010/11 Value	2011/12 Value	2012/13 Value	2013/14 Target
No of working age population (mid yr estimates NRS)			55,690 in 2011			
% of working age population to total population (mid yr estimates NRS)			63.6% in 2011			
Business start-ups per 1000 population (C'ttee of Scottish Clearing Banks)			3.5 in 2011			
Business start-ups supported by Business Gateway						
Employment private/public			71/29% in 2011			
Employment in Industry						
Jobs created in new sectors (LS, Energy, F&BS) (HIE jobs supported)						
Employment rate (SG annual population survey)			78.4% in 2011			
Female employment rate (SG annual population survey)			72.5% in 2011			
Youth Unemployment rates (SG APS)			13.7% (H&I)			
Positive destinations for school leavers						
Aver salary (ASHE, ONS)			£19k p.a. £357 per week			
No. of modern apprentices						
No of employer/ees engaging in lifelong skills and learning						
Turnover, exports and jobs supported (HIE and possibly Business Gateway						
Availability of land & property for inward investment & business growth						

SOA 4	A growing and diverse economy (Stephen Cooper)

4.2   Transport and infrastructure - Transport provision in Moray is more sustainable and equitable in meeting users' needs with an infrastructure that supports a more competitive and diverse economy - Gordon Holland

Introduction

Moray's location relative to the main markets for its goods and services, and between Aberdeen and Inverness means that the quality of strategic transport and other infrastructure is a critical factor influencing investment decisions. Moray is perceived as remote relative to the strategic road and rail network and key markets. The development of Moray's wider regional infrastructure and its external links is critical to its future economic development. The Moray Economic Strategy therefore aims to improve Moray's transport and business infrastructure to enhance long-term indigenous business growth, the development of key sectors and heighten Moray's appeal as a location for inward investment.

The Scottish Index of Multiple Deprivation (SIMD) measures geographic access using a number of public transport and drive times to essential services, such as a GP surgery, a post office, a primary and a secondary school, a petrol station and shopping facilities. In Moray 38 (33%) of its 116 datazones are in the 15% most deprived nationally with regards to accessing public transport: 18 are identified in the 5% most public transport deprived, a further 10 in the 10% most public transport deprived and a further 10 in the 15% most public transport deprived. In total this equates to around 32,000 people in Moray living in areas that are regarded as having insuffiecient/deprived access to public transport to get to essential services. [28].

The rural nature and peripheral location of Moray present a number of challenges in relation to transport [41]:
- Providing public transport outwith the main settlements and the A96 corridor is generally not commercially viable for bus operators. The Council is moving towards more demand responsive public transport provision.
- High fuel prices have a disproportionate impact on the population within rural areas such as Moray where fuel prices, especially in the more remote areas, are higher than those in the south. They also have a significant impact upon the operation of businesses within Moray, particularly those that import and export goods from beyond the Moray boundary into the rest of the UK and Europe.
- Elgin and Keith display noticeable congestion issues.
- Moray is covered by a number of European designations that are designed to reduce the economic imbalance between areas such as Moray and the rest of Europe.
- The Central Belt of Scotland is further from Moray than from either Inverness or Dingwall by both road and rail. Business in Moray is at a considerable disadvantage in competing with the rest of the UK and Europe.

Report to Moray Economic Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Moray Economic Strategy – Transportation programme	Strategic Review of regional public transport links within Moray following removal of subsidies. Review to include expansion of Dial-a-Bus and delivery of Community Transport		Stephen Cooper	

1214181

	Elgin Western Link Road (to be discussed at full council on 27/03/13 and if dropped, will be removed)		Gordon Holland	
	Develop bus links between Moray and the Central Belt		HITRANS / Peter Findlay	
		Lifting the Spirit project – pilot to transfer freight from whisky industry from road to rail.	HITRANS	
	Developments at Buckie Harbour, with potential for also increasing commercial activity at Burghead.	Commence refurbishment of building at Buckie Harbour to attract Renewables Company to Buckie	Gordon Holland	
	Meet with Transport Scotland to promote A96 dualling project and ensure prioritisation of Moray section over Aberdeenshire & Highland sections.		Gordon Holland / HITRANS	
		Prioritise plans for Elgin City of the Future proposals including: • A96 Alexandra Road redesign of junctions – lobby Transport Scotland to programme & fund traffic signal junctions with pedestrian crossing facilities for Alexandra Road • Investigate options for Elgin bus station relocation	Gordon Holland	
		Replacement dredging facility for Moray harbours – progression of procurement process towards acquiring a new dredger	Gordon Holland	
	Transportation Strategy		Gordon Holland	
Active Travel Audits for Buckie and Keith	Produce a plan of proposed active travel measures for Buckie & Keith areas		Gordon Holland	
Elgin Traffic Management Plan				
		Carry out analysis of community care transport needs for access to healthcare facilities	Gordon Holland	HTAP – Health & Transport Action Plan Steering Group (The Moray Council, Aberdeenshire Council, Aberdeen City Council,

1214181

		Participate with other NE Scotland councils & NHS to establish a Transport Information Hub to assist with access to healthcare facilities		NHS Grampian, Scottish Ambulance Service and NESTRANS)

Report to Moray Economic Partnership

| Indicators	2008/09 Value	2009/10 Value	2010/11 Value	2011/12 Value	2012/13 Value	2013/14 Target
Dial-a-Bus passenger numbers (annual) – Forres						
Dial-a-Bus passenger numbers (annual) – Speyside						
Dial-a-Bus passenger numbers (annual) – Buckie						
Dial-a-Bus passenger numbers (annual) – Keith						
Number of litres of spirit being transported by rail					0	
Number of enquiries to Transport Information Hub					0	
Number of enquiries to Transport Information Hub that find no available transport option					0	

4.3   Housing/homelessness - There is sufficient good quality, affordable housing available to meet the needs of people living in or requiring housing in Moray - Jill Stewart

Introduction

The Council has completed a "robust and credible" Housing Need and Demand Assessment (HNDA), which is a key evidence base for the Local Housing Strategy 2013-18 and Local Development Plan 2013-18. It is projected that Moray's population will increase slowly, but that the number of households will increase much faster. There is a national trend for smaller households. The number of older households is projected to increase dramatically. Between 2008 and 2023 there are projected to be 59% more households aged 75+, and 22% fewer families with children.

Moray's economy is reliant on the manufacturing and tourism employment sectors, and has proportionally few professional jobs. As a result, average earnings are amongst the lowest in Scotland. Since 2002, house prices have increased much faster than earnings. Average house prices rose by 150% between 2002 and 2008. Post credit crunch, average prices have fallen slightly (10%). The HNDA found that 60% of Moray households could not afford to meet their housing need from the open market without help, and that 424 affordable homes are required per year, for the next 10 years.
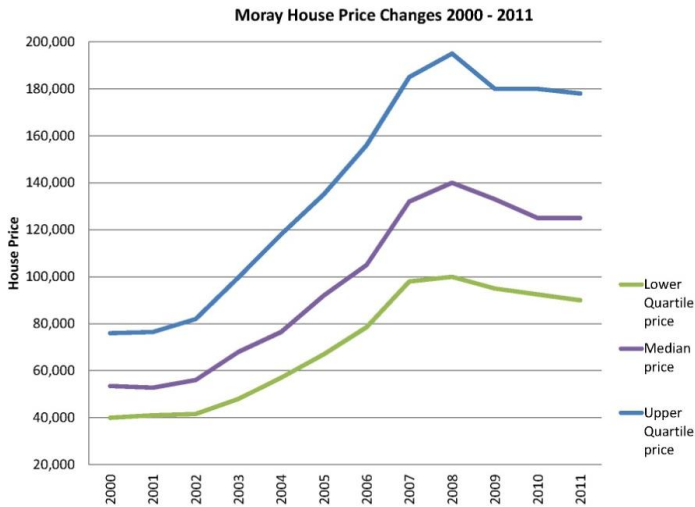
The Council has implemented an enhanced Housing Options service for households at risk of homelessness. As a result, the number of homeless applications has reduced by 46% between 2010/11 and 2011/12. The Council is now able to meet its legal duties to homeless households. This has allowed the Council to increase the proportion of Council houses let to Waiting List and Transfer List applicants.

