

# Appendix 1: SOA - Wealthier and Fairer PI updates

Report Type: PI Report  
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Rows are sorted by PI Code.

Short Term Trends					
	The value of this PI has improved in the short term.		The value of this PI has worsened in the short term.		The value of this PI has not changed in the short term.

**Theme: Outcome 01**  
**Objective: Moray will have excellent transport infrastructure with good transport connections to Aberdeen, Inverness and other markets.**

PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		
SOA1P2a	Level of investment in Moray Transport infrastructure				Progress being made to establish outcome
SOA1P2b	Road condition indicator	30.7%	28.2%		Annual Indicator
SOA1P2b1	Road condition authority ranking indicator	7	7		Using the new RCI measure 28.2% of roads considered for maintenance. 7 <sup>th</sup> in ranking out of 32 authorities. This compares to 30.7% in 2006/07 (7 <sup>th</sup> ranking)

**Theme: Outcome 01****Objective: The level of economic activity across Moray will increase**





PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		
SOA1P1a	NI 3 Grow exports at a faster average rate than GDP	31%		■	Annual Indicator Exports from Moray: percentage of total sales from Moray to everywhere outwith Scotland. Export value of £1.765m. From Moray Socio Economic survey 2007 : 13% overseas, 18% rest of UK outwith Scotland. 55% within Moray, 14% rest of Scotland
SOA1P1b	Value of inward investment attracted to Moray			■	Progress being made to establish outcome
SOA1P1c	Number of businesses with growth potential supported	-	20	■	Target set by HIE Moray is to provide support for 20 businesses who have significant growth potential

**Theme: Outcome 01****Objective: The number of businesses starting up, growing and surviving in Moray will increase**

PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		
SOA1P3a	NI 2 increase the business start-up rate	3.8		■	Annual Indicator
SOA1P3b1	L2. Net business formation in council area	150		■	Annual Indicator
SOA1P3c	No of business de-registrations	135		■	Annual Indicator
SOA1P3d	Growth in the industrial sites provided by the Council to businesses wishing to build their own premises	131	130	↓	Annual Indicator At 31 March 2007 the Council's Industrial Portfolio comprised 130 industrial buildings with a total floor area of 27,576m squared. 98.9% premises were occupied, the high levels of occupation restricts demands of new and incoming businesses.
SOA1P3e	Growth in the area of industrial development sites provided by the Moray Council to businesses wishing to build their own premises	19.13	20.55	↑	Annual Indicator At 31 March 2008 the Council's Industrial Portfolio comprised 113 industrial sites totalling 20.55 ha.









**Theme: Outcome 02****Objective: The numbers of young people employed in Moray who have access to career development opportunities will increase**

PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		

SOA2P1a	NI 18: Increase the social economy turnover				To be developed
SOA2P1b	M: Increase the Private Sector earnings index in Moray.	£16,400.00			Annual Indicator. Target to increase private earnings index in Moray to £19,680
SOA2P1c1	M: Reduction in Moray's negative salience comparing the occupational structure in Moray with Scotland for Managers and Senior Officials	-0.15			Annual Indicator
SOA2P1c2	M: Reduction in Moray's negative salience comparing the occupational structure in Moray with Scotland for Professional occupations	-0.45			Baseline: Annual Population Survey 05/06: Professional occupations = -.3 Annual Indicator


**Theme: Outcome 02**

**Objective: We will make full potential of those not yet in the labour market**

PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		
SOA2P2a	Number of 16 to19 year olds in need of More Choices/ More Chances support	461			461 target for 2006/07 which comes from the More Choices, More Chances Strategy agreed at Policy Committee 13 December 2007. Annual Indicator
SOA2P2b1	L5. School leaver destination - FT Higher Education	25%			2007/08 update to be published Dec 2008
SOA2P2b2	L5. School leaver destination - FT Further Education	24%			2007/08 update to be published Dec 2008
SOA2P2b3	L5. School leaver destination - Training	1%			2007/08 update to be published Dec 2008
SOA2P2b4	L5. School leaver destination - Employment	35%			2007/08 update to be published Dec 2008
SOA2P2b5	L5. School leaver destination - Other	15%			2007/08 update to be published Dec 2008
SOA2P2c	L6. Vulnerable adults into paid employment	63			Annual Indicator
SOA2P2d	L3. Number of claimants in receipt of unemployment related benefits, relative to the Scottish average	12.5%	12.3%		At Feb 2008, the percentage of working age key benefit claimants (incapacity, lone parents etc) is 12.3% in Moray against 16.4% in Scotland



**Theme: Outcome 02**

**Objective: The numbers of young people employed in Moray who have access to career development opportunities will increase**


PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		
SOA2P1d	L7. Median weekly earnings relative to the Scottish average	£378.50	£377.30		Scotland weekly earnings £441 (2007/08); Moray earnings 85.6% of national.



**Theme: Outcome 13**  
**Objective: Heritage and Ancestral Tourism will be managed for the best interests of the community**

PI Code	Short Name	2006/07	2007/08	2008/09	2008/09	2008/09	2008/09	Short Term Trend Arrow	Latest Note
		Value	Value	Qtr 1	Qtr 2	Qtr 3	Qtr 4		
SCC3a	CC3a: The number of visits to/usages of council funded or part funded museums per 1000 population	313	353	140.56					Quarterly Indicator. Qtr 1 target was 127.75, indicator is ahead of target.
SCC3b	CC3b: The number of visits to/usages of council funded or part funded museums that were in person per 1000 population	287	255	116.74					Quarterly Indicator. Qtr 1 target was 131.75, indicator is behind target. Note has to be made 4 of the 5 museums are seasonal which will impact on quarterly progress made to meet target.

**Theme: Outcome 13**  
**Objective: The many cultures of communities of interest and geographical communities in Moray which gives the areas a distinct and inclusive identity will be supported and fostered**

PI Code	Short Name	2006/07	2007/08	Short Term Trend Arrow	Latest Note
		Value	Value		
SOA13P1a	The number of events and contacts between different communities				To be developed