

The Moray Community Planning Partnership

Public Performance Report 2008/2009



Improving the quality of life and wellbeing of everyone in Moray...

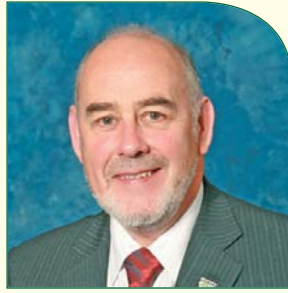


CONTENTS

Introduction - Councillor George McIntyre JP	3
The Single Outcome Agreement	5
Wealthier and Fairer	7
Healthier	11
Safer and Stronger	16
Greener	22
Smarter	26
Continuous Improvement	31

Harbour at Portknockie





Foreword by Councillor George McIntyre JP, Convener of The Moray Council and Chair of the Community Planning Partnership.

Welcome to this, the Community Planning Partnership Public Performance Report for 2009. Within these pages there are many examples of agencies working together to achieve better services and facilities for the people of Moray. Working in partnership has realised many benefits for all concerned, and we are witnessing the emergence of joined-up government at grass roots level.

When it was first introduced Community Planning appeared a somewhat nebulous concept, but as experience of working together has grown the tangible results are showing.

Our joint actions to combat anti-social behaviour and substance abuse are having a real impact as offences fall and communities develop a greater sense of well-being. Working with the NHS, the partnership has been able to ensure better provision of dental surgeries and GP practices, located where they are most accessible to those who need them most.

The support of the partnership for ambitious plans by Moray College to create a life science centre in Elgin has helped ensure the project's smooth and speedy progress in these early stages.

In another development this year, the partnership committed itself to the Single Outcome Agreement with the Scottish Government. The agreement, illustrated by a series of outcomes we are all working to achieve for Moray, focuses resources from all partner organisations.

As in all matters the partnership is working for the benefit of Moray and its residents, and I trust the contents of this report will demonstrate the achievements of the Moray Community Planning Partnership over the last 12 months.



Councillor George McIntyre JP

Convener of the Moray Council



Elgin High Street

The Single Outcome Agreement

Public bodies and organisations that operate within Moray work together within the Community Planning Partnership, which has developed considerably since it was first founded in 1999. Then as now the impetus for collaboration between agencies was to increase the quality of life for people in Moray.

Ten years after the first tentative steps towards a more co-ordinated service to the public from all agencies were taken, the Community Planning Partnership has become an established vehicle for joint working.

Today, all partners have signed the Single Outcome Agreement with the Scottish Government, which commits the agencies to achieving a number of national and local priorities for the benefit of the local community.

The Single Outcome Agreement details the Scottish Government's strategic objectives, or themes as we have called them, but more specifically how they affect and can be implemented in Moray. In the first year of the Single Outcome Agreement, 58% of all the actions undertaken by the partnership members have contributed to the national outcomes, with a further 24% making a partial contribution. Only 18% of partnership activity falls outside the scope of the national outcome agreement.

There are five themes contained within the SOA – Wealthier and Fairer, Healthier, Safer and Stronger, Greener and Smarter – all representing areas of activity that the partners have influence in to a lesser or greater degree. For each theme, partners have identified priorities for Moray, called Local Outcomes, and have explained how they expect to achieve them.

This report provides an overview of how well the partnership is doing against these outcomes.

Further information regarding the Community Planning Partnership can be found on www.yourmoray.org.uk . Minutes of their meetings are also available on this website.



Dolphins off the Moray Coast

Wealthier and Fairer

The partners which make up the Wealthier and Fairer Group are tasked with ensuring that Moray is best placed for attracting, retaining and developing businesses which are able to provide financial stability to the local economy and good employment prospects to the community. The members of the group are also responsible for encouraging creativity and innovation in young people, and making our area a place where people want to live and work.



OUTCOME NO. 1

We live in a Scotland
that is the most attractive place
for doing business in Europe

Within Moray, there is a diversity of employment opportunities catering for a wide range of skills. Moray is one of Scotland's most afforested areas, and although forestry remains an important element of the economy other traditional trades, such as agriculture, continue to employ large numbers of the available workforce particularly in respect of migrant workers.

Food and drink are vital ingredients of the economy of Moray, which is home to two internationally renowned food companies,

Baxters, and Walkers of Aberlour. At the other end of the scale, the small business sector also makes a valuable contribution to the economy and Moray has a sizeable number of cottage industries and one-man and one-woman businesses. The number of new businesses established in the Moray area during 2008 was 303, compared to 415 in the previous year. This drop is the same percentage drop across the North East of Scotland, and reflects the difficult economic trading environment currently being experienced.

To combat this, the Rural Development Strategy has been developed and will play a significant role in redeveloping local economies. The Moray Council has successfully secured £1 million funding over a five-year period to help stimulate local markets.

To further develop the support provided to all businesses, the Business Gateway has been established by the Moray Council and a local office has been opened in Elgin. The facility will offer much of the responsibilities transferred from the former Moray Local Enterprise Company, such as a walk-in facility that provides access to free information and advice to businesses and social enterprises in the area.

The need to transform the infrastructure of the area in terms of transport links and business accommodation is key to economic development.

Moray residents have a higher than average car use; 52% of residents over 17 years old use a car every day against the national figure of 41%. This high dependency on road journeys for public and freight, and the need for improved transport infrastructure to accommodate increasing traffic volumes, is reflected in increased travel congestion. Journey times in and around Elgin have increased by 50% over the last ten years.

The strategic focus for transport has been on addressing traffic congestion in Elgin. Despite an unsuccessful bid being submitted to the Scottish Government in respect of funding for a bypass, discussions have taken place between Moray Council, Transport Scotland and the Minister for Transport with the aim of establishing a solution to relieve Elgin's traffic problems.