The HNDA identified a mismatch between the type and size of houses available, and the type and size required. This mismatch occurs in private sector housing as well as in the public sector. As the number of older people increases, there will be increasing demand for suitable housing for rent and purchase. There will also be increasing demand for disabled adaptations

Moray House Price Changes 2000 - 2011

NRS Household Projections (2008 based)

Report to Communities & Sustainable Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Consultation draft LHS to Committee	Consult on draft and finalise Local Housing Strategy	LHS actions	Jill Stewart	Housing Strategy Group
Strategic Local Programme 2012-2015 (includes Phase 3 Council new build programme)		Deliver new affordable housing. Deliver new Council houses	Jill Stewart	Housing Strategy Group
Revised Homelessness Strategy Temporary Accommodation Strategy	Homelessness Strategy implementation review 2011/12 Revised Homelessness Policy	Homelessness Strategy actions	Jill Stewart	Homelessness Strategy group
Homelessness Annual review – housing support	Annual homelessness review			
Property Asset Management Strategy				
Care and Repair Scheme	Review adaptation delivery arrangements as part of Joint Commissioning Strategy for Older People's Services	Implement findings of review	Jill Stewart, Jane Mackie	Housing Strategy Group
Bv4M		Improving the condition of local housing. Ensuring that there is a supply of affordable housing to rent or buy. Looking after the Council's housing stock. Tackling homeless		

Report to Communities & Sustainable Partnership

Indicators	2008/09 Value	2009/10 Value	2010/11 Value	2011/12 Value	2012/13 Value	2012/13 Target
Rate of new house building completed						
Ratio between lower quartile house prices and lower quartile earnings						
Number of new affordable houses completed						
Number of homelessness applications						
% of homeless households provided with permanent accommodation						100%
Median length of stay in temporary accommodation						
Percentage of people aged 65+ with intensive needs receiving care at home						
Waiting times (average elapsed time) between request for a (major) housing adaptation, assessment of need, start of work, and delivery of required adaptation, by tenure/landlord (Change Fund monitoring)						

1214181

| SOA 4 | A growing and diverse economy (Richard Hartland) |

| 4.4 | Carbon Management - Our local people live in an attractive natural and built environment that is sustainable and enhanced for future generations through efficient use of resources, mitigating the effects of climate change and reduced carbon emissions – Jim Grant/Steven Cooper |

Introduction

Over the next few years Scotland has a number of targets to achieve relating to carbon emissions and waste, and Moray must play its part in contributing to their achievement.

The Climate Change (Scotland) Act 2009 sets in statute the target to reduce Scotland's emissions of greenhouse gases by 80% by 2050 with an interim target of 42% by 2020, from a 1990 baseline. Annual targets have been set for 2010 to 2022. The level of CO_2 emissions per capita in Moray is about 40% higher than nationally, the main difference being in the industrial and commercial sector. However, in 2010 Scotland greenhouse gas emissions were 24.3% lower than the 1990 baseline, ahead of the target of 23.6% [46].

Per Capita CO2 Emission Estimates
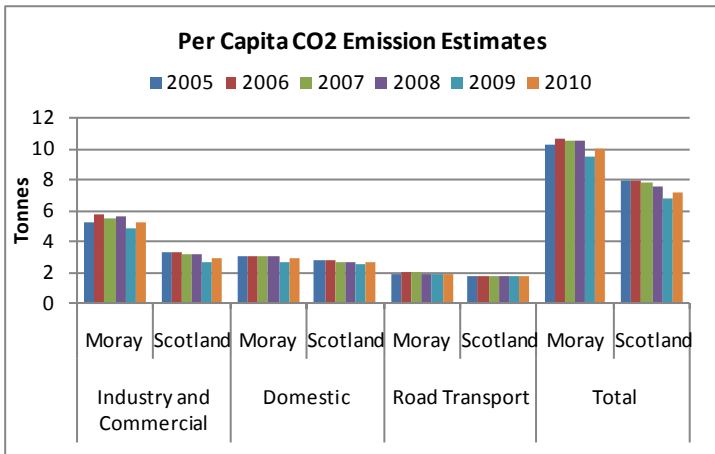
In addition, the Scottish Government is seeking to achieve 100% of electricity generation from renewable sources by 2020.
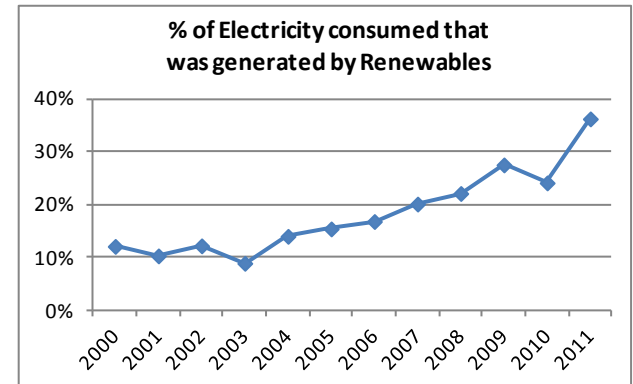
The revised Local Development Plan will play a vital role in meeting these obligations. It will emphasise the important role Moray has to play in contributing to reducing carbon emissions and the need for resilience in respect of the impacts associated with climate change.

% of Electricity consumed that was generated by Renewables

The plan will promote the efficient use of land for development encouraging the use of brownfield sites and where appropriate increasing densities. Sustainable design principles in relation to the siting and orientation of developments, increasing energy efficiency and sourcing materials locally will help to reduce emissions. The Scottish Government's publications Designing Places and Designing Streets will be implemented to promote cycling and walking and reduce car dominant road layouts and require developers to provide a minimum quantity of open space in new developments for amenity, sport, food growth, flood alleviation and wildlife habitats.

Supplementary planning guidance has been prepared for wind energy developments and the revised local plan will promote community scale projects across all renewable technologies.

1214181

Moray Waste Management
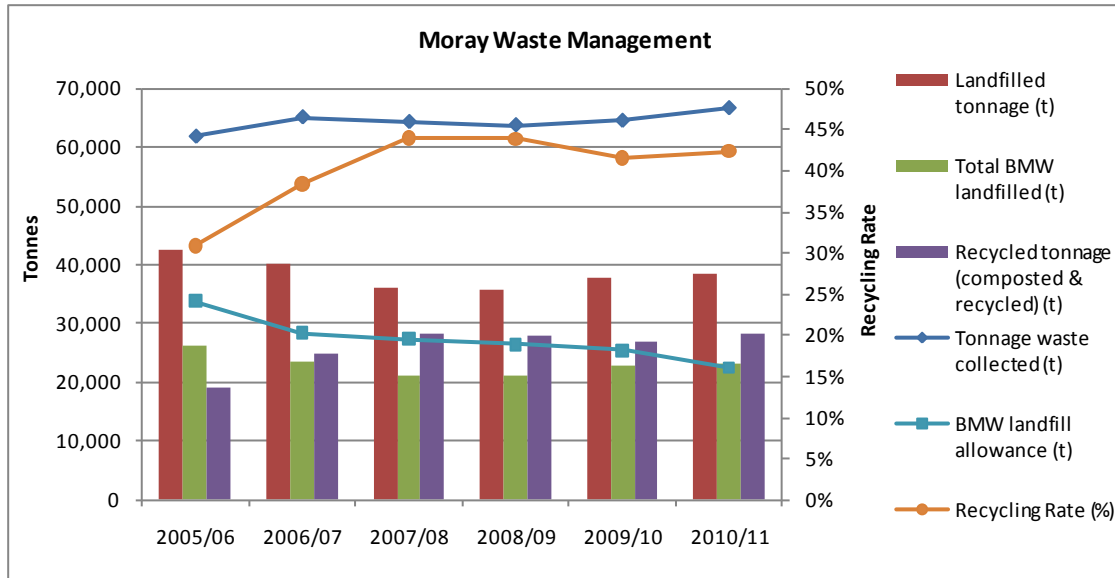
With regard to waste, the following targets have been set for local authorities:

1. 50% recycling/composting by 2013
2. 60% recycling/composting by 2020
3. 70% recycling/composting by weight and carbon metric by 2025

The graph shows that the amount of waste being collected in Moray has risen over the last 6yrs. Although the tonnage sent to landfill shows a net reduction, there has been a slight increase over the last couple of years. The amount of biodegradable municipal waste (BMW) being sent to landfill has also risen slightly over the last couple of years and in 2010/11 exceeded the landfill allowance for BMW. Although it has been agreed with the Scottish Government that no penalties will be applied in the event of excess BMW, landfill tax is still payable at a rate of £64 per tonne in 2012/13 rising by £8 each subsequent year [45].

