

Moray Citizens' Panel

2014 Survey Report

Chris Thornton, Craigforth
November 2014

CONTENTS

1.	INTRODUCTION	1
	Survey Response.....	1
2.	HEALTH AND SOCIAL CARE SERVICES - A VISION FOR MORAY.....	3
	The vision for Moray.....	3
	Service principles to deliver the vision	5
3.	EARLY YEARS SERVICES.....	8
	Providing day care for children out of school/nursery hours	9
	Supporting families with children.....	12
4.	ONLINE SERVICES	14
	Use of online services	15
	Sharing information between services	19
5.	PROTECTING CHILDREN AND YOUNG PEOPLE	20
	Online risks and protection.....	20
	Children/young people at risk of harm.....	22
6.	OPPORTUNITIES FOR COMMUNITY ENGAGEMENT	24
	Awareness of council engagement exercises.....	24
	Participation in council engagement exercises	25
	Future engagement approaches	27

INDEX OF FIGURES

Figure 1: Profile of Survey Respondents (unweighted).....	2
Figure 2: Views on the vision for Moray.....	3
Figure 3: Views on the vision for Moray.....	5
Figure 4: Views on options for provision of early learning/childcare for 2-4 year olds	8
Figure 5: Views on provision of out of hours day care for children 'IN NEED'	10
Figure 6: Views on provision of out of hours day care for children 'NOT IN NEED'	11
Figure 7: Access to the internet	14
Figure 8: Profile of internet use	15
Figure 9: Whether used online services in recent months.....	16
Figure 10: Barriers to use of online Moray Council services	16
Figure 11: Potential interest in use of Moray Council website to access services	18
Figure 12: Whether happy for Moray Council to share information with other services/organisations	19
Figure 13: Whether understand online risks to children and young people	20
Figure 14: Extent to which feel concerned about online safety/protection for children in the home.....	21
Figure 15: Whether feel well informed about minimising online risks to children in the home	21
Figure 16: Views on issues around protection of children at risk of harm or abuse	22
Figure 17: Awareness of information on protection of children and young people.....	23
Figure 18: Whether seen/heard of recent council engagement exercises	24
Figure 19: Awareness of recent council engagement exercises	25
Figure 20: recent council engagement exercises.....	26
Figure 21: Barriers to participation in council engagement exercises	27
Figure 22: Preferences for future engagement exercises	28

1. INTRODUCTION

1.1. The present survey sought panel members' views and experience across a range of issues including the following specific areas:

- Integration of health and social care services in Moray;
- Early years' provision in Moray;
- Use of, and interest in, online services;
- Protecting children and young people; and
- Opportunities for community engagement.

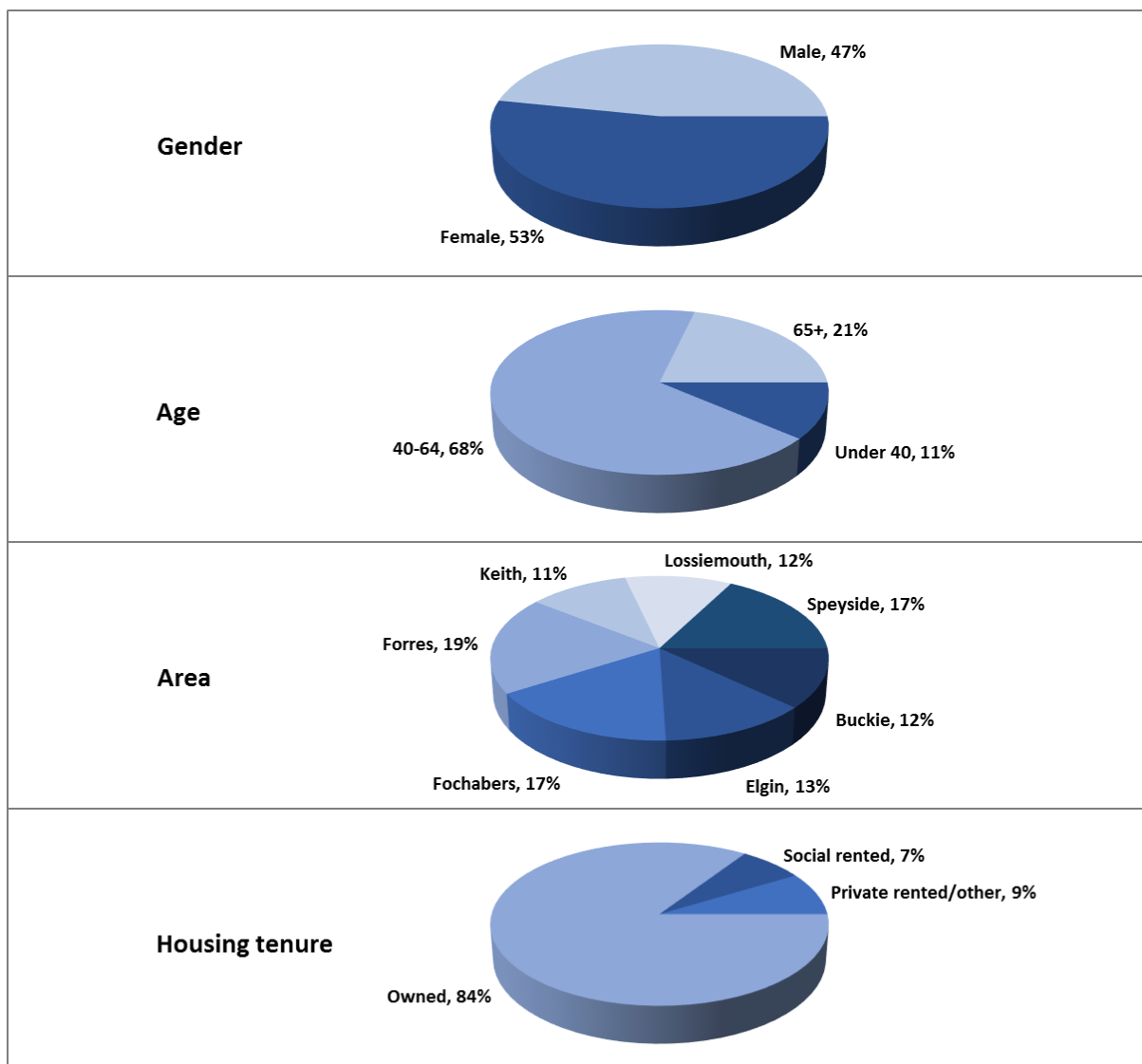
Survey Response

1.2. The survey fieldwork ran during September and October 2014. **A total of 580 responses were received: a response rate of 61%.** This is a very strong level of response to a survey of this kind, and reflects the impact of the recent work to refresh the membership of the panel in improving levels of engagement across the panel. Most importantly, this response is sufficient to produce robust results.

1.3. Survey data has been weighted to minimise any "bias" in the profile of responses which may, for example, result from a lower level of response from some demographic groups. Weighting has been conducted on the basis of location and age, to ensure that findings are as representative as possible of all parts of the community in Moray.

1.4. Figure 1 over the page provides an (unweighted) profile of survey respondents.

Figure 1: Profile of Survey Respondents (unweighted)



- 1.5. This report sets out the overall balance of views on the topics covered by the survey. Our analysis has also considered differences in views across key groups including age, location, housing tenure and (for some topics) whether households have children. The report specifically highlights any significant variations in views across these groups, based on 95% confidence interval statistical significance.

2. HEALTH AND SOCIAL CARE SERVICES - A VISION FOR MORAY

- 2.1. The survey began by asking for panel members' views on the draft vision and service principles drawn up by Moray Council and NHS Grampian as part of the plan for the integration of health and social care services in Moray. The plan will aim to improve the health and wellbeing of people in Moray, setting out an overall vision for health and social care services and identifying key principles to help services to achieve this vision.