Part of this solution commenced this year with one of the biggest road construction projects undertaken in Elgin in recent years. The £2.8 million scheme to provide a new two-lane road bridge over the Aberdeen-Inverness railway line at Reiket Lane, Elgin, will ease the flow of traffic in an area that has seen a rapid growth in housing development. This project is a result of Moray Council engineers working with Network Rail and the utility companies for over a year. One of the area's main housing developers, Springfield Developments, has contributed £500,000 towards the cost of the project as part of the conditions of planning consent for nearby developments.

Moray has been subjected to a series of major flooding incidents since 1997; significant damage has occurred in the communities of Elgin, Forres and Rothes and, as a result, the construction of flood alleviation schemes is one of the council's highest priorities. Work at Rothes continues to progress well and is on course for completion by December 2010 within the approved budget of £25m. The flood prevention measures at Forres (Burn of Mosset) are nearing completion and due to be commissioned in August 2009. The River Findhorn and Pilmuir scheme is in the detailed design stage but it is envisaged that the Public Local Inquiry will not be convened

until the summer of 2010. Work at Elgin, estimated to cost £84m, is also in the design stage with the Inquiry scheduled to take place in September 2009 and a report being issued to the Scottish Government by the end of the year. Construction works are scheduled to commence around June 2010 and take just over three years to complete.

Work has continued at Chanonry industrial site in Elgin, where land has been identified as suitable for upfilling and it is proposed that eight industrial units will be constructed there to help meet demand from the business sector.

Investment has continued at Forres Enterprise Park where HIE have constructed two new units at a total cost of £1.3m. Another development on the Park, a Science Building, will be completed by August 2009 at a total cost of £2m.

As part of UHI Millennium Institute, Moray College provides both university level courses and higher education programmes on a full time, part-time or infill basis, thereby enabling many people to participate in higher education who would otherwise be unable to do so.

The college has drawn up an ambitious five-year plan to expand the facilities in Moray. This will include the construction of a new college and university campus. The college's new Art School was launched in 2008, and has helped raise the number of students at the college to 600 in addition to facilitating the introduction of an Honours degree year in the Fine Arts course. Students' work has been displayed at the Royal Scottish New Contemporaries Show, in Glasgow.

Flood alleviation scheme at Forres nearing completion



Moray College, NHS Grampian and Community Planning Partners have been working closely together with the aim of developing a business case for a new life-sciences research facility in Moray, and have already secured over £2.9m of European funding for the project. The provision of such a facility would not only provide a superior educational facility, it would establish Moray as a technologically advanced area in which to work. The spin-off business activity both these developments would generate, such as service industries and housing, could also offer long-term employment.

OUTCOME NO. 2

We realise our full economic potential with more and better employment opportunities for our people

Moray's Gross Value Added (GVA) at current prices was £1.3bn in 2004. Gross Value Added is a financial term used to represent the difference between the value of goods and services produced and the cost of raw materials and other inputs that are used up in production. At £14,000, GVA per head is 90% of the Scottish average. Moray's total GVA has grown by 2.7 % per annum since 1971.

By sector, 70% of Moray's GVA is accounted for by public administration, manufacturing such as food and whisky, business services, retail and wholesale. In addition to these major contributors, other operations - most notably leisure industries - grew fivefold. The only sector to show a decline in real terms was utilities.

HIE's main objective is to work with businesses of significant growth potential to deliver added value to national growth, in line with the Government's economic strategy. HIE have delivered 15 growth plans, which are anticipated to contribute some additional £15m to the local economy within three years.

Social enterprise networks have also been encouraged to grow and as a result five growth plans have been delivered by HIE through account management of social enterprise and are due to generate some £125,000 in additional GVA for the local economy within three years.

The More Choices More Chances strategy has helped provide a wider range of choices for pupils whose needs are not currently being met through mainstream curriculum. As a result of working with the charity Skillforce (now called Team Moray), 400 pupils have been able to return to mainstream curriculum either on a full or partial basis, and consequently completed national qualifications and achievement awards.

Of these pupils, 37% entered employment on leaving school (national average 35%), 42% went onto further education (national average is 24%) and the remainder either continued their training or went onto other vocational training.



Skillforce students on graduation day

Schools across the region recorded a figure of 51.6% of children entering further education, the highest level for five years. In addition, Moray ranks in the top five of local authorities within Scotland in terms of school leavers entering employment and training (38%) and this is the highest recorded figure for a ten-year period.

However, finding employment can prove difficult for certain people and Moray New Futures, which is managed by the Scottish Council for Voluntary Organisations, provides assistance to vulnerable adults who are seeking to return to work. Support can be given on a one to one or group basis and helps develop a person's self confidence, motivational and communication skills. The Employment Support Service, which is run by Moray Council, provides employment and training support for people who have a wide range of disabilities. During 2008/09 the service supported 53 disabled people to secure various forms of employment and supported a further 137 people to maintain their employment. In total, assistance was provided to 413 people, including 72 new referrals as well as 42 pupils participating in school work experience.

OUTCOME NO. 13

We take pride in a strong, fair and inclusive national identity

2009 marks Homecoming Scotland, the purpose of which is to attract people of Scottish ancestry to visit their homeland.

Homecoming 2009 is a programme of events celebrating Scotland's great contributions to the world, and each event must be based on at least one of five themes: Robert Burns, Scottish ancestry, golf, whisky or Scottish inventors and innovations.

As tourism is a key source of income for the region – it supports more than 3,000 jobs in the retail and hospitality sectors - the Moray

Council and other agencies have worked to ensure that Moray is able to maximise the opportunities that Homecoming Scotland may generate.



The Moray Council have helped establish 'Moray Connections', a facility available online where people can check what Homecoming Scotland events are taking place throughout the year. The council has also provided £50,000 for tourism-related projects over a two-year period. The authority has also established a fund to be used exclusively by local communities to assist them financially in delivering their own event. The council's library division has created a genealogy service to assist both locals and visitors to trace their family history. The service is a major step in the development of the area's potential in the increasingly popular ancestral tourism market, highlighted by the BBC TV series 'Who Do You Think You Are?' when TV presenter, Fiona Bruce, traced her ancestors to Hopeman in Moray.