Report to Communities & Sustainable Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Carbon Trust Standard				
Rolling programme of smart meter installations				
	Local Development Plan		Mark Cross	
	Establish an Operational Sustainability Group		Jim Grant	
	Following the completion of the ongoing area based review, develop a Community Planning Partnership strategy for managing resources and carbon emissions		Emma Gordon	
Waste Management Strategy		Progression of council waste strategy action plan by extending rural waste/recycling kerbside collection to urban areas and implementation of an expanded recycling service to trade interests, including food waste.	Ian Bruce	

1214181

		Progressing the investigation into an alternative for landfill.			
Bv4M		Maintaining the cleanliness of parks, public open spaces and streets	Ian Bruce		

Report to Communities & Sustainable Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Reduce Local Authority Carbon Dioxide emissions per capita (tonnes) (NLI)	10.3	9.64	10.02			
Installed capacity of renewables in Moray						
Increasing the percentage of Household Waste recycled or composted (NLI & SPI)	43.9%	41.5%	42.4%			50%
Waste/Recycling kerbside collection extended to urban areas						100%
Recycling service to trade interests expanded						100%
Trade food waste strategy determined						100%
Cleanliness Index (this may no longer be available in 2013/14)		83	84	80		70

SOA 4	A growing and diverse economy (HIE)

| 4.5	Broadband and Mobile - Need to define outcome HIE

Introduction

The use of digital technology is central to fulfilling Scotland's potential as a nation and helping to ensure that we are well positioned to emerge from the economic downturn, with opportunities for all of our people to flourish in order to promote sustainable economic growth. It provides a means to minimise exclusion of geographically remote communities and will be an integral part of our transition to a low carbon economy.

The overarching goals of the Moray Economic Strategy are to:
- Create sustainable economic growth;
- Achieve a stable population;
- Build viable and improving public services; and
- Create strong and confident communities.

It is based on increased innovation and dynamism in key sectors and providing an attractive environment for new areas of economic activity. A key factor is digital connectivity. Moray's peripherality to markets is a constraint to business development. Through promoting continued investment in the areas of broadband and digital infrastructure, through upgrading existing infrastructure, improving mobile broadband coverage and encouraging a broader range of service providers, we should ensure that the areas existing and future business are afforded access to high quality provision.

In addition Moray must ensure that people have or are able to attain the skills required in order to realise the full benefits of the advances in digital technology.
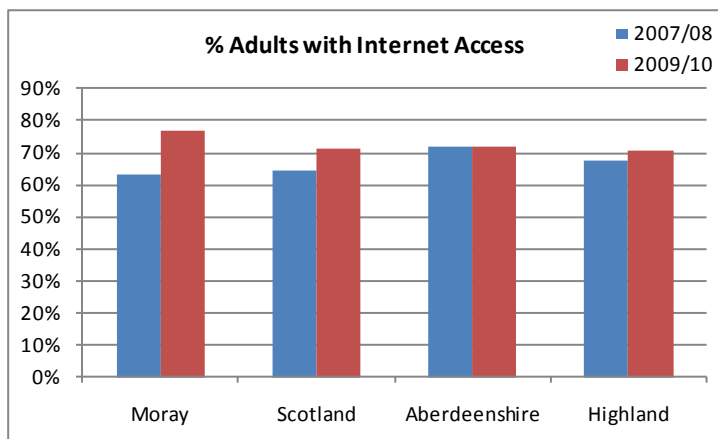
The graph shows the proportion of adults with internet access and between 2007/08 and 2009/10 the proportion in Moray has increased from 63% to 76% higher than our neighbours and the national level [5]. Graph should be % of adults with next generation broadband with a target of 80-90% over time

Report to Moray Economic Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Pathfinder Project	Digital Connectivity		Denise Whitworth	
	Digital Participation & literacy		Alistair Campbell	

Moray Economic Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
TBA						

**SOA 5   Employability and employment skills (Graham Jarvis)**

5.1   Positive destinations - Support all our young people into positive and sustained destinations - (Graham Jarvis)

Introduction
It is important when moving on from school that pupils enter a positive destination (Higher Education, Further Education, Training, Employment, Volunteering, Activity Agreement), rather than becoming unemployed.

% School Leavers in Positive Destinations at Follow-Up
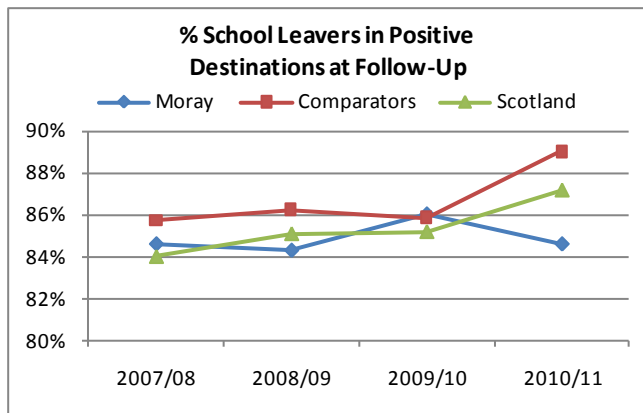
Over the last 4 years the proportion of school leavers in Moray that have entered and sustained a positive destination has fluctuated but in 2010/11 returned to 2007/08 levels. In comparison both our comparators and Scotland show net increases over the four years of just over 3% each. As discussed earlier (SOA 2 Ambitious and confident children and young people – 2.3 Achievement & Attainment), the issue seems to be sustaining positive destinations since the proportion of Moray school leavers entering positive destinations initially has, until 2010/11, been higher than our comparators and Scotland.
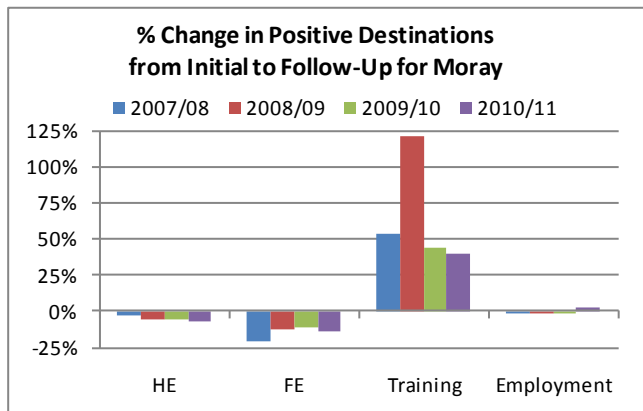
The most common positive destination for Moray school leavers has been employment but the last couple of years the proportion entering higher education has equalled that entering employment. With the exception of 2007/08 higher education has been the favoured destination of school leavers from our comparators and nationally.