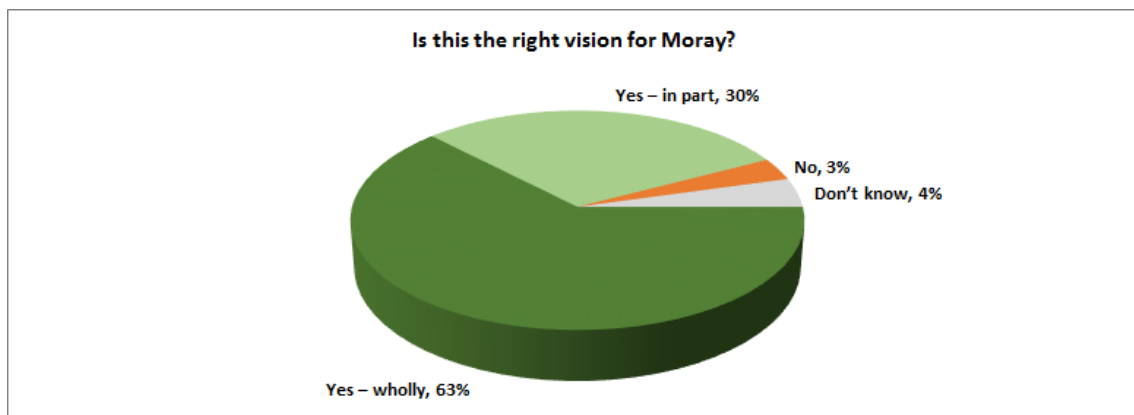
The vision for Moray

- 2.2. First, panel members were asked for their views on the draft vision for health and social care services in Moray:

“The lives of adults in Moray will be improved where they are supported to share responsibility for leading independent, healthy and fulfilling lives in active and inclusive communities, where everyone is valued, respected and supported to achieve their own outcomes”

- 2.3. As Figure 2 below indicates, **the great majority of survey respondents felt that this is broadly the right vision for Moray**. More than 9 in 10 were in broad agreement with the vision (93%), including nearly two thirds who agreed “wholly” with the vision (63%). Fewer than 1 in 20 respondents disagreed with the vision.
- 2.4. All key socio-demographic groups were broadly in agreement with the draft vision; there was no significant variation in views across age groups, housing tenures or household type. However it is notable that those in the Elgin and Keith areas showed stronger support for the draft vision, while those in the Forres area showed lower levels of support.

Figure 2: Views on the vision for Moray



Base number: 516

- 2.5. In addition to overall agreement with the draft vision, the survey gave individuals the opportunity to comment on the specific elements of the vision that they liked, and what they would like to change. A broad range of comments were received by survey respondents, and it was clear that the majority of comments were broadly supportive of the aims described by the draft vision. Specific points highlighted by respondents – as positives and as areas requiring change – are summarised below.

Most common aspects liked by respondents...

- Enabling people to live their own, independent lives.
- Building inclusive communities that recognise the needs of all.
- Everyone is valued, respected and supported.
- Individuals sharing responsibility for their health.
- A comprehensive vision, covers all key areas/groups.
- A positive and ambitious vision, “idealistic”.

Most common suggested changes to the draft vision...

The phrasing of the draft vision, including:

- simpler and more meaningful terms should be used in place of “PC jargon” (e.g. ‘outcomes’ and ‘shared responsibility’)
- The vision statement should be shorter.

The vision is admirable, but is meaningless without detail on what this will mean for people in Moray, and the kinds of changes required.

Scepticism about the feasibility of achieving the vision in Moray, including specific reference to:

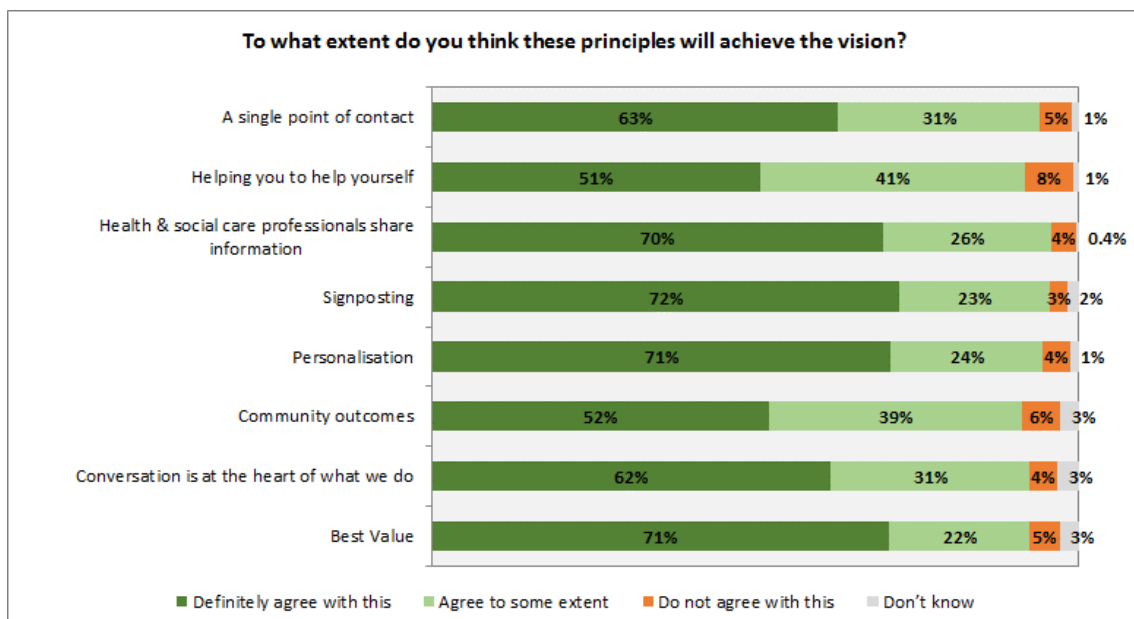
- The need for Moray Council and others to identify the resources required to deliver the vision.
- A need for clear leadership and coordination to ensure services work together to deliver the vision.
- An over-reliance on volunteer support.

A need to recognise that a single approach will not suit all people in Moray – for example some may be less able to take shared responsibility for their health and care.

Service principles to deliver the vision

- 2.6. In addition to the overall vision for Moray, the survey asked for panel members' views on eight key principles identified by Moray Council and NHS Grampian as key aspects of their approach to delivering the vision.
- 2.7. Figure 3 below indicates that ***the great majority of respondents supported these principles***; at least 9 in 10 respondents expressed support for each of the eight principles. Based on the proportion of respondents who indicated that they “definitely agree” with the principle, support was strongest in relation to the following four principles:
- 72% definitely agree with signposting: information and advice is provided in a format that is right for you and is readily available in the community
 - 71% definitely agree with best value: we will always endeavour to make the best use of public money by ensuring that our services are efficient, effective and sustainable
 - 71% definitely agree personalisation: we don't provide the same service for everyone but the right service for each person. We will always aim to provide you with choice and control in relation to how you receive support
 - 70% definitely agree health and social care professionals share information and help to ensure that you will have to tell your story only once and that your information is shared with all relevant professionals