BBC presenter Fiona Bruce, who traced her ancestors to Hopeman, Moray, in the TV series "Who do you think you are?"

Healthier

OUTCOME NO. 6 We live longer, healthier lives

The maintenance of good health among residents is paramount to developing a sustainable community. An over-population of ageing and dependant or sick people creates demands on some services - such as care and welfare - and voids in others, such as education and the voluntary sector, distorting budget allocations and workforce deployment. With this in mind the partnership has tackled many issues and projects that have produced a health benefit for large sections of the community. This report provides some examples of good practice and where, on occasion, joint working has been the only way forward to achieve results.

The Top Tots initiative from the Joint Health Improvement Partnership takes children through to the next stage of more structured play and activities.

Once children commence mainstream education, the Scottish Government maintain that each child should have a minimum of two hours physical activity a week.



Youngsters playing Kwik cricket

However, other opportunities also exist within the school environment for children to become more active. Stay & Play has been introduced to 38 of the primary schools in Moray, and free or subsidised coaching is

available for a wide variety of sports during holiday and term time.

To combat the other cause of obesity – poor diet – the Moray Food Policy has led to a significant improvement in the food served in Moray's schools. The council has invested significantly in improving nutritional standards in schools, and has introduced a new range of menus under the 'Be Bright, Eat Right' banner. This initiative, coupled with the 'Hungry for Success' programme - a series of workshops and guidance lessons for schools by a nutritionist – has seen the take-up of school meals rise. Anecdotal evidence strongly suggests that much of the knowledge around food safety and diet from the two campaigns has found its way into homes across Moray.

The Moray Council continues to provide support to various external sporting organisations. Moray Council has also provided active support in the roll out of Grampian Club Complete Accreditation Programme (ClubCap) in Moray. This new scheme marks the attainment of a quality standard, and to date three clubs have successfully received accreditation.

Opportunities for the community to engage in physical activity are abundant throughout Moray and during 2008 new skateboard facilities were opened in Buckie and Elgin, three new synthetic turf pitches were constructed and the new £420,000 sports pavilion in Grant Park, Forres, was opened, providing a modern venue for both bowlers and young footballers.

In addition, 2008 saw the first ever 'Get Moray Moving Weekend', a joint venture between Moray Council, Moray College, Moray Leisure Centre, NHS Grampian and sports clubs. The weekend was focused primarily at people who are inactive by habit, and the Moray-wide programme included circuit classes, organised walks and family fun sessions.

The Moray Council continues to roll out the 'Be Active Live Longer' (BALL) sessions for older residents, and last year there was a 33% increase in the number of groups being run. The sessions include social, creative and physical activity, such as dancing and floor games, and thereby help to improve the quality of life by increasing mobility, as well as fostering companionship among the more isolated members of the community.

The provision of health care through medical centres developed significantly in 2008. Work will shortly commence on the new £12.5 million Forres Integrated Hospital and Health Centre, with an target completion date of 2011. The project involved close collaboration between the Moray Council and NHS Grampian in terms of land release, design and project management, and will enable health and social care services to be provided from one location.

The new Health and Care centre at Glassgreen, Elgin is approaching completion, when it will replace the town's Victoria Crescent practice and provide a better geographic balance of health provision across the population.

During the year the government's HPV immunisation programme was successfully delivered by NHS staff through schools, with a take-up rate of girls in the target age range approaching 95%. The Sexual Health Plan has been implemented. This has led to the creation of a SMS Drop-In centre to be based at Dr Gray's Hospital, providing advice to young people on sexual health matters. Workshops on sexual health have been delivered to young people across the area by 90 partnership staff who have been specially trained for the role.

When the elderly and disabled need care, NHS Grampian, the Moray Council and local housing associations have worked together to provide as seamless a service as possible.

A study commissioned by the Community Planning Partnership to help personalise patient care plans is in the early stages of development. Although yet to be completed, it is envisaged that the results will help bring efficiency benefits and help partners target services more accurately. Further, an agreement has been reached between the Hanover Housing Association and the Moray Council's housing and community care services to combine the contracted out care services. Although this will not be implemented until late 2010, there are clear benefits for service users and providers.



Impression of new Health and Care centre at Glassgreen, Elgin

To further improve the level of care, 100 new carers have been recruited during the year, and a new provider of some carers' services has been appointed. Quarriers, a national company with a strong track record, undertakes carers' assessments and accurately identifies their support needs. The care of the elderly was given a £295,000 cash boost by Moray Council for the next three years. This has already helped to improve access to health care for older people, afforded better assessments and the creation of a new 'Home from Hospital' service based in Forres and Elgin. Following the consultation to develop the Moray Older People's Strategy, there has also been a marked improvement in relationships between partners and the providers of residential and domestic services.



The introduction of the Telecare facilities - made possible by successfully securing national funding - provides vulnerable people with round the clock monitoring and a way of summoning assistance

in an emergency. The service comprises an alarm, connected to a 24-hour monitoring centre, which can be triggered by a number of sensors within a home. These devices can wirelessly sense movement, temperature change and door activity, such as in a fridge or bathroom, or the absence of these. If necessary the alarm can be set to trigger if there are variations to established patterns, and the monitoring service can quickly contact the occupant, local keyholders or emergency services to investigate. The application of this practical and robust technology by Moray Council currently enables 70 people to continue to live safely in their own home.

Other members of the community suffering from mental illness require support either at home or in full time care and this is provided in a number of ways. In 2007, Moray

Council purchased a former nursing home in Forres and converted it into a care facility for people requiring 24-hour care. This has enabled seven adults with severe learning difficulties, some of whom were previously accommodated in hospital, to live in a community setting. Following the success of this project and in anticipation of the long-term efficiency benefits for NHS Grampian and the Moray Council, plans are under way for a joint initiative between Springfield Properties, Grampian Housing Association and the council to develop two properties in Buckie and Elgin for 16 adults.