Follow-Up Leaver Positive Destinations

% Change in Positive Destinations from Initial to Follow-Up for Moray
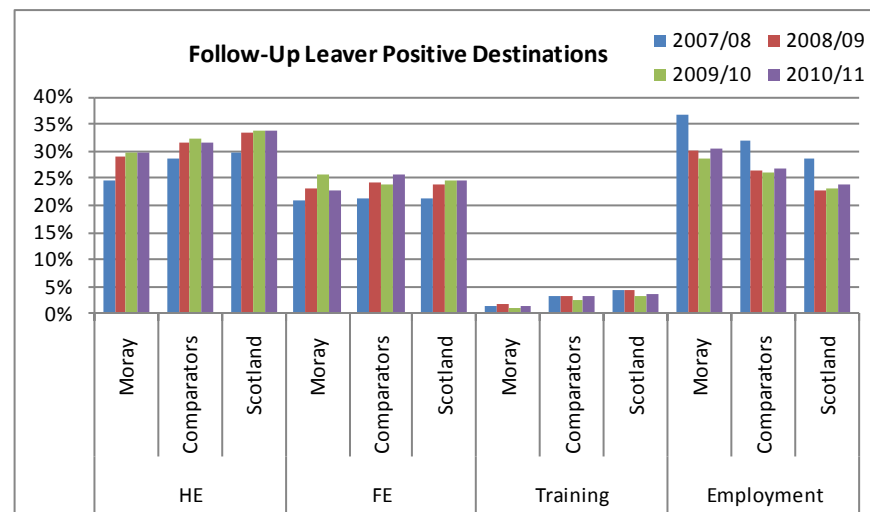
The main change between initial and follow-up destination is in the number in further education. The average number leaving further education over the last 4 years is 43, compared with an average of 17 leaving higher education [26]. Please note that 2011/12 follow=up destination figures will be available in June 2012

1214181

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
16+ Learning Choices: Policy and Practice Framework (National)	Reviewed each academic term	Encouraging all school leavers into employment, education or training	Graham Jarvis/ Joe Bodman	Employability Action Group
	Service Level Agreement with Skills Development Scotland	Monitoring of SLA with Skills Development Scotland		
		Be alert to development reports through Employability Action Group (LAC)	Jennifer Gordon / Carole Carthew	Employability Action Group
		Engage with and support the development of programmes available for young people 16+ (LAC)	Carole Carthew / Jennifer Gordon / (Dave Cameron)	
		Liaise with Employee Development Management to establish if there may be opportunity for apprenticeships schemes within the Moray Council for young people who have been looked after children (LAC)	Carole Carthew / Jennifer Gordon / (Dave Cameron)	
BV4M		Encouraging all school leavers into employment, education or training		

Report to Children & Young Peoples' Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Percentage of school leavers in positive and sustained destinations (9 months after leaving school)	84.3%	86%	84.6%	n/a		
School leaver follow up destinations –percentage entering full-time higher education	28.9%	29.7%	29.8%	n/a		
School leaver follow up destinations –percentage entering full-time further education	23.2%	25.8%	22.7%	n/a		
School Leaver follow up destinations - percentage entering employment	30.1%	28.8%	30.4%	n/a		
School Leaver follow up destinations - percentage entering training	1.9%	1.2%	1.4%	n/a		
Achieve no less than the national average for 'positive destinations' for 'looked after' young people at initial survey. (% above or below national average)	+2.5%	+4.1%	-0.5%	+1.9%		
Achieve no less than the national average for 'positive destinations' for 'looked after' young people at follow - up survey.	-0.8%	+0.8%	-2.6%	n/a		

5.2   Opportunities for All Need to define outcome – Joe Bodman

Introduction
Opportunities for All is the Scottish Government's guaranteed offer of a place in education or training for all 16 to 19 year olds. Information regarding the opportunities available to young people in their area is available from Skills Development Scotland or JobCentre Plus offices. Secure employment for young people gives them a firm foundation on which to build their lives.

The initial proportion of Moray school leavers not entering a positive destination has generally been lower than our comparators and national levels, although in 2010/11 the Moray rate rose above both. However, the follow-up rate has been higher than both our comparators and national levels for the last 3 years [26].

School leavers NOT entering a Positive Destination

Rate of 16-19yr olds Not in Employment, Education or Training (NEET)
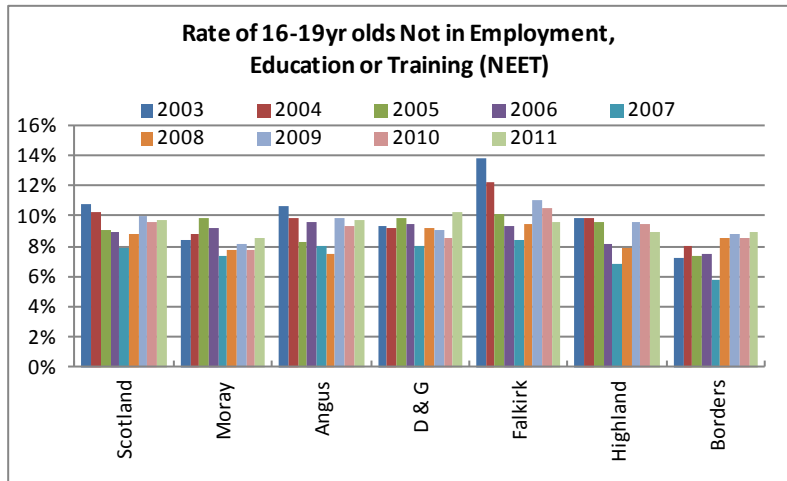
The rate of 16-19yr olds Not in Employment, Education or Training is lower in Moray than the national rate and the rate of most of our comparators, with the exception of Scottish Borders, which is sometimes slightly higher than Moray [48].

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Youth employment Strategy (National)	Youth Employment Action Plan	Action Plan Develop local strategies and actions for jobs – supporting young Scots into work Quarterly monitoring to Scottish Government on progress	Joe Bodman	Employability Action Group
		Deliver opportunities for All to ensure an offer of a place in learning or training for every 16-19 (up to their 20th birthday) year old currently not in work, education or training Deliver improved post-16 transitions, and participation in learning and training for all young people through 16+ Learning Choices, and Activity Agreements as a viable post-16 option for those furthest from the labour market in accordance with Activity Agreement Guidance	Joe Bodman	

Report to Children & Young People's Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Percentage of Activity Agreements leading to another positive destination						

1214181

5.3   Community Learning and Development - More of our residents have the skills needed for employment - Graham Jarvis
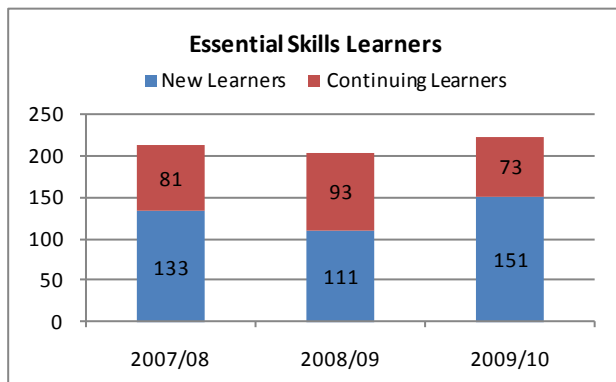
Introduction

Scotland has a long tradition of valuing learning for the wider benefits that it can bring to the individual, to society and communities and to the economy. For example, qualification levels reflect a long-term higher level of investment in education than the rest of the UK. It is also important that individuals acquire the skills that are required by employers, now and in the future. Employers expect potential employees to have skills that, in their view, they should have learned at school. However, there is a significant number of adults in Scotland who do not meet employers' essential skills criteria.

The Scottish Government's Skills Strategy: A Lifelong Skills Strategy [37] for Scotland sets out the objectives needed to develop a cohesive lifelong learning system that is centred on the individual but also responsive to employer needs. The strategy covers education and learning at all stages, from the early years upwards and emphasises the importance of developing a wide variety of skills in compulsory education that "will be of high value to themselves, their parents and carers, employers, colleges and universities". A key element of establishing firm foundations in the early years is helping parents with literacy and numeracy to enhance their ability to support their children's learning.