Figure 3: Views on the vision for Moray



Base number: 516

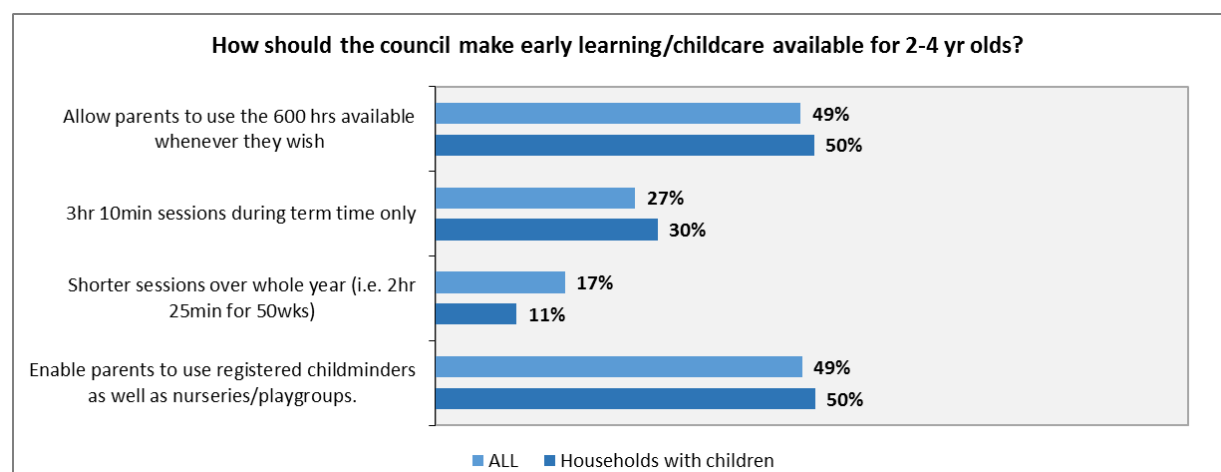
- 2.8. The profile of views on these principles was broadly similar across the main socio-demographic groups. However, some significant variation in views on specific principles was evident. This was particularly in relation to location:
- Keith, Elgin and Buckie area respondents were generally more positive than others - particularly in relation to a single point of contact, personalisation, helping people to help themselves, community outcomes and conversation. In contrast, Lossiemouth and Fochabers respondents were generally least positive in their responses to these principles.
 - There was little significant variation by age, but it is notable that those aged 65+ were more likely than others to agree with the principle around best value.
- 2.9. Finally in relation to health and social care services, the survey asked panel members for their comments on these eight principles, including which of these are particularly important and if there are other things that should be acknowledged.
- 2.10. Around 2 in 5 of all survey respondents provided comment here, and the overwhelming majority of these made comment on one or more of the eight principles listed at Figure 3. Comments here typically reinforced the importance of these principles, but respondents also raised some concerns or practical considerations for the implementation of these principles. Indeed a substantial number of the comments made a more general point that the value of the eight principles was dependent on how well they were implemented – and the need for funding to support that implementation.
- 2.11. The main points raised by survey respondents in relation to the principles were:
- A single point of contact was most commonly highlighted as a particularly important principle, with the key reason for this being the opportunity to develop a relationship of trust with individual service users and ensure service staff have a better understanding of individuals' needs. However, there were also some concerns regarding the range of skills and knowledge that a single point of contact may need to play this role effectively.
 - Professionals sharing information, and better communication with and between services more generally. Most saw this as a positive principle, particularly the focus on ensuring individuals only have to "tell your story" once. However, some also raised confidentiality concerns here and also suggested that inaccurate records could undermine the value of information sharing.

- Personalisation was highlighted - particularly in relation to the importance of services recognising that “we are all individuals”. Indeed this principle was also reflected in comments relating to the value of a single point of contact for service users, and conversation or engagement with individuals.
- Best value was a significant concern for some, particularly in relation to the feasibility of delivering the eight principles within current funding/resource levels. Respondents also wished services to recognise that best value does not always mean lowest cost, but rather should take account of what delivers the greatest benefit for individuals.
- Conversation and engagement was mentioned in relation to ensuring services are sensitive to individuals’ preferences and needs, but also at the level of community engagement. This included some suggestion that more work was needed to ensure that services have an accurate understanding of local community priorities, based on concerns that previous engagement exercises have not been representative.
- In addition to the principles listed at Figure 3, respondents also highlighted the role of volunteers as deserving of specific mention and also the need for wider community capacity building to ensure communities and individuals can take a more active role in planning of services.

3. EARLY YEARS' SERVICES

- 3.1. This section of the survey sought panel members' views on how early learning and childcare should be made available in Moray, and how services can support families with children.
- 3.2. Panel members were first asked to consider four options for the provision of early learning and childcare for 2-4 year olds. These options provide alternative ways of making use of provision available to 2-4 year olds in Moray (up to 600 hours per year per child), which is currently provided as 3hr 10min sessions during term time only.
- 3.3. As Figure 4 indicates, respondents **generally supported greater freedom for parents in how they use the available early learning/childcare provision**. This was evident in the two options for which support was strongest – allowing parents to use the available 600hrs whenever they wish (49% support) and enabling parents to use registered childminders as well as nurseries or playgroups (49% support). This focus on flexibility was also evident in written comments provided by a small number of respondents, which emphasised the value of early learning and childcare to fit with families' circumstances where possible.
- 3.4. These options showed substantially stronger support than the present approach (3hr 10min sessions during term time, supported by 27%) or shorter sessions throughout the year (supported by 17%).
- 3.5. Perhaps surprisingly, there was no significant variation in views here across socio-demographic group: for example, households with children were broadly similar in their views to other respondents.

Figure 4: Views on options for provision of early learning/childcare for 2-4 year olds