The Moray Community Health and Social Care Partnership (MCHSCP) is making good progress towards meeting the nationally-agreed Health improvement, Efficiency Access and Treatment (HEAT) targets.

In particular, the Moray CHSCP has met HEAT target three, which is to reduce the number of readmissions by 10% within one year for patients who have been in hospital for seven days.



Moray has one of the highest suicide rates in the UK among males in the 35 to 50 age range. The Healthier Strategic Theme Group approved the local action plan for suicide prevention in Moray against national HEAT target two, which is to reduce suicides in Scotland by 20% by 2013.

Reducing the level of drug, alcohol and tobacco use are key priorities for the Moray Community Planning Partnership and Scottish Government. All partners are involved in a wide range of actions to combat the problems caused by misuse. GP practices currently screen patients for excessive consumption, and have developed links with support services to refer sufferers. Young drinkers - and their families - have been targeted by Grampian Police in a series of operations under the banner of Operation Avon.

Police carried out 23 separate operations and spoke to nearly 1100 youths who were suspected of underage drinking. Alcohol was seized on each occasion, and 84 sets of parents contacted regarding their child's alcohol consumption.

The partnership approved the restructuring of the Moray Drug and Alcohol Team (MDAAT), linking it to a Grampian-wide forum and the relevant partnership groups. Although not yet

complete, the new structure will enable a better targeting of resources and reporting channel. Preparatory work was undertaken during 2008 which led to the first meetings of MDAAT and Moray Alcohol and Drugs Partnership taking place at the beginning of April. A finalised action plan was agreed.

There has been no development on the priority of tackling alcohol abuse. A policy still has to be formulated and implemented by the partnership.

Smoking cessation plans did not develop as much as anticipated; the review of the Grampian-wide Smoking Advice Service is at an early stage and is not due for completion until later in 2009. The proposed Local Tobacco Alliance, which will include all relevant agencies and organisations, is expected to be more effective once established.





Lighthouse at Lossiemouth

Safer and Stronger

Under Safer and Stronger there are four national outcomes we have committed to that will improve community safety, ensure equal opportunities for all members of the community, reduce crime and improve living conditions.

OUTCOME NO. 7

We have tackled the significant inequalities in Scottish society

Tackling deprivation in communities is key to reducing inequalities in Moray. Deprivation can take many forms, but education is one of the most effective ways of helping people step out of this limiting environment.

The adult population of Moray is 69,940, and as many as 15,900 struggle with low level literacy skills. Without these basic skills people can find their progression and advancement in education and work inhibited. Moreover, it can affect a person's ability to contribute to their communities, the local economy and to fully participate as individuals, family members and active citizens.

Last year, with support from local businesses, a literacy programme operated by the council and Moray College succeeded in providing a range of educational courses to fill gaps in people's education. The courses were delivered through the area's library network to avoid the need to travel, and were oversubscribed. At an open day in Elgin Library to promote the scheme, over 3,000 visitors attended. The programme is part of a series of joint initiatives designed to provide a 'Continuum of Learning', which can take participants from basic reading and writing all the way through to degree studies.



A programme of referrals to the adult literacy team and a new initiative aimed at breaking the circle of illiteracy in families, called 'Get Moray Reading', has made a significant impact on literacy levels across the area. All 108 requests for adult literacy support were met.

A fuel poverty strategy has been implemented that will lead to improvements to council-owned housing stock. The improvements, such as new glazing and doors, more efficient heating systems and increased insulation, focus on reducing energy consumption and will lead to lower fuel bills for local authority tenants in some of the most deprived areas in Moray. This measure is not available to tenants of private landlords.

Ensuring young people from deprived backgrounds access the health care and information they need is a long-term solution to improving health prospects for the population. Moray's bid to be included in the government's 'Equally Well' pilot was unsuccessful and has therefore not contributed to reducing overall deprivation this year. However, NHS Grampian and Moray Council now plan to implement a stand-alone initiative that will assist young people in accessing health care needs, and develop a more co-ordinated approach between partner agencies to the health care of young people and other minority and hard-to-reach groups.

OUTCOME NO. 9

We live our lives safe from crime, disorder and danger

With the alarming and tragic deaths of young drivers, the partnership targeted its resources at actions that would help reduce this sad statistic. Funding for the Pass-Plus scheme for new young drivers was discontinued in favour of initiatives that are more accurately targeted at groups such as drink drivers, male drivers and those under the age of 25. Last year in Moray there were 270 collisions involving drivers under the age of 25, with five other collisions caused by youngsters at the wheel who were under 15 years old. There were seven fatal road accidents involving young drivers and 28% of all collisions involved drivers under the age of 25.

Grampian Police provided Driving Ambition days at every secondary school in Moray to highlight some of the dangers of driving; over

500 pupils took part. In addition, Moray Council sent every S5 pupil – 845 in total – on a Safe Drive Stay Alive event. Following serious injury collisions, Grampian Fire and Rescue Service, Grampian Police and NHS Grampian carried out a series of hard-hitting Hot Strike presentations within the communities most affected by the accident to drive home the safe driving message. These received wide media coverage, were welcomed by all sections of the local community and were seen as effective in getting the message across at a particularly sensitive – and receptive – time.

Other actions aimed at reducing accidents included a high-profile media campaign aimed at drink driving, and Operation Taurus, an intensive period of stopping drivers at random and carrying out breath tests. Of the 547 drivers stopped, only three offences were detected.



Anti-social behaviour has greater impact on the lives of the community than any major acts of crime, and tackling this is a key priority for the partnership.

Of all acts of behaviour, rowdiness has the greatest impact on the community and accounts for 36% of recorded incidents. Although at 1912, the number of recorded incidents increased by 4% in the last year, the overall trend since 2006/07, when the ASB unit was created, is downwards by over 300.