The Scottish Survey of Adult Literacies published in 2009 indicates that more than 1/3 of Scotland's population may experience *some* challenges with *some* type of literacy. The Adult Literacies on Scotland 2020 Strategic guidance explains, "Literacy and numeracy affect people's lives. Strong literacies skills help people fulfil their potential , achieve their goals and take advantage of opportunities. When individual do well, so do their families, communities and employers".

The Moray Adult Literacies Partnership is made up of both learning providers and intermediary agencies who work together to address the issue of low levels of adult literacy and numeracy in Moray and reduce the number of adults who struggle with reading, writing and using numbers.

Essential Skills Learners
New Learners   Continuing Learners

Year	New Learners	Continuing Learners
2007/08	133	81
2008/09	111	93
2009/10	151	73

Over the three years from 2007/08 to 2009/10 there were approximately 200 learners each year, most of who were new learners. A small proportion of learners, around 10%, receive accreditation each year [49].

1214181

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Lifelong learning strategy	Update Lifelong Learning Strategy including community learning and development		Graham Jarvis	Lifelong Learning Strategy Group
BV4M	Initiate an early engagement strategy	Supporting adult and family learners to be successful, confident individuals, effective contributors and responsible citizens Pilot a number of family and your people projects in the East and West of Moray including financial literacies course, family learning pilot and literacy and parenting pilot.	Moira Strathdee	Youth Team/ Essential Skills Group

Report to Children & Young People's Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Develop and run new essential skills pilot projects across East and West Moray						4
Identified need for literacies learning will be met						n/a

1214181

6.1   Child Protection - Child protection services in Moray will improve – Susan McLaren

Introduction

All children in Scotland deserve to be cared for and protected from harm and to grow up in a safe environment in which their rights and needs are respected. Every adult in Scotland has a role in ensuring our children live safely and can reach their full potential. Child Protection in Moray is the responsibility of the Moray Child Protection Sub-Committee, supported by the North East of Scotland Child Protection Committee (NESCPC), which also supports the Aberdeen City and Aberdeenshire sub-committees.

The Moray Child Protection Sub-Committee oversees the implementation of the joint action plan, developed to address the points for action identified by HMIE during their inspection in 2008. Combined with self-evaluation the sub-committee also ensures continuous improvement in respect of child protection.

Over the last 7 years the number of child protection referrals has fluctuated, peaking at 438 in 2007, falling to a low of 230 in 2008. On average about 21% of referrals led to a case conference (low 15% in 2006, high 34% in 2009) and about 17% of referrals resulted in a child being added to the Child Protection Register (CPR) [27].

The rate of children on the CPR per 1,000 population aged 0-15yrs has generally been higher in Moray than in our comparator authorities and nationally. However, since 2010 the rate has fallen in Moray and is now in line with both our comparators and the national rate [27].
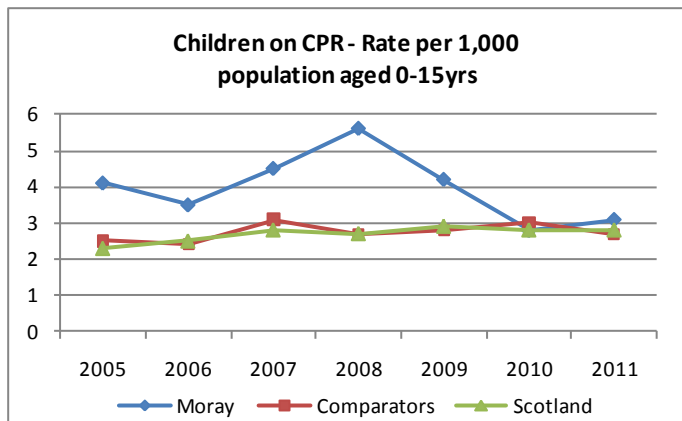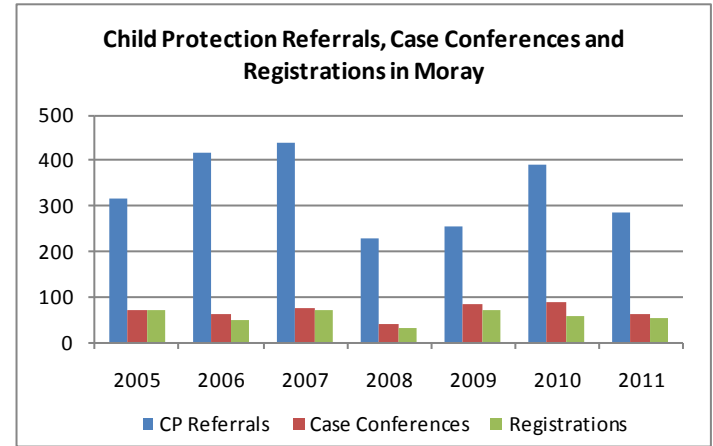
Comparing case conferences and registrations highlights that there is more fluctuation in Moray, emphasised by the smaller numbers involved, but generally the percentage of case conferences resulting in a registration is on a par with our comparator authorities and national levels [27].
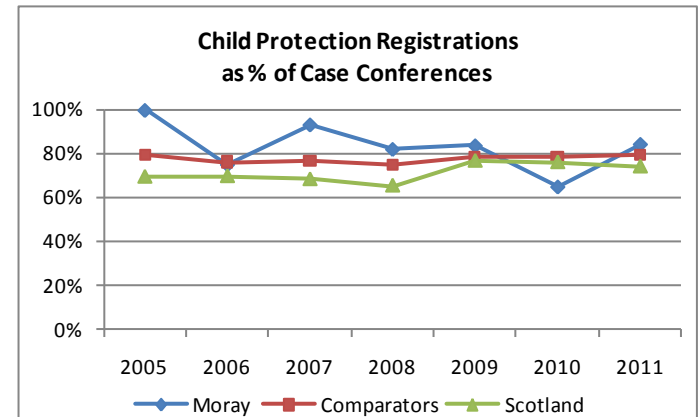
Child Protection Referrals, Case Conferences and Registrations in Moray

Children on CPR - Rate per 1,000 population aged 0-15yrs

Child Protection Registrations as % of Case Conferences

1214181

Report to Children & Young People's Partnership

In Place	Develop/Review	Implement	Led By	Working Group
	Establish Moray Child Protection Committee (MCPC)		Sandy Riddell	Moray Child Protection Committee
Self-evaluation cycle	Routine monitoring		Pauline Merchant	Self-Evaluation Group, Moray Child Protection Committee
	Multi-agency Protection Improvement Plan	Implement Multi-agency Child Protection Improvement Plan by July 2013	Integrated Support Officer – Child Protection	Moray Child Protection Committee
BV4M		Protecting young children from neglect, abuse, violence and sexual exploitation		Moray Child Protection Committee

Report to Children & Young People's Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
% service users on Child Protection register showing evidence of progress through realtime measures		70%	74%	71.5%		
% children re-registered on Child Protection Register		7	11	13		
% agencies attending case conferences	46%	48%	43%	73%		

1214181

| **6.2** | **Living in Safer Communities - The quality of life of everyone who lives in, works in and visits the area will improve by working together to provide a safer environment - Jim Grant** |

Introduction

Tackling crime, the underlying causes of crime and creating strong communities and promoting personal responsibility for actions are all priorities of the Scottish Government. They are committed to creating and supporting safer and stronger communities - where we live, work and play - in which everyone takes responsibility for their actions and how they affect others.

Over the last 7 years, the crime rate in Moray has fallen for all crime types and in most cases is lower than the national rate. However the rate of sexual crimes is higher in Moray than nationally [31].