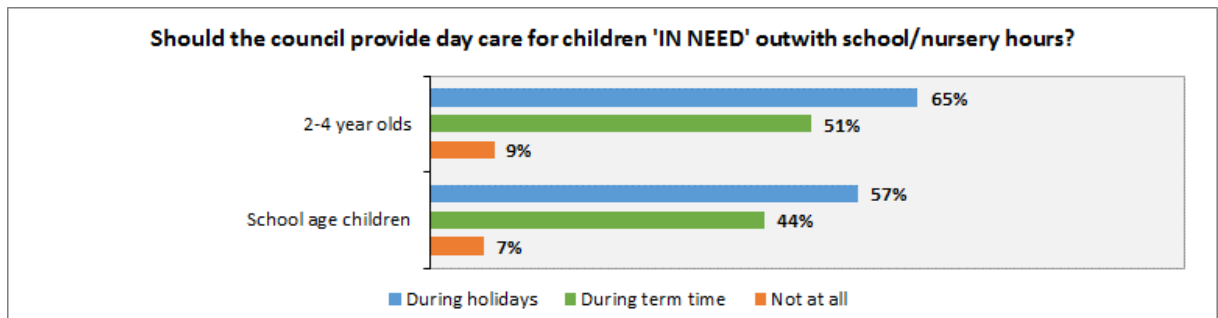


Base number: 472

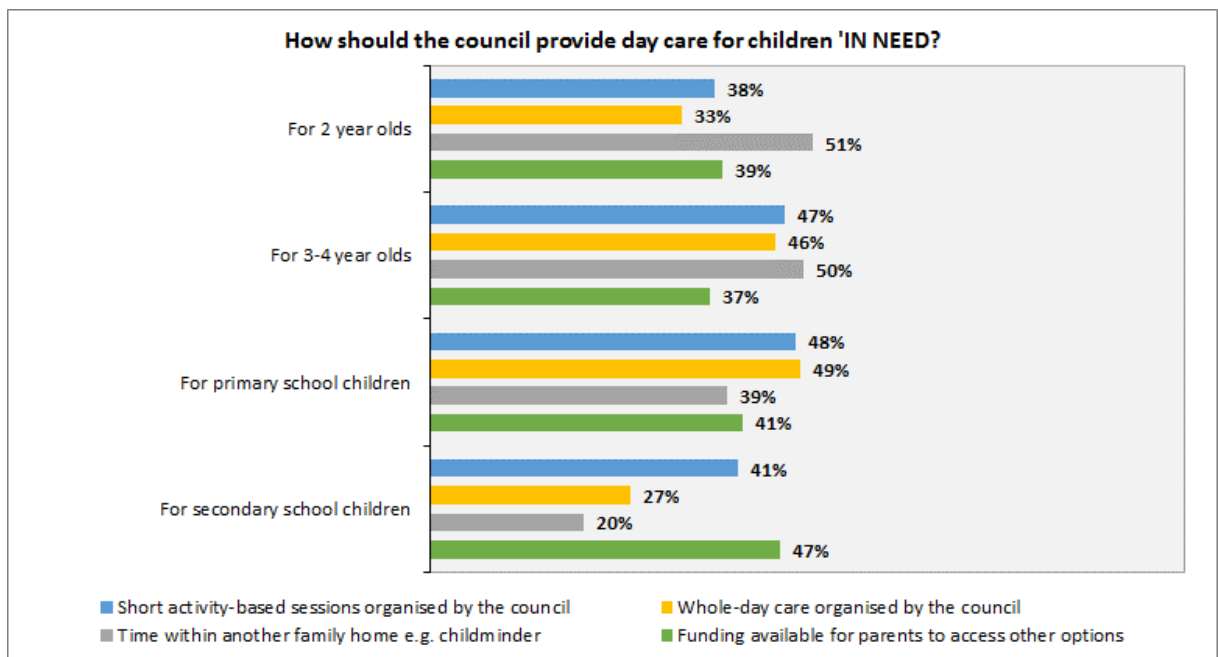
Providing day care for children out of school/nursery hours

- 3.6. In addition to the early learning and childcare provided to 2-4 year olds during school time, children assessed as having 'a need' may currently be funded to access additional day care outwith normal school hours. The survey asked a series of questions seeking views on options for providing additional day care – for children 'in need' and those 'not in need'. A child is considered "in need" if he/she is unlikely to achieve or maintain a reasonable standard of health unless the council provides services, or if he/she is disabled or is adversely affected by the disability of someone else in their family.
- 3.7. Firstly, in relation to children 'in need', Figure 5 over the page summarises views on options for provision of day care outwith school hours. This indicates that:
- the **great majority of respondents felt that the council should provide out of hours day care for pre-school and school age children 'in need'** (more than 9 in 10 respondents supported this). Support was particularly strong for provision during holidays – 65% support holiday time provision for 2-4 year olds, and 57% for school age children.
 - views on how the council should provide this day care were mixed, and **may suggest support for a range of options being available**. Views also varied dependent on the age of children:
 - For 2 year olds: time within another family home was most widely supported (by 51%).
 - For 3-4 year olds: there was support for time within another family home and also for council-organised day care (short or whole-day sessions).
 - For primarily school children: support was strongest for council-organised day care (short or whole-day sessions).
 - For secondary school children: support was strongest for funding being made available for parents to arrange other options, and short activity-based sessions organised by the council.
 - **a large majority of respondents felt that parents should contribute to the cost of this day care** for children 'in need' (84% indicated this).
- 3.8. Respondents with children were similar in their views on provision of out of hours day care for children 'in need'.

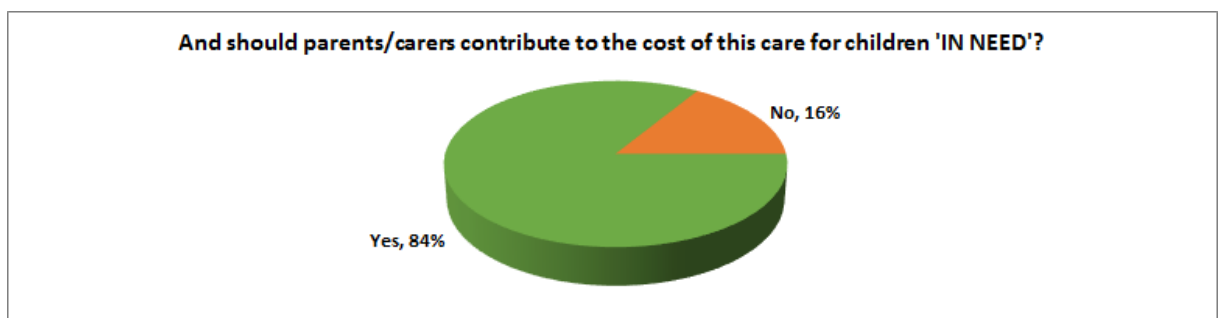
Figure 5: Views on provision of out of hours day care for children 'IN NEED'



Base number: 469 to 470



Base number: 234 to 327



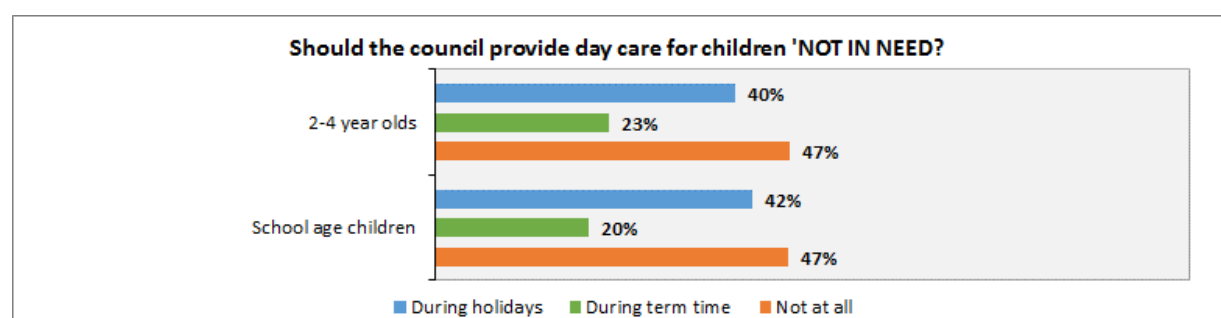
Base number: 469

3.9. The survey asked the same questions in relation to out of hours day care for children 'not in need'. Figure 6 below summarises views, and indicates that:

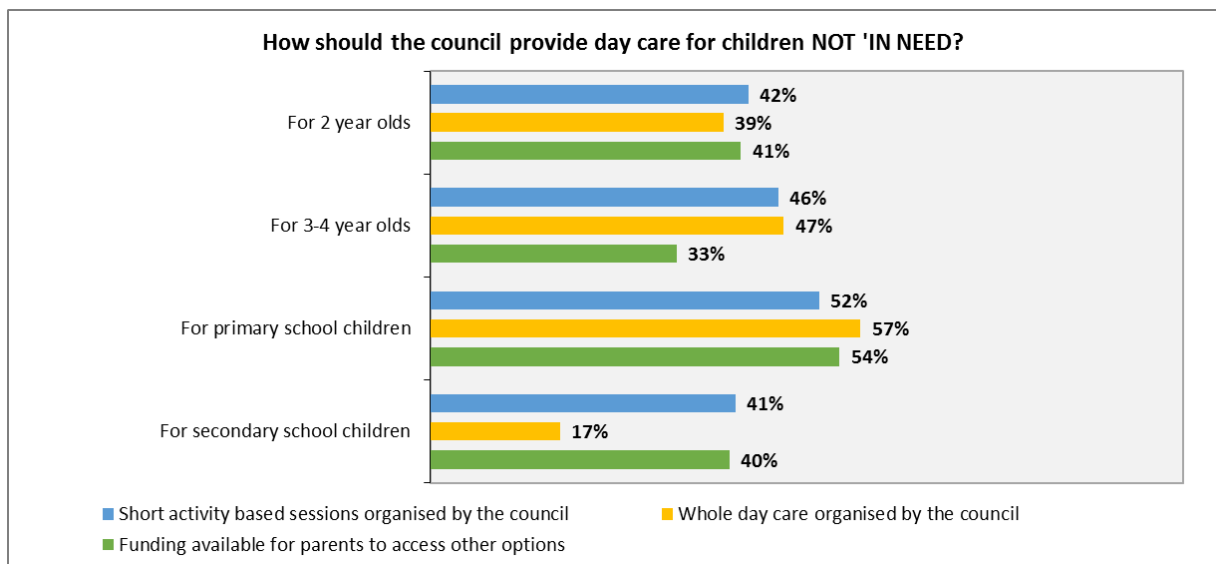
- **around half of respondents felt that the council should provide out of hours day care for pre-school and school age children 'not in need'**. In terms of specific options, support was strongest for provision during holidays, both for 2-4 year olds (40%) and school age children (42%).
- Again, views on how the council should provide this day care were mixed, and **may suggest support for a range of options being available**. Views also varied dependent on the age of children:
 - For 2 year olds: there was broadly equal support for the three options listed.
 - For 3-4 year olds: support was strongest for council-organised day care (short or whole-day sessions).
 - For primarily school children: there was broadly equal support for the three options listed.
 - For secondary school children: support was strongest for short activity-based sessions organised by the council, and also funding being made available for parents to arrange other options.
- **a large majority of respondents felt that parents should contribute to the cost of this day care** for children 'in need' (90% indicated this).