Vandalism can be particularly distressing, especially when it is perpetrated on private property. Instances of vandalism have been in steady decline over the last three years, with an all-time low recorded for last year of 1517. In previous years this was 1753 and 1955. Vandalism in schools saw a sharp increase of 74% to just below 100 incidences, but this can be largely attributed to a spate of attacks on Bishopmill Primary

and Elgin Academy schools at the end of summer 2008.

Visible anti-social behaviour, such as graffiti, fly-tipping and litter, account for a small percentage of recorded incidents in Moray – just 4% - but are pursued with equal vigour by the team of community wardens managed by Grampian Police. Graffiti alone costs more than £10,000 a year to remove.

Due to increased visibility to the public and exposure through the local media, the ASB unit has become a victim of its own success. A total of 432 ASB complaints were received during 2008/09, more than the two previous years put together. Many more of these than in previous years were referrals received from agencies such as Grampian Police, Moray Council social work teams, NHS Grampian and the Grampian Fire and Rescue Service.



OUTCOME NO. 10

We live in well-designed, sustainable places where we are able to access the amenities and services we need

Within the Community Planning Partnership, provision of affordable housing is a function that is chiefly within the remit of the council, but the social and health burden created by poor housing is felt across all partner agencies. The growing number of homeless people in Moray impacts on many of the services provided by the partners including increased demands on the health service.

The shortage of adequate temporary accommodation for homeless people led to Moray Council developing a strategy document that identified both their current and future needs for temporary accommodation. Working with the private sector and other social landlords, the supply of temporary housing for homeless households increased during 2008/09. The strategy identifies that further increases are required in the future and will enable the council to set targets to achieve this on an annual basis.

In Moray, there is an acute shortage of housing that people can afford and tackling this shortfall has been a priority over a number of years. The amount of public investment has increased significantly during that period, however the partnership estimates that a total grant of £86.5 million is required over the next five year period from the government in order to fully meet the housing requirements. Projects have been prioritised. In 2009/10 the Affordable Housing Investment Programme for Moray, funded by the Scottish Government, will oversee expenditure of £12.5 million on the provision of new housing in areas such as Elgin, Buckie and Forres.

In addition, the council is also set to build the first new mainstream council houses in Moray for almost 20 years. The council successfully gained funding of £1.2m from the Scottish Government to assist in this project which will result in 48 houses being built in Elgin by the end of 2010.

The council has also acquired land suitable to accommodate 125 further houses which will be built at a future date, subject to funding availability.

During 2008, the council commenced a consultation process with developers with the aim of increasing the supply of affordable homes as part of any new development. Agreement was reached in May 2009 which commits the developer to an increase from 20% to 25% of the total number of units built, but not necessarily at the same location as the main estate.

OUTCOME NO. 11

We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others

Many communities require support to engage in the democratic process, and through the Community Planning Engagement Group the partnership has established protocols to help Local Area Forums focus on their remits and local priorities, which has assisted in their influencing other, wider-ranging decisions.

The Citizen's Panel and the Joint Community Council, all with the support of officers from the partnership, have contributed and impacted upon the area decisions and SOA priorities. In particular, the Moray Council's policy on the provision of allotments has been developed solely as a result of the activity of the Forres Area Forum and their acquisition of land near the town's Bogton Road.

For some minority groups, however, access to this process remains more difficult. The implementation of the Community Learning and Development Strategy and the Community Engagement Strategy have both not been completed during this last year. It is hoped that the engagement work will be completed by September 2009, but no date has been confirmed for the Community Learning and Development Strategy as yet.

Conversely, the Equalities Forum have ensured that the needs of minority groups have been fully considered in the preparation of the Single Outcome Agreement.

In terms of reducing anti-social behaviour in town centre hotspots, particularly vandalism and rowdy behaviour, the Street Football initiative has made a significant impact. Co-ordinated by a part-time youth worker and supported by volunteers from Grampian Police, Grampian Fire and Rescue and youth club members, the project involves regular pre-arranged matches in towns across the area on a mobile floodlit pitch. Games are played in the afternoon in schools and in the evenings elsewhere, with as many as 70 young people turning up for matches. Since it was introduced in 2007, ASB incidences have fallen from 419 to 232.

Communities have to start somewhere, and the genesis of many a long-standing network starts at school and among the very young. As indicated in Outcome Nine above, some of the greatest successes of the Moray Community Planning Partnership are with the area's young people.

The Moray Youth Justice team work with Grampian Police, the Aberlour Trust, the Children's Panel and Scottish Children's Reporter to help steer young offenders away from a criminal career. Agencies refer young offenders to the team and assist in providing a menu of programmes to address behavioural and social issues that contribute to law-breaking habits of youngsters.

Last year the partnership helped to reduce youth crime by 37%, and 83% of the young people in the programme dramatically reduced offending, with a third of these not committing any offences during the monitoring period. Nearly half of those engaging in the programme ceased offending after the early intervention work undertaken by the team. These results reflect some of the best practice in Scotland.



Street Football in Elgin

Grampian Police also work with young people in schools to help them engage with the community by not diverting into destructive or anti social behaviour. Police are invited into schools by the head teacher, and a programme is agreed many months in advance, which can be tailored nearer the event should a specific youth related problem in that area be identified.

To further foster a sense of responsibility and ownership among the young people in the community, Moray councillors met with the full youth council in early 2009. Items on the

agenda included more opportunities for young people to get involved with the community. The youth council, whilst not part of the Community Planning Partnership, is vital in the efforts to engage young people. However, as yet the youth council receives no budget or support from the partnership. This successful gathering has resulted in a core group being established to meet regularly and help plan future developments that impact upon the area's youth.