Crime rate per 10,000 population
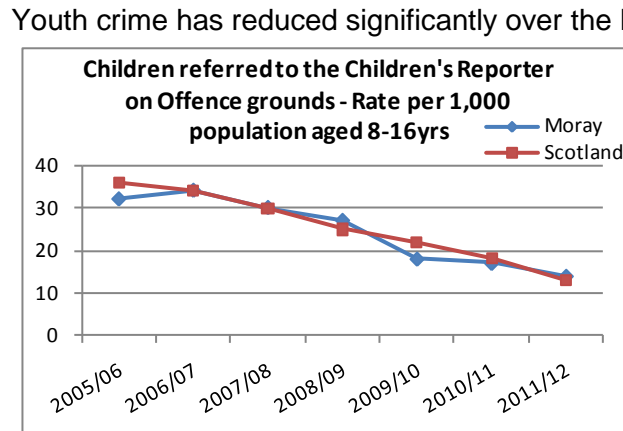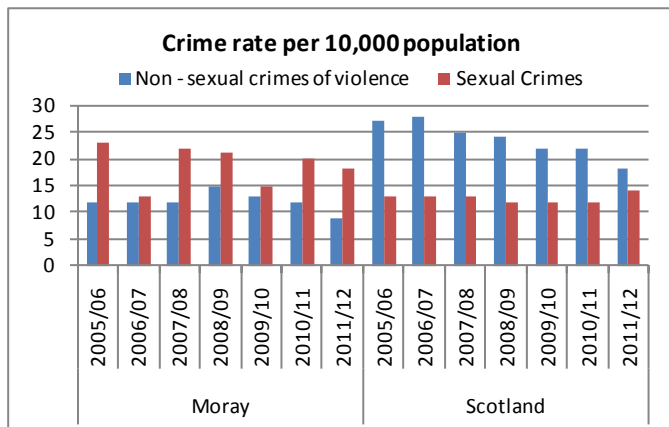
Youth crime has reduced significantly over the last five years with more recent reductions in the number of sexual offences. Consequently, the number of children referred to the Children's Reporter on offence grounds has fallen, with the Moray rate per 1,000 population aged 8-16 years in line with the national level [32].

Children referred to the Children's Reporter on Offence grounds - Rate per 1,000 population aged 8-16yrs

Young drivers aged 25yrs and under, are much more likely to be involved in a road traffic collision. The graph shows the percentage of drivers involved in collisions in Moray that were aged 25yrs and under and although the proportion has reduced over the last 6 years, still nearly 1/5 of collisions involve a young driver [33].

The Scottish Policing Assessment sets out the priorities for the Police Service of Scotland to the year 2015. It is a key document for the police in the continuous process of meeting future challenges and ensuring that the service the police provide to the communities of Scotland is of a high standard.

The Assessment draws on information and intelligence provided by all the Scottish forces and law enforcement agencies as well as information from key partner agencies including the Scottish Government, Local Authorities and the public. It is through this assessment that risk in relation to crime and disorder is prioritised.

Percentage of drivers involved in personal injury collisions that were aged 25yrs and under

The priorities in the Police plan have been identified through further analysis of local crime trends, risk,
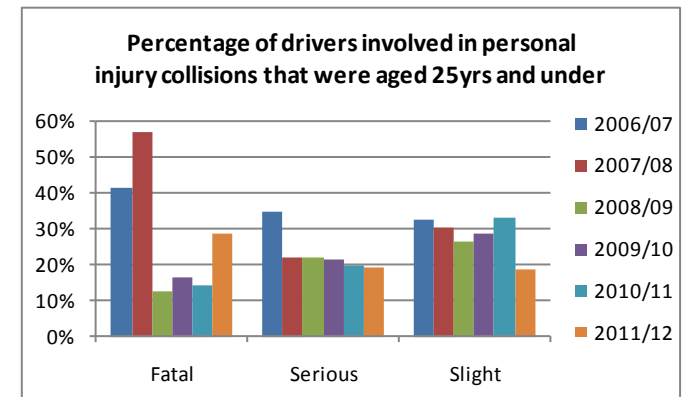
threat and other information.

Within Moray, the Police have a well established community focused policing model which is underpinned by an ongoing process of engagement between the police, local communities and through all 20 Community Council groups. The Police have taken advantage of this engagement method, the most recent three years of which is recorded in their Community Engagement Database, to capture the key concerns raised by communities. These streams of information allow the Police to ensure they have identified what is important to our communities, without limiting ourselves to selective and predefined, consultation sessions.

Report to Public Protection Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Community Safety Strategy	Revise Community Safety Strategy	Implement community safety business plans for road safety, fire & home safety, violence reduction and ASB Implement community safety structures Implement recommendations from community safety consultant report subject to the outcome of the budget review	Andy Jamieson	Working Groups
Local Fire & Rescue Plan		Implement Strategic Objectives identified in Moray Fire and Rescue Plan; Protecting our Communities by actively preventing the occurrence of fire and other emergencies; Ensure that when required to respond, our operational crews are highly trained, competent and fully supported to deal with the operational incidents they may face; Support Operational Fire Stations and partners to deliver a holistic approach to safety in our communities and promote effective interagency working to maximise partnership	Kevin Lackie	Joint Police and Fire & Rescue Working Group NE Pathfinder

		opportunities;		
		We have a duty to protect our environment. We are committed to taking positive steps to reduce our environmental impact of our business in Moray;		
		We will work hard to maintain our reputation as a good employer and provide a workplace where everyone is treated with dignity, fairness and respect.		
Local Policing Plan		In 2013/ 2014, the Police have identified the following as priorities. National Security - working in partnership to • Pursue: to stop terrorist attacks • Prevent: to stop people from becoming terrorists or supporting terrorism • Protect: to strengthen our protection against terrorist attack • Prepare: where an attack cannot be stopped, to mitigate its impact Public Protection - Working with partners to prevent and investigate domestic abuse by proactively targeting dangerous offenders while protecting and supporting victims. • Preventing rape and other serious sexual offences is of utmost importance. • Proactively manage	Mark Cooper	

		Registered Sex Offenders residing within Moray. • Child Protection • Protecting Vulnerable Adults. Road Safety & Road Crime • Antisocial driving, whilst at a lower level in comparison to previous years, remains an issue for many of Moray's communities. • Promoting Road Safety, enforcing the laws to minimise road accidents that lead to injuries and deaths on our roads. Serious Organised Crime and Drugs • Targeting Organised Crime Groups operating and distributing controlled drugs in our communities. Violence, Disorder and Antisocial Behaviour - Violence, disorder and antisocial behaviour, as in other areas of Scotland, is closely associated with the consumption of alcohol and calls to the Police in Moray tend to fall under the broad categories of public nuisance, disturbance, noise and drinking in public		
BV4M		Involving young people in positive activities like social activities, volunteering, involvement in community activities as an alternative to		

		anti-social behaviour.		
		Reducing vandalism and street disorder through community wardens, youth work, etc		

Report to Public Protection Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Increase the percentage of adult residents stating that they feel 'very safe' or 'fairly safe' when at home at night AND feel 'very safe' or 'fairly safe' when walking alone in the local neighbourhood after dark (NLI: source Scottish Household Survey biennial)	N/A	59.5%	N/A			
Increase the percentage of adults who rate their neighbourhood as a very good place to live (NLI: source Scottish Household Survey biennial)	N/A	69%	N/A			
Reduce the number of people killed or seriously injured in road collisions	48	38	37	34		
Decrease in ASB	5143	4637	3780	3640		
Accidental fires – Reduce by 5% on previous year.		27	31	26		25
All dwelling fires – Reduce by 5% on previous year		10	21	11		10
Other building fire – No target		24	25	20		N/A
Vehicle fires – No target		2	1	0		N/A
Deliberate secondary fires – Reduce by 10% on previous year		25	28	26		23
Fatalities in accidental dwelling fires – Reduction on previous years		0	1	0		0
Casualties in accidental dwelling fires – Reduction on previous years		20	36	15		15-
Number of accidental dwelling fires resulting in fatalities – Reduce by 10% on previous years.		0	1	0		0
Number of accidental dwelling fires resulting in casualties – Reduce by 10% on previous year		2	5	0		0
Home fire safety visits carried out – Increase on previous year		232	100	171		171+
All automatic fire alarms (AFAs) reduce by 10% on previous years		478	488	483		435
AFA by type (False alarm due to apparatus) – Reduce by 10% on previous year		TBA	TBA	TBA		
Rescue from road traffic collisions (RTCs), lift release, flooding – No target		39	27	17		N/A
Response times – Achieve 100%		TBA	TBA	TBA		
Reported near misses – No target		10	20	17		N/A
Acts of violence (Attacks on firefighters) – No target		0	0	1		N/A
Reduce the number of crimes and offences recorded by police per 10,000 population	550	468	463	440		
Reduce the number of repeat incidences of Domestic Abuse (NLI)	307	262	405	481		