3.10. Again respondents with children were similar in their views on provision of out of hours day care for children 'not in need'. However it is notable that support for the council providing this day care was somewhat stronger amongst those with children (around 3 in 5 supported this) than for those without children (around half supported this).

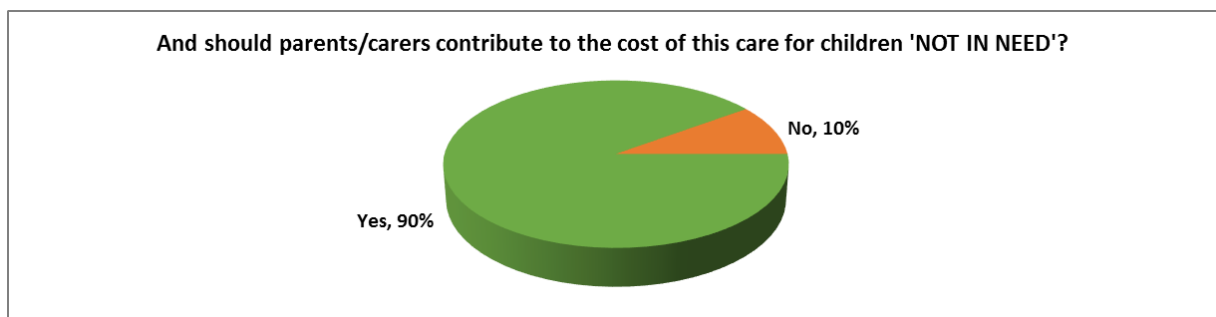
Figure 6: Views on provision of out of hours day care for children 'NOT IN NEED'



Base number: 460 to 462



Base number: 163 to 199



Base number: 344

Supporting families with children

- 3.11. Finally in relation to early years' services the survey asked those with children about the range of services, projects and groups that currently support them to bring up their children – and other services that could better support them.
- 3.12. Around 40 respondents mentioned a broad range of services and groups currently supporting them in caring for and bringing up their children. The main types of service/group mentioned were:

Services/groups currently helping panel members to bring up their children...

- Parent and toddler groups.
- Active groups/clubs including specific sports (tennis), "little gym", "active start", "Moray Dance".
- Book/reading groups including library services.
- Music-based groups.
- Father support networks.
- Boys' Brigade.
- Pre and post-natal groups, including breastfeeding support.
- Youth Café.

- 3.13. Around 50 respondents made comments about the kinds of services and groups they would like to be introduced to support them in caring for and bringing up their children.
- 3.14. A number of these respondents referred to difficulties accessing childcare and other support services/groups - and particularly at a level and cost that enables parents to return to work. This included a suggestion that more flexible provision is required, including at weekends and during school holidays. In terms of specific types of service/group, the main suggestions were:

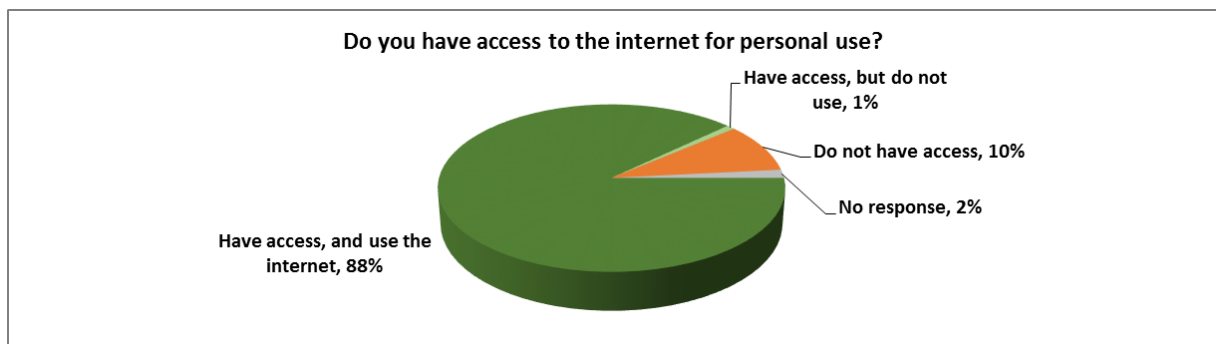
Services/groups that panel members would like to see made available to bring up their children...

- Parenting skills classes.
- Father support networks.
- More after school clubs, including specific reference to sports/leisure activities.
- More parent and toddler groups.
- Scouts/Guides.
- Sunday school play groups.
- Debt management, budgeting, cooking on a budget classes.
- Support groups/bereavement sessions for children.

4. ONLINE SERVICES

- 4.1. This section considers panel members' access to the internet, and specifically their use of, and interest in, online council services.
- 4.2. ***A large majority of panel members have access to the internet for personal use.*** A total of 89% have personal internet access, and nearly all of those with access make use of the internet. 1 in 10 indicated that they do not have personal internet access (10%). This result is broadly consistent with most recent data from the Scottish Household Survey which estimated that 83% of Moray households had internet access in 2012, and with steady growth in access to the internet over recent years.
- 4.3. A large majority of respondents across all socio-demographic groups have access to the internet. However there is some variation in the extent of internet access; older residents (65+) and those living in social rented housing both show lower levels of internet access with around three quarters having access.