Greener

OUTCOME NO. 12 We value and enjoy our built and natural environment and protect it and enhance it for future generations

One of the most significant impacts on the environment is building development, which is controlled by the Moray Local Plan blueprint. The current plan was adopted by Moray Council at the end of 2008 following an extensive consultation period involving landowners, public bodies and the public. It contains guidance as to which areas may be developed for residential, retail and commercial purposes, as well as identifying those that must be protected. As planning authority, Moray Council continually has to balance the development needs of the community against the preservation of the natural environment. Windfarm development frequently tests this role, although this has largely become a decision remitted to the Scottish Government.



New planning regulations governing decisions were approved by Moray councillors this year, which has meant that fewer general decisions require to be made by the Planning Committee. If an application falls within the Local Plan as approved by the

council, the decision to approve or otherwise is delegated to planning officers. Contentious applications, or those that have greater impact on the local infrastructure, are decided upon by councillors.

The council is keen to encourage and support ways in which residents can safely enjoy the natural beauty of the area. Close working relationships have always existed with local community access groups but in 2008 a Draft Core Paths Plan was produced following a consultation period, and work is now underway to resolve objections received. The consultation was undertaken via the 'Your Moray' Community Planning website to help develop the core paths plan.



A core path is an agreed and defined right of way across a farm track, a minor public road, woodland or even a river, and the network of paths should provide for all forms of recreational access, such as walking, canoeing, cycling and horse riding.

The increased use of such paths should result in the reduction in car usage, better health, improvements in public safety, an increase in the number of visitors to the area and it will also promote a valuable community facility which is freely available for everybody to use.

The council introduced a cycle to work scheme this year which allowed staff to buy cycles through a salary sacrifice scheme. A 'cycle pool' has been created in Elgin by the purchase of six machines that are available for staff to use instead of their cars. Staff frequently have to visit other council offices

within a few miles of HQ, and using the cycles has offered a cleaner and more efficient way of getting around the town.

Protecting the environment is a responsibility to be shared by everybody and Moray Council encourages local people and businesses to participate in improving the area. The Rural Development Strategy, together with the launch of the Leader programme, will enable this work to progress; funding of up to £5 million has been secured which will be made available to eligible schemes over the next five years.



Nearly 7% of Moray children cycle to school - the second highest percentage in Scotland

OUTCOME NO. 14**We reduce the local and global environmental impact of our consumption and production**

In recent years, Moray Council has consistently been one of the top authorities in Scotland for recycling and in the last two years has recycled 44% of waste. In 2007, containers for plastic bottles were introduced at the five main recycling centres and as a result the amount of plastic being recycled in the area has increased from 0.35 tonnes to 75.48 tonnes.

The council operates a kerbside recycling collection service for bottles, cans, glass, paper and garden waste which now covers 80% of households in Moray. The authority also operates nine recycling centres and 64 recycling points, many of them are open seven days a week for the convenience of residents. Trade waste customers can opt for a service from the council or the private sector.



The council currently operates one landfill site but this has a limited lifespan remaining. In anticipation of this, discussions are ongoing between the council, Scotrail and the rail network operators with a view to building incinerator plants close to rail links. Waste could be transferred from neighbouring authorities by rail, taking bulk refuse vehicles off the busy A96 and reducing pollution. Meantime, this year the council has entered into an agreement with the landfill site owners, the Crown Estate, and the Renewable Energy Systems company to operate an energy-from-waste plant on the site. Methane is one of the most damaging greenhouse gases and is produced in significant quantities from landfill sites. In Moray, however, it is now collected from a network of pipes buried across the site and sold to the National Grid, who use it to generate sufficient energy to power 1,700 homes.

In March 2009, the Carbon Management Plan to reduce carbon emissions by 30% over the next five years was approved by the council. Part of this plan is to implement energy saving projects across council premises such as high levels of loft insulation and installation of Building Energy Management Systems in schools, which are used to control, manage and monitor the energy use in buildings. Elgin Community Centre and the Library have benefited from voltage reduction equipment, which should reduce energy consumption in those buildings by ten per cent. The projected annual savings of these projects in energy costs alone are in the region of £42,120, with a CO2 reduction of almost 250 tonnes and a carbon reduction of 60 tonnes.

The council continues to adopt a proactive and innovative approach to greener practices. Staff at the maintenance depot have recently converted two fleet vehicles to run on used cooking oil harvested from school kitchens, and to date more than 30,000 miles have been covered. Projected annual savings costs in diesel total £3,795 and have resulted in a carbon footprint reduction of 29 tonnes.



Smarter

OUTCOME NO. 3

**We are better educated,
more skilled and more successful,
renowned for our research**

A recurring issue for some employers is the poor matching of qualifications and training to the needs of local industry. To combat this, Moray College has established training and development plans in engineering and construction to target the shortfall. Similar training plans are also being developed for people entering the care and tourism industries, both big employers in Moray and vital to the local economy.

At the other end of the scale, HIE and the Institute of Directors have been working together to develop a leadership programme, and training commenced in January 2009 with eleven leaders from eight Moray firms. The aim of the course is to further develop the high level business skills of key personnel within various organisations. The long-term benefits of this will be greater economic stability within the community, and improved employment prospects from more successful businesses.



The Life Science Centre project is a joint initiative between Moray College and NHS

Grampian. Plans are being considered to re-develop the entire college campus site to establish a nationally-important research and education centre used to develop health and social care teaching. European funding of £2.9million has already been secured, and it is hoped that building work can commence in June 2010. The provision of such a facility would incorporate aspects of health, social and community care, and would enable the partnership's longer-term visions for Moray to be met, as well as enhancing Moray's reputation as a innovative place to work. As a university town, Elgin can attract new investment and the facility planned will create a niche around wellness, rural medicine, tele-health, research and teaching.

The Scottish Council for the Development of Industry recently published a major independent study of Scotland's energy future, and predicted that £10bn of investment will be needed in the provision and research of alternative energies by 2020. The Scottish Government predicts that at least 16,000 'green jobs' will be created by this investment, and Moray is planning to tap into this growing market by developing a sustainability cluster in the new eco-business park.