1214181

6.3   Reducing Reoffending – need to define outcome – Susan McLaren

Introduction
Need new introduction

Report to Public Protection Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Youth Justice Strategy			Blair Dempsie	Youth Justice Strategy Group
		Establish with Grampian Police the role, remit and working practice of their Early Intervention Worker	Blair Dempsie	
		Establish clear expectations of the service available for young people returning to Moray from remand or sentence	Blair Dempsie	
		Establish with the Head of Lifelong Learning arrangements whereby the learning and employment needs of young people who offend are better met.	Blair Dempsie	
		Work with Head of Schools whereby the ethics and curriculum of schools supports a non-offending culture	Blair Dempsie	
		Support Action for Children in developing a training and staff development plan aimed at reducing absconding and associated offending	Blair Dempsie	
Criminal Justice Strategy		Prepare an implementation plan for Moray to the recommendations from the Scottish Government's Commission on Women Offenders.	Blair Dempsey	
BV4M		Reducing re-offending		

Report to Public Protection Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Reduce reconviction rates of offenders in the first year after being released from custody or being given a non-custodial sentence	52.3%	60.5%	53.9%			
Achieve or exceed the % reduction target for persistent juvenile offenders during intervention with them.		85%	87%	73%		75%
Achieve or exceed the % reduction target for persistent juvenile offenders within the first six months after intervention with them.		86%	89%	86%		75%
Reduce the total number of offences committed by juveniles (8-17 year olds).	1864	1244	1072	861		
Reduce the total number of juvenile offenders (8-17 year olds).	626	511	458	389		

1214181

6.4   **Fuel Poverty - People live in housing that they can afford to heat – Jill Stewart**

Introduction

A household is living in fuel poverty if, in order to maintain a satisfactory heating regime, it is required to spend more than 10% of its income on fuel. A household is in extreme fuel poverty if it needs to spend more than 20% of its income on fuel.
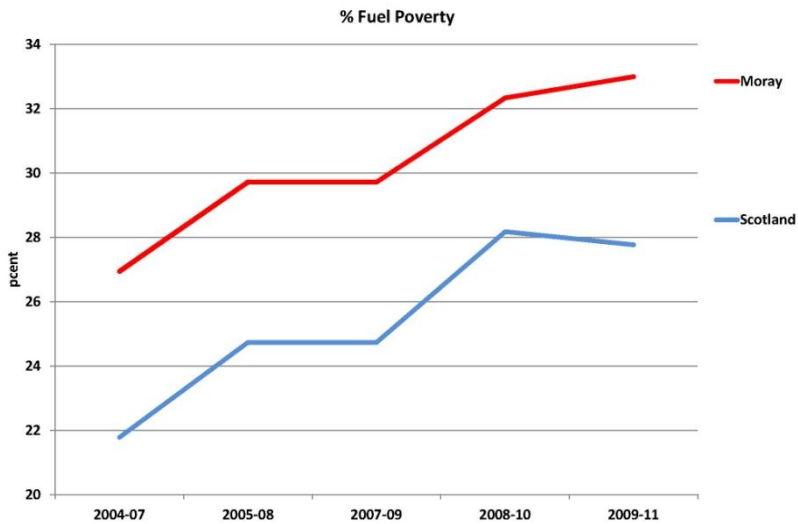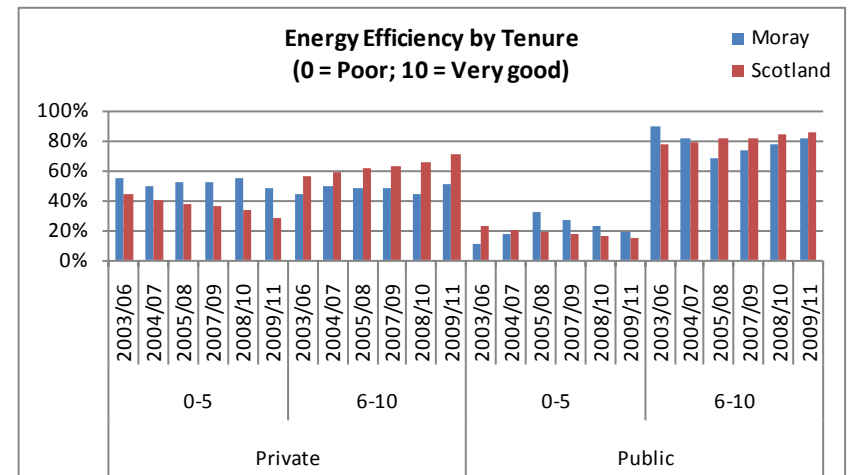

% Fuel Poverty

The Scottish House Condition Survey (SCHS) estimates that 33% of households (over 13,000) in Moray are in fuel poverty compared to a Scottish average of 28%, and that 12% of households (around 5,000) are in extreme fuel poverty compared with Scottish average of 8%.The SHCS indicates that in recent years an increasing proportion of households in Moray are experiencing fuel poverty although at a slightly lower rate than nationally and with a slight reduction in the most recent published data

The Scottish Government's Fuel Poverty Statement identifies the three main causes of fuel poverty as low disposable income, the high price of domestic fuel and the poor energy efficiency of dwellings. Householders in Moray are more likely to experience fuel poverty because of low incomes and the poor energy efficiency of homes. As a rural area, Moray has a high proportion of off-gas grid, pre-1919 "hard to treat" properties. The SHCS estimates that 8% of dwellings in Moray (over 4,000 properties) have a "poor" national home energy rating (NHER) of 0-2 compared with a Scottish average of 3%. Only 28% of pre-war dwellings have a "good" NHER of 6-10 compared to the Scottish average of 60%.

Dwellings with poor energy efficiency are more likely to be found in the private housing sector. The SCHS estimates that less than 20% of public sector dwellings have an energy efficiency rating of 5 or below, only slightly higher than the national level, compared to almost half of private sector dwellings, considerably higher than the national level. Social housing landlords are required to ensure that their housing stock meets the energy efficiency requirements of the Scottish Housing Quality Standard (SHQS) by 2015. Improvements in the energy efficiency of the social housing stock will be achieved by the SHQS programme of works.

Incomes have been consistently low in Moray due to a high proportion of lower paid service sector and manufacturing jobs. Although pay for full-time employees in Moray, weekly pay continues to be lower than the Scottish average. Part-time wages, however, have remained comparable with the national level.

Energy Efficiency by Tenure (0 = Poor; 10 = Very good)

1214181

Report to Communities & Sustainable Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Fuel poverty outcomes and actions part of draft LHS	As part of LHS monitoring framework	People live in housing that they can afford to heat	The Moray Council	Housing Strategy Group
		People live in energy efficient housing that minimises greenhouse gas emissions		

Report to Communities & Sustainable Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Reduce percentage of households in fuel poverty (SHCS data on target subject to time-lag)						
Reduce proportion of households with poor energy rating (SHCS data on target subject to time-lag)						
Increase the number of households accessing home energy advice						
Percentage of social housing stock achieving SHQS						

6.5 Adult Protection - Need to define outcome – Gaye Morrison

Introduction
The introduction of the "Adult Support and Protection (Scotland) Act 2007" aimed to ensure that adults living in Scotland who are being harmed, or are at risk from harm, are supported and protected.