Figure 7: Access to the internet

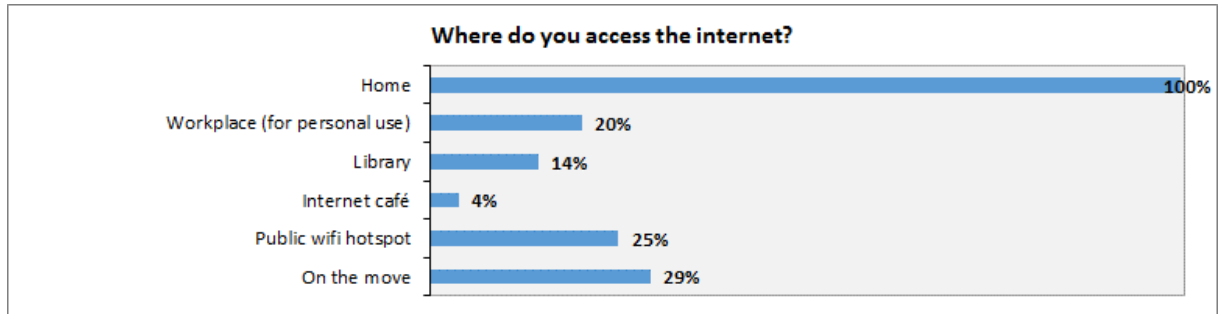


Base number: 527

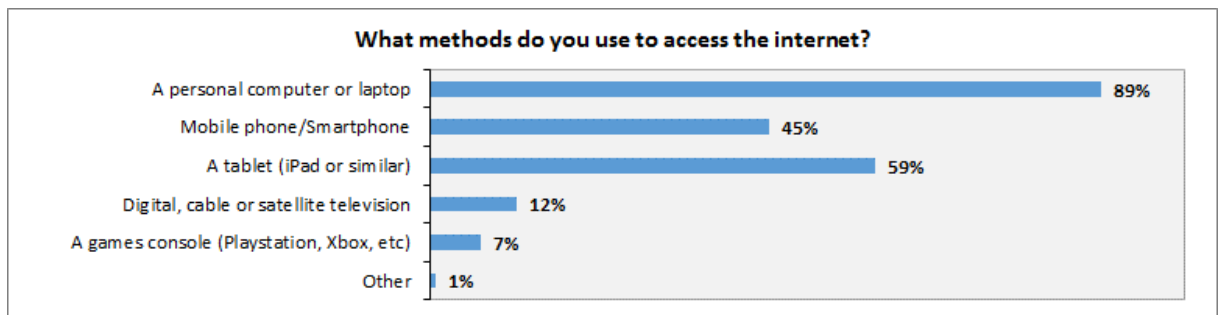
- 4.4. Figure 8 over the page summarises how and where panel members typically use the internet. This indicates that:
- all respondents access the internet at home. In terms of other locations the most common are: while on the move (29%), public wifi hotspots (25%), and accessing the internet for personal use at work (20%).
 - most respondents use more than one type of device to access the internet. 9 in 10 use a personal computer, but a tablet computer and mobile phone were also mentioned by a substantial proportion of respondents (by 59% and 45% respectively).
 - a large majority of respondents with access are confident using the internet – 85% indicated this. However there remains around 1 in 7 who do not feel confident in using the internet (15% of those with access).

- there appears to be some correlation between confidence using the internet and age; 1 in 4 older respondents do not feel confident using the internet compared with 1 in 10 of those aged under 40.

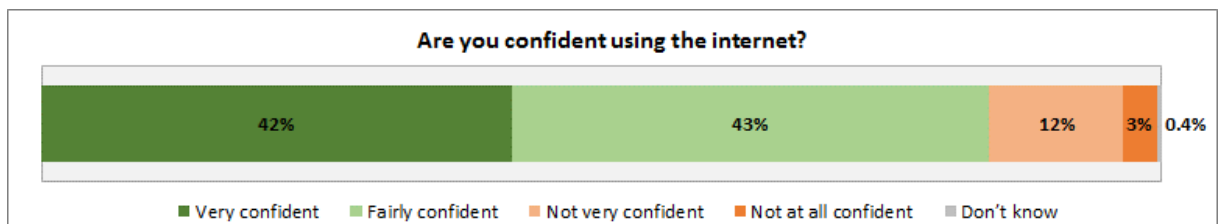
Figure 8: Profile of internet use



Base number: 449



Base number: 447



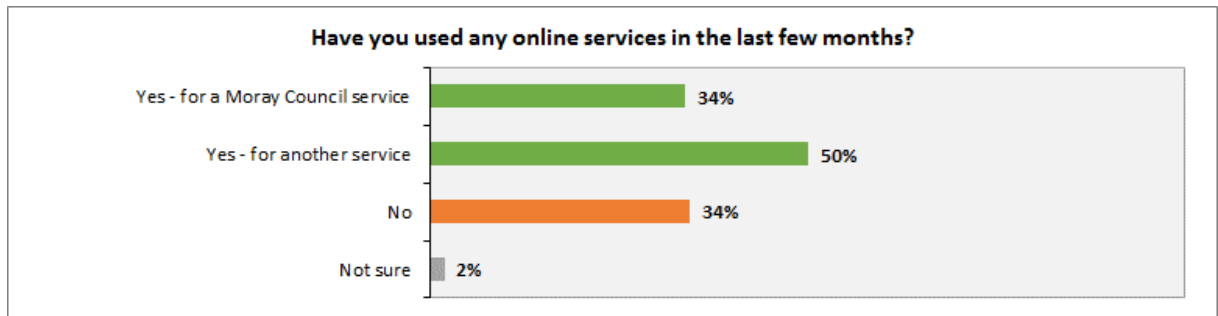
Base number: 458

Use of online services

- 4.5. The survey moved on to ask about panel members' use of and potential interest in the future use of online council services. This was in the context of Moray Council currently considering priorities for expanding the range of available online services.
- 4.6. **Around two thirds of all respondents had used online services in the last few months** (64%). This included a third of respondents who had used Moray Council online services (34%), but most of those using online services indicated that this was for other service providers.
- 4.7. There was no significant variation in use of online services across key socio-demographic groups. Indeed the only notable variation was across age groups; those aged under 40 were most likely to have used online services

(around three quarters having done so) and those aged 65+ least likely (around half).

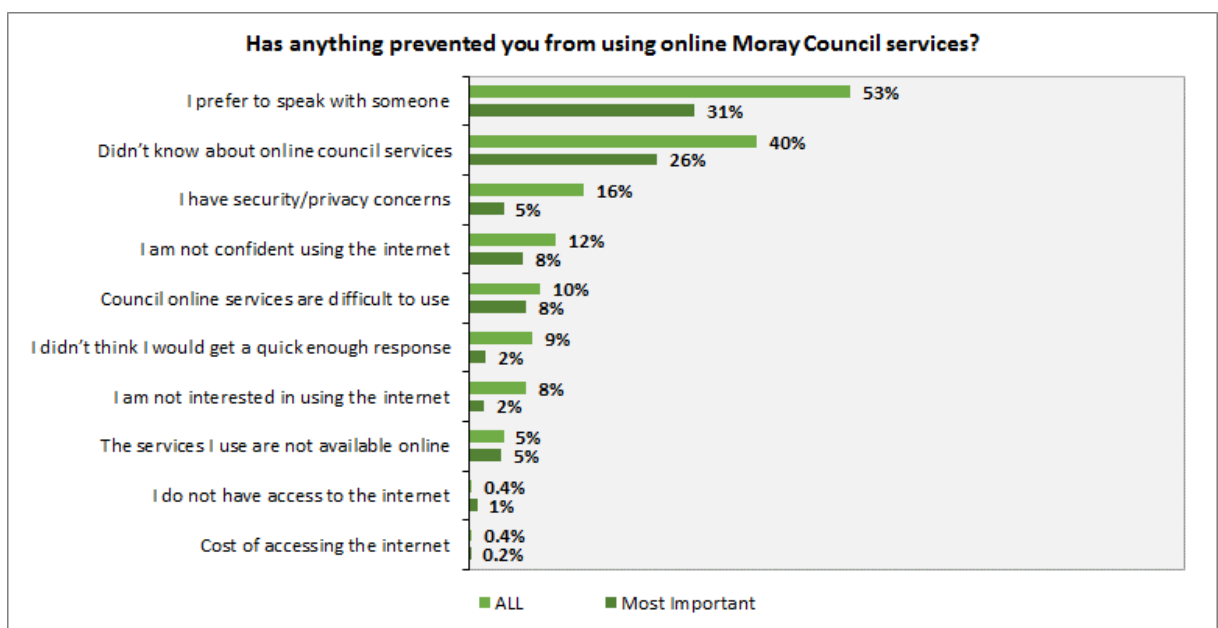
Figure 9: Whether used online services in recent months



Base number: 458

- 4.8. ***Around half of respondents indicated that one or more factors had prevented them from using online Moray Council services (54%).*** As Figure 10 indicates, the key issues here were: having a preference to speak with someone (53% of those mentioning barriers to use of online services), and not knowing about online council services (40%). In addition to being the most commonly mentioned issues, survey results also indicate that these are the most important issues preventing people from using online council services.
- 4.9. There was no significant variation across socio-demographic groups in barriers to use of online council services, although older respondents were somewhat more likely than others to indicate that they prefer to speak with someone. It is notable that the extent to which respondents indicated that they did not know about online council services was broadly similar across all groups.