There are inherent strengths existing in the Forres and Findhorn area for a sustainability cluster to build on: a raft of existing community businesses and organisations, the United Nations Environment Training facility (CIFAL), and the Sustainable Development Research Centre at Forres. Moray College has the lead role on sustainability within the UHI, and plan to develop the eco-business park in Moray. The lead agency in the development of sustainability clusters is HIE Moray, who have yet to formulate a clear plan to progress the cluster initiative but expect to progress this with individual partner organisations and businesses in 2009/2010.

OUTCOME NO. 04**Our young people are successful learners, confident individuals, effective contributors and responsible citizens**

It is important that our children are given the best start in life by receiving an education that not only provides them with appropriate qualifications but also a responsible outlook on life and the community. At the close of the academic year 2007/08 there were 1229 leavers from schools within the Moray Council area. The percentage of young people entering further and higher education has risen from 49.1% in 2006/07 to 51.6% 2007/08, a five-year high for the area, although lower than the Scottish average of 56%. Moray Council has the fourth lowest percentage of leavers entering higher education in Scotland. However at 38%, the number of leavers entering employment and training is fifth highest in Scotland and the highest percentage reported in the last ten years.

Moray College received an intake of 68 students for higher education and 265 for further education courses. Of the courses studied, social care, hairdressing and beauty courses attracted the highest intake for FE, while at HE level engineering and science courses generated the most number of new students.



In years one and two of secondary school, the attainment in reading has improved every year since 2003. There was also a small rise

in the mathematics figures for 2008 but the writing results were lower than those attained in 2007. 92% of pupils achieved level three in English and maths, this figure was below the target of 94% and again at level four, 80% of students achieved five or more awards, slightly below our target of 82%. However, 90% of pupils attained five or more awards at level three and met the target.

NHS Grampian and Moray Council targeted all schools with obtaining Health Promoting Schools status and this was achieved during the financial year 2008/09. Health promotion in schools is not just about encouraging children and young people to eat well and to exercise but it also includes the promotion of the physical, social, spiritual, mental and emotional wellbeing of all pupils and staff. Twenty three schools have now progressed to commended level with six acquiring excellent status. The acquisition of this standard is an indication that a culture of ambition and achievement has been developed, that respect and well-being is promoted and also that the schools work together with parents to improve learning. Schools have participated in various workshops regarding health promotion and followed these up with presentation evenings for parents. However, no agreed standards for Health Promoting Schools were arrived at.

Scotland's performance in maths and science subjects is deteriorating alarmingly, so much so that the country is now nearly bottom of the class, according to a survey by the Organisation for Economic Co-operation and Development. A major cause of the problem is that many pupils, teachers, parents and careers advisers view the subjects as too hard and not relevant, have a largely negative perception of the careers and lifestyles in science and technology, and are unaware of the range of career opportunities.

Clearly the role of parents and teachers is pivotal in addressing this trend, and the Moray Council has developed strong working partnerships between schools and parents.

It considers that the existence of the parent councils significantly contributes in helping foster these relationships, and as a result it has continued to provide support and advice to them in terms of their operation. All parents are automatically members of the parent council for their school, instead of the old system whereby parents would be voted on to a school board.

A number of wide-ranging training sessions for parent council members have been delivered and these have been well attended. At Forres Academy, a parents' 'drop in' centre has also been established and this provides an opportunity for both parents and pupils to meet and share their views on school matters and to discuss with other parent council members any concerns they may have. Ongoing support will continue throughout 2009 in the format of the delivery of curriculum development evenings for parents, the aim of these will be to support parents by assisting them in understanding how schools currently operate resulting in them being better equipped to support their child's learning in a more effective manner.

Pupil councils also exist in all schools within

Moray, and these provide children with the opportunity to develop their confidence skills in a safe environment.

It is important not only for schools in general but children collectively to share in the successes of their fellow pupils. Moray has procedures in place to recognise and record achievements which are generally highlighted under the four headings of Curriculum for Excellence.

Schools are, however, constantly looking to improve the standard of education being provided to children and ongoing initiatives are being actioned. The average total tariff score (the total number of points gained in SQA exams by all pupils in S4 divided by the number of pupils) is increasing. More pupils are also gaining non-SQA qualifications in partnership with Moray College and other providers, such as the charity Team Moray, and it is being considered nationally how this data can be captured as part of the school attainment statistics. While there is improvement in the overall rate of attainment to S4, S5 continues to be an area highlighted for improvement. Training of teachers and support staff remains a priority and is provided on an ongoing basis.



OUTCOME NO. 05

Our children have the best start in life and are ready to succeed

Play@home is an activity programme which covers a child's pre-school years. It starts with the provision of advice to new parents on how to participate safely with new-born babies, and concludes with the pre-school level which focuses on stimulating physical activity as well as speech and language skills. The programme is also designed to provide guidance to carers in general, and training has been provided to over 40 nursery and pre-school staff, with the result that Play@home has been introduced to over 1100 children in Moray.



The Integrated Service Plan for Children and Young People has been developed with input from partners during the year. Formulated in two parts, the first part sets out the desired outcomes for children in Moray; fundamentally, that all children thrive, succeed in school, are part of the community and go on to be successful adults. The second part of the plan sets out how all partners can influence this outcome, and as such this part is subject to development over the life of the service plan. Success depends on early identification and intervention; sustainable solutions and involvement of the families and children that use the services. The most important of these three elements is early intervention, as this can be effected by any partner agency that identifies a support need in any child, and can have a long-lasting impact on the child, the child's family

and the resources of partners well into the future.

To this end a series of action plans have been developed to cover all local associated school groups.

The main aim of the Inclusion and Support Service is to provide an integrated range of education and social work services to children of school age who experience serious social, emotional and behavioural difficulties. These services are provided within schools by teaching staff and others with additional support provided through a team of outreach staff. In addition, the Inclusion and Support Service has two specialist centres in Elgin where more individual help is provided to children who have particularly challenging behaviour.