Referrals to Moray Adult Protection Unit by Source of Referral
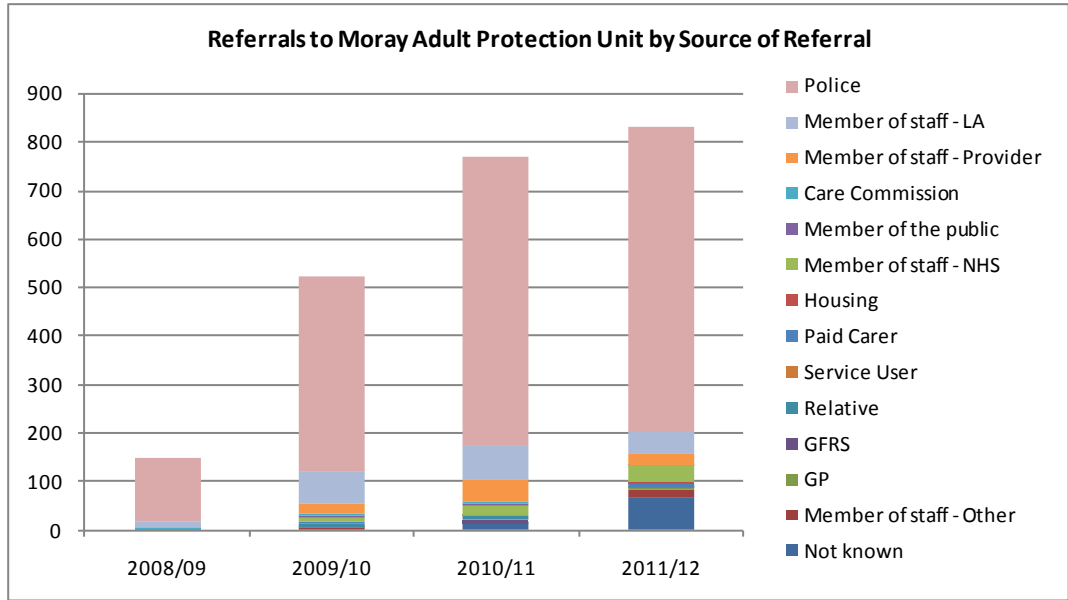
An Adult Protection Unit was established in Moray with responsibility for overseeing and coordinating awareness raising, training and investigations on adult protection on behalf of the council.

Over the last 4 years the number of referrals received by the unit has increased more than five-fold as training and publicity campaigns have raised the awareness of both professionals and public to both the legislation and the existence and role of the Adult Protection Unit.

In each of the last 3 years more than ¾ of referrals have come from Grampian Police and although it is to be expected that the majority of referrals will come from the Police given the focus of their work, it suggests that there may still be a lack of awareness among other organisations and the wider community [37].

Report to Health & Social Care Partnership

In Place	Develop/Review	Implement	Led By	Working Group
Grampian Interagency Adult Protection Policy

Reviewed Joint Grampian Adult Support and Protection Policy | | All new Council Community Care Officers to receive awareness training on the Adult Support and Protection Act and how and when to refer | | Adult Protection Committee |
Biannual report submitted to Scottish Government				MAPPA
Reviewed Joint Grampian Adult Support and Protection Policy				
Training Plan		Staff are equipped to practice		

		specialist roles required in their day to day duties		
Grampian-wide awareness raising campaign				
Significant Case Review Procedures				
BV4M		Protecting adults from neglect, abuse, violence and sexual exploitation		

Report to Health & Social Care Partnership

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Target	Target
Initial referral: Any case that meets the ASP 3 point test involving harm to an adult that comes to the attention of staff is referred to the Adult Support & Protection team the same day (24 hours).					100% compliance	
Within 3 Days: On decision that the person is at risk of harm and meets the 3 point test, the case is to be allocated to a Council Officer for a stage 2 Adult Support Protection safeguarding assessment. The assessment is to be completed within 28 days (This is an annual target to be reported March 2013).					100% compliance by March 2013.	

SOA 7 Partnership & Organisational Development (Community Planning Partners)

7.1 Prevention – Demonstrate commitment to preventative approaches

In Place	Develop/Review	Implement	Led By	Working Group
SOA Guidance – Prevention Plan	Develop a Community Planning Partnership Prevention Plan		Roddy Burns	
Equality Scheme	Annual Report for Scottish Government	Work with personnel to improve employment data for annual reports	Bridget Mustard	Equalities Corporate Advisory Forum Equalities Forum
LIAP process Child & Adult protection reporting system	Develop Anti Bullying standards	Work with schools to set minimum standards for tackling bullying	Susan McLaren	
Complaints Policy & Procedures		Implement policy action plan	Bridget Mustard	
BV4M		Being proactive in dealing with bullying and racism Supporting vulnerable, disadvantaged and minority groups to engage, communicate and be involved with us Improving customer focus and responsiveness. Introducing Customer satisfaction standards		

Indicators	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
	Value	Value	Value	Value	Value	Target
Percentage of EIA schedule completed						
Number of services who have completed online training						

SOA 7   Partnership & Organisational Development (Community Planning Partners)

7.2   Local Integration - Reach a shared understanding and act on the needs or issues in Moray through developing, leading and sustaining a working relationship between public bodies and communities

In Place	Develop/Review	Implement	Led By	Working Group
SOA Guidance	Develop an Community Planning Partnership Area Based Review		Mark Palmer	Community Planning Officers' Group
Community Engagement Strategy	Community Engagement Manual	Community Engagement seminars Carry out corporate consultation- Integrated Planning Framework Define the roles of key individuals across the community engagement process Use VOICE to evidence the outcomes of engagement	John Ferguson	Community Engagement Group (CP)
Community Engagement Strategy (Council)		Officers training to a high standard to community engagement (trained in national standards of engagement and use of VOICE) Local community groups are supported through training, information and other support for community engagement	Community Support Unit	
Community Asset Management Guidelines		Implement 17 live expressions of interest for community asset transfer Undertake review of costs benefits		Community Asset Management Group
TSI Interface	Assist the development of Moray Third Sector Interface		Bridget Mustard	TSI Forum

1214181

BV4M		Increasing the number of volunteers in Moray to gain training and experience of employment		
		Informing and consulting local people and supporting them to influence how we design and deliver services.		

| Indicators | 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 | 2013/14 |
	Value	Value	Value	Value	Value	Target
Savings created against cost or project						

SOA 7	Partnership & Organisational Development (Community Planning Partners)

7.3 Investment in People – Understand the total resources available to the Community Planning Partnership to support the delivery of outcomes

In Place	Develop/Review	Implement	Led By	Working Group
SOA Guidance	Develop a Community Planning Partnership Resource Plan		Roddy Burns	Community Planning Officers' Group
Staff Engagement & Empowerment Programme Develop Employee Promise/Charter/Proposition Managers' Briefings Team Talk Listening Meetings Service/Learning Visits Employee Conference Chief Executive Blog/Questions Employee Recognition Measurement And Monitoring		Statement of Management Standards Listening Days for staff Question time and questions live with Chief Executive Management Training And Support	Denise Whitworth	
Public Sector Leadership Programme		Provide leadership development, working with public sector partners where possible	Denise Whitworth	
Workforce Plan		Develop a programme of management development options than suit the whole management structure	Denise Whitworth	

Indicators	2007/08 Value	2008/09 Value	2009/10 Value	2010/11 Value	2011/12 Value	2012/13 Target
Number of senior female managers						

1214181

7.4   Performance Improvement – Ensure performance information is used to improve serivces

In Place	Develop/Review	Implement	Led By	Working Group
Performance Management Framework		Ensure that managers are focussed on priorities through performance management and effective engagement	Denise Whitworth	
Service Planning Framework	Establish standardised approach to service plans (timescale & format)	Service Plans are produced according to agreed timescales Service Committee agreement of Service Plans 2012-13 CMT agreement of Service Plan 2013-14 Monitoring arrangements	Bridget Mustard	
BV4M		Establishing new ways of working in all service areas. Improving the efficiency and effectiveness of all services. Managing and empowering staff as a key resource supporting the Council to deliver quality service s to the people of Moray		