Figure 10: Barriers to use of online Moray Council services

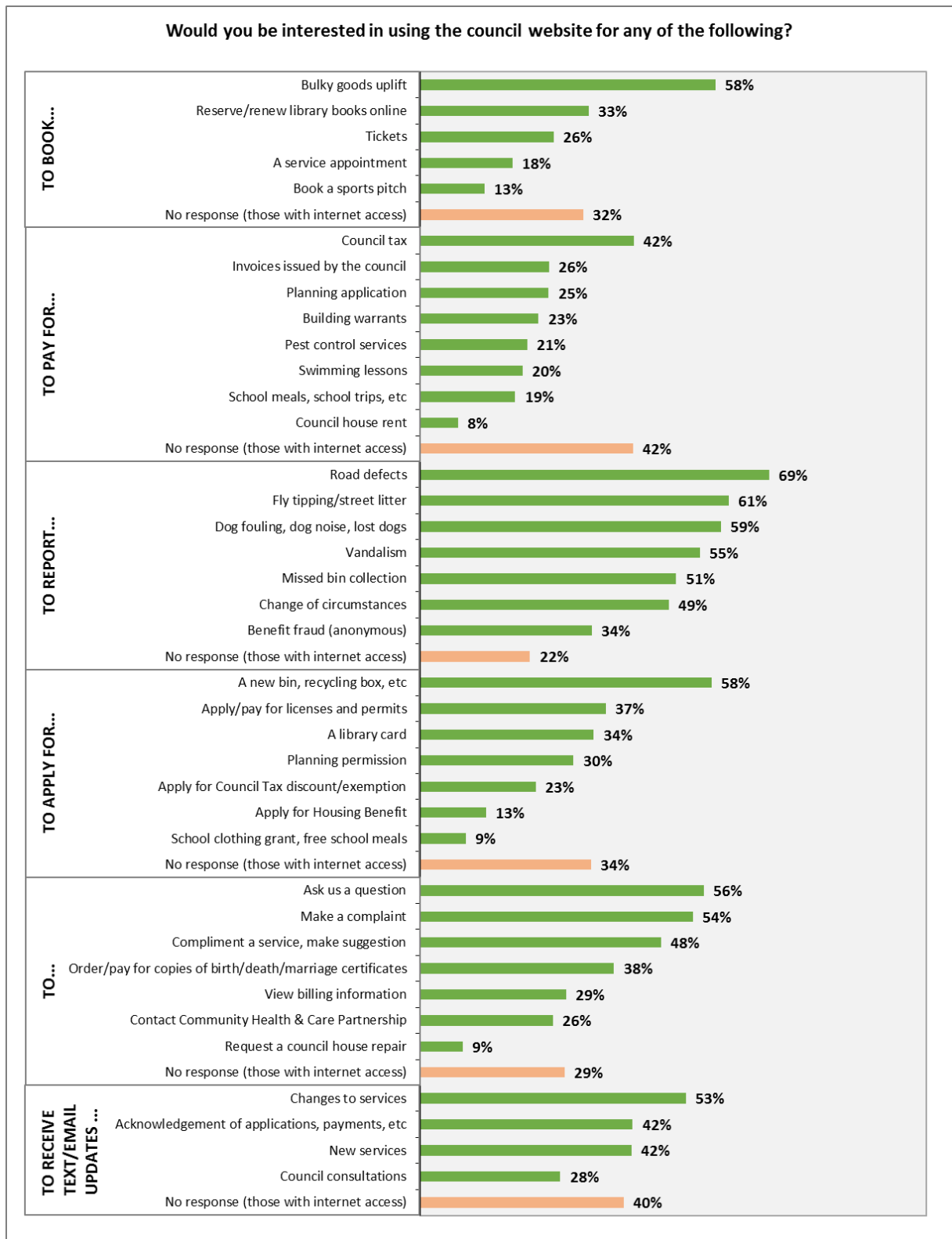


Base number: 266

4.10. Figure 11 over the page summarises the profile of potential interest in using online council services. **Overall 85% of those with internet access expressed interest in using online council services** and this level of interest was broadly consistent across socio-demographic groups. Most of these respondents mentioned more than one service of potential interest, and interest was generally more widespread in relation to reporting issues and making service requests. However a number of specific services/tasks stand out as showing particularly strong interest:

- Taking into account the scale of potential interest, and respondents' comments on which services they are most interested in using, the top priorities were **reporting road defects, bulky good uplift, reporting dog fouling etc**, and **asking a question**.
- Other services/tasks which show relatively widespread interest were:
 - Reporting fly tipping/street litter
 - Applying for a new bin, recycling box, etc
 - Reporting vandalism
 - Making a complaint
 - Receiving text/email updates on changes to services
 - Reporting a missed bin collection

Figure 11: Potential interest in use of Moray Council website to access services



Base number: 580

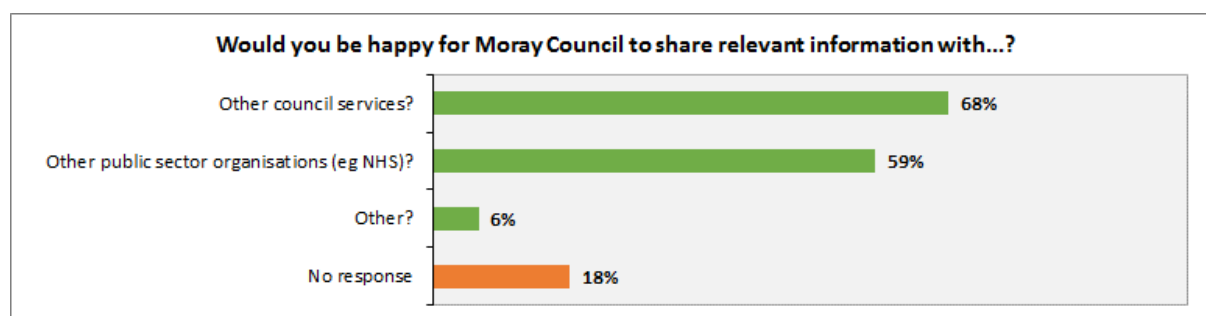
- 4.11. A small number of survey respondents mentioned other Moray Council services that they would like to see made available online. A number of these related to services or tasks listed at Figure 11 above, with respondents making reference to very specific service requests. The main suggestions were:

- Reporting issues for Environmental Services, Roads, etc
- Booking facilities/services, including reference to burial services, tennis courts, meeting rooms
- Disabled blue badge (apply, change)
- Raising concerns with Elected Members
- Ordering school uniform
- Electronic diary of council meetings and other events
- Additional library services (ordering new books not yet in stock, info on classes etc)

Sharing information between services

- 4.12. Finally, the survey sought views on Moray Council sharing service users' information within its own organisation and also with other public sector services. This was specifically in the context of minimising the need for service users to provide the same information to multiple council or other public sector services.
- 4.13. As Figure 12 indicates, ***the majority of survey respondents would be happy for Moray Council services to share relevant service user information*** - around 4 in 5 respondents indicated they would be happy with this (82%). This rises to more than 90% of those aged under 40, but a large majority of respondents across all socio-demographic groups indicated that they would be happy for Moray Council to share this information in some cases.
- 4.14. Respondents were somewhat more likely to be happy for Moray Council to share information internally (68% happy with this) than with other public sector services (59%).