The needs of young people with little or no command of the English language are supported in schools by staff from the English as a Foreign Language team (EFL). Adults in a similar position receive support from the Moray Council Community Learning and Development team, who have recently introduced individual learning plans for their clients. These plans detail the training requirements of the students together with timescales and levels of achievement expected to be obtained.

The health needs of young people have improved over the last year with the opening of two new dental facilities in Buckie and Keith. A further two are currently under construction in Elgin, both of which have a scheduled completion date of September 2009. Childsmile is a national programme which is designed to improve the dental health regime administered by practices for the first three years of a child's life. The programme contains formal guidance and milestones to be followed, and each community health and social care partnership will be evaluated by a government-appointed group of experts. In Moray the implementation of this scheme is still in its early stages.

OUTCOME NO. 08**We have improved life chances for children, young people and families at risk**

Child protection has been a major issue for Moray following a critical report on the performance of the agencies involved in this key role. The HMI report, issued in February, was the result of an inspection of services for vulnerable and at-risk children carried out in June 2008. Significant work had already been undertaken by the time the report was published, and a follow-up inspection to review the improvements is due in mid-2009. One of the actions to arise from the report was an acceleration of the building of a purpose-built child protection unit in Elgin, staffed by specially trained police and social work staff. The project is funded jointly by Moray Council and Grampian Police. NHS Grampian staff found by inspectors to have failed to follow reporting procedures have undergone training, and significant improvements to information sharing between agencies have been made.

Some young people with behavioural problems are placed in out-of-area locations that can provide specialist 24-hour care and protection. Two factors cause these placements to have a negative impact on Moray. First, the cost of these placements is considerable and rising inexorably, creating pressures on the council's social work budget. Second, placing children many miles away from their families – sometimes south of the border – presents real difficulties for the families in terms of visiting and maintaining regular contact. To help mitigate these pressures Moray Council has developed a range of care and education packages provided within Moray, including the recruitment of extra social work staff dedicated to working with placements and families.



Picture courtesy of Press & Journal

Continuous Improvement

OUTCOME NO. 15

Our public services are high quality, continually improving, efficient and responsive to local people's needs

It is vital for the public purse that the Community Planning Partnership makes decisions about its priorities based on accurate and relevant information. To enable this duty on performance to be targeted effectively, a scrutiny framework has been established to help theme boards scrutinise outcomes under the SOA. The framework includes the provision of quarterly reports to Community Planning boards detailing progress towards agreed targets. The quarterly reports contain information on partner activities that contribute towards national and local outcomes, and invites scrutiny from partners on the overall performance of the partnership.



To further assist partners with performance management, the National Intelligence Model (NIM) has been developed following input from Grampian Police. The NIM will help develop a more comprehensive picture of the area's social and anti-social hot spots and inform decisions over priorities. The NIM also provides quarterly monitoring reports on

the co-ordinating groups' activities, and is used by social work staff and the Anti-Social Behaviour unit to help target resources.

In 2008 the Moray Council decided to implement a modernisation programme, Designing Better Services. The programme requires significant investment by the council in new technology and property; an option on the former Safeway building in Elgin has already been secured with a view to rationalising office property in the town, and investigations are underway to establish the IT requirements for the transformation of public services.

The programme is expected to generate savings of £4.5million p.a. for the council, and provide customers with a more efficient service at the first point of contact.

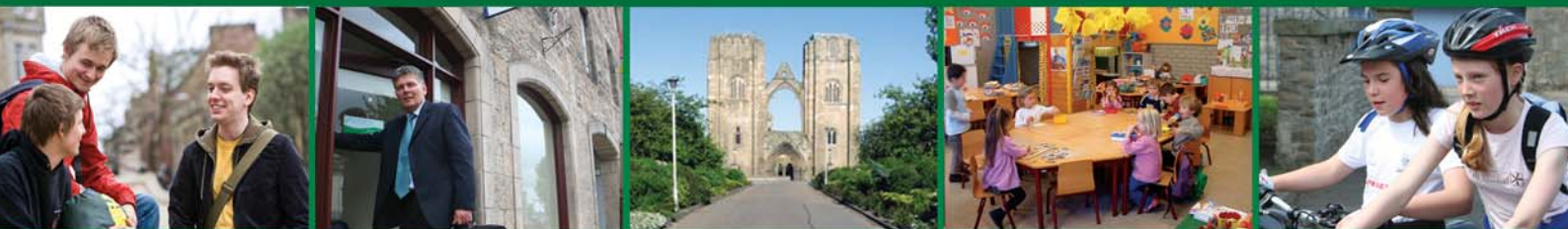
Members of the partnership decided not to commit to broadcasting their meetings over the council's web-casting facility, or to implement an e-petitioning system. Further consideration may be given to these options at a later date.

The review of 133 service level agreements with outside providers has been completed, and two new contracts have been successfully let. These were for the provision of sensory services for the blind and deaf, and for the Carer's Project. Training for the tendering procedure for the remaining 131 agreements, which is being facilitated by partners in the voluntary sector, is ongoing.

All local authorities are now ranked for performance by Audit Scotland against a series of 82 indicators, and last year's results show that Moray Council has 31 of these in the top quartile – three at number one. Areas to be improved include the e-planning system, reducing administrative costs through shared services with other councils, and improving efficiency around the provision of home care to older clients.

More detailed information and statistics
are available from our website,
www.yourmoray.org.uk

Should you have any comment on the
contents of this report, please contact
Peter Jones, Public Performance Reporting
and Communications Officer,
The Moray Council, High Street, Elgin, IV30 1BX,
or email peter.jones@moray.gov.uk



the **MORAY** council

NHS
Grampian

MVSO



GRAMPIAN
P.O.L.I.C.E

Keeping our communities safe



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



HAPPY TO TRANSLATE