Figure 12: Whether happy for Moray Council to share information with other services/organisations



Base number: 527

5. PROTECTING CHILDREN AND YOUNG PEOPLE

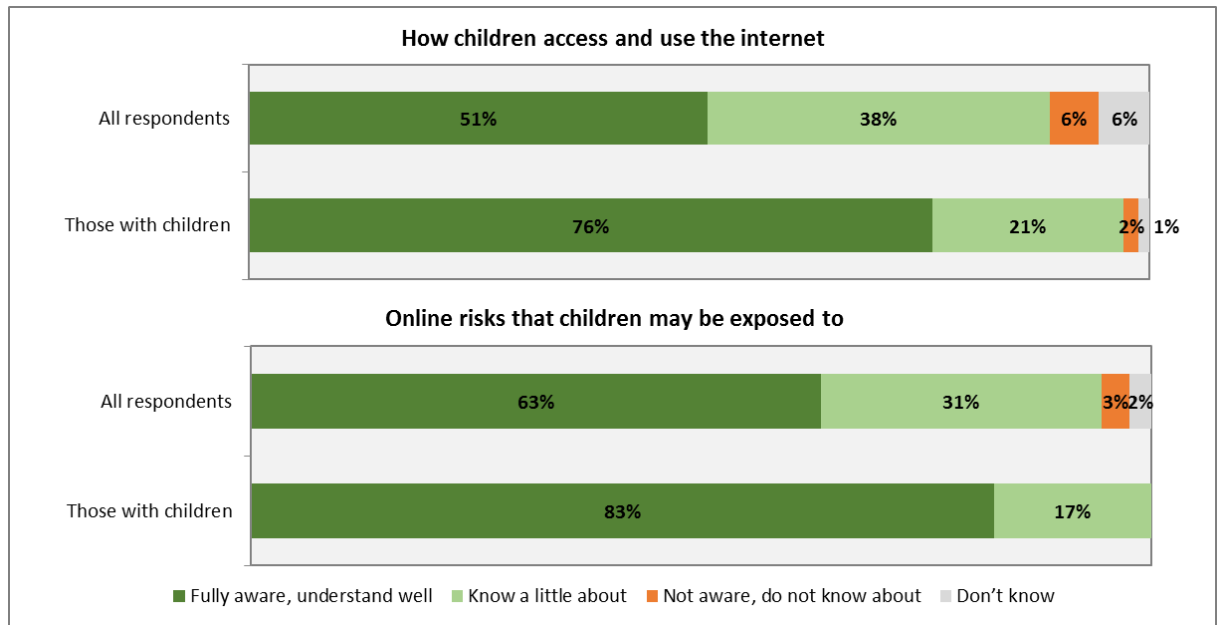
5.1. This section considers panel members’ awareness of and views on the protection of children and young people in Moray, including online risks and children or young people at risk of harm.

Online risks and protection

5.2. First, in relation to online risks, **respondents – and particularly those with children – generally felt aware of how children/young people use the internet and the risks they may be exposed to:**

- 97% of those with children, and 89% of all respondents, felt that they were somewhat aware of how children use the internet. This included three quarters of those with children who felt that they understood this well, but there remains nearly a quarter of those with children who know little or nothing about how children use the internet.
- All of those with children, and 94% of all respondents, indicated that they were somewhat aware of online risks to children. This included 83% of those with children who felt that they understood this well, and 17% who knew little about online risks to children.

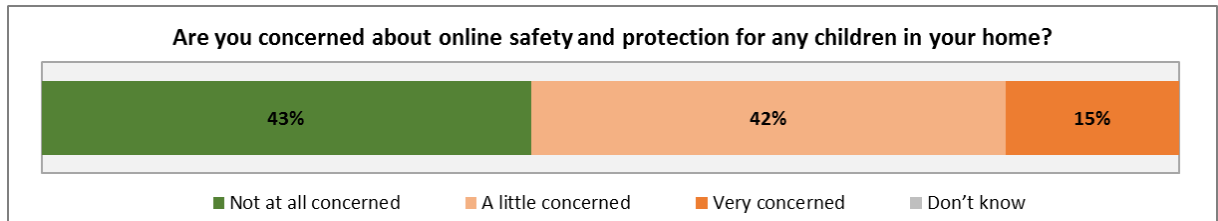
Figure 13: Whether understand online risks to children and young people



Base number: 504 to 509

5.3. **Most of those with children in their home indicated that they had some concerns about online safety/protection for children (57%).** This included around 1 in 7 (15%) who felt “very concerned” about online safety and protection for children in their household.

Figure 14: Extent to which feel concerned about online safety/protection for children in the home

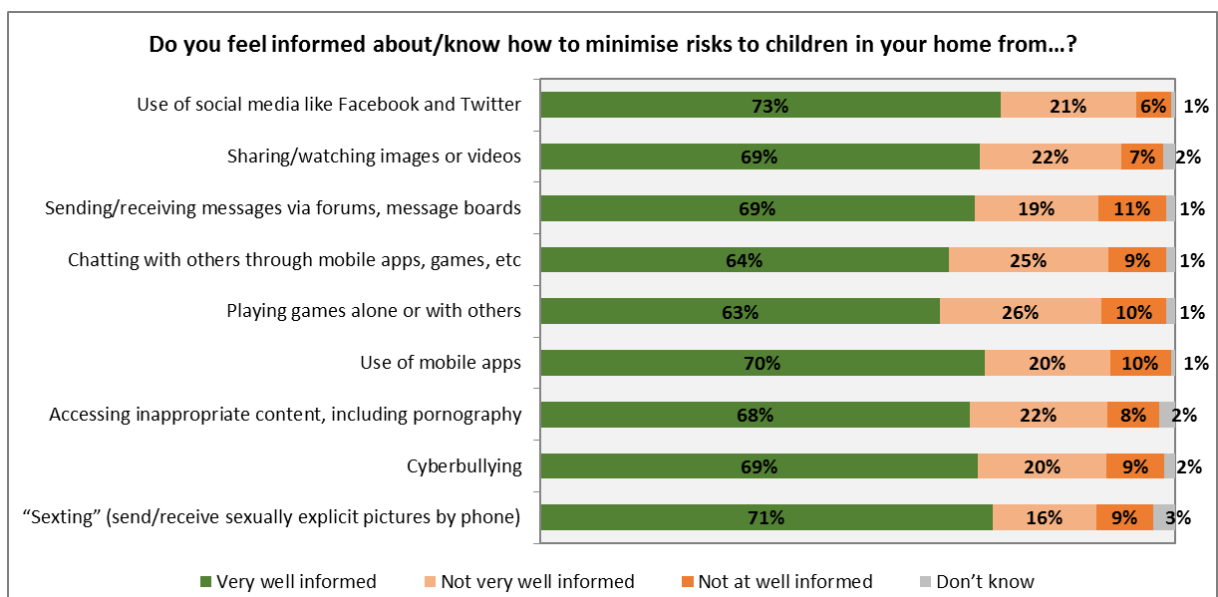


Base number: 140 (only those with children in their household)

5.4. In terms of specific online risks to children, Figure 15 below shows respondents’ awareness of how to minimise risks associated with a range of online activities. This indicates that **those with children generally feel well informed about minimising online risks to children:**

- Awareness of minimising risks was relatively strong across all activities, and was strongest in relation to use of social media, “sexting” and use of mobile apps.
- Awareness was somewhat lower in relation to playing games and chatting with others via websites, apps or consoles. More than a third of those with children did not feel well informed about how to minimise risks associated with these activities (36% and 34% respectively).

Figure 15: Whether feel well informed about minimising online risks to children in the home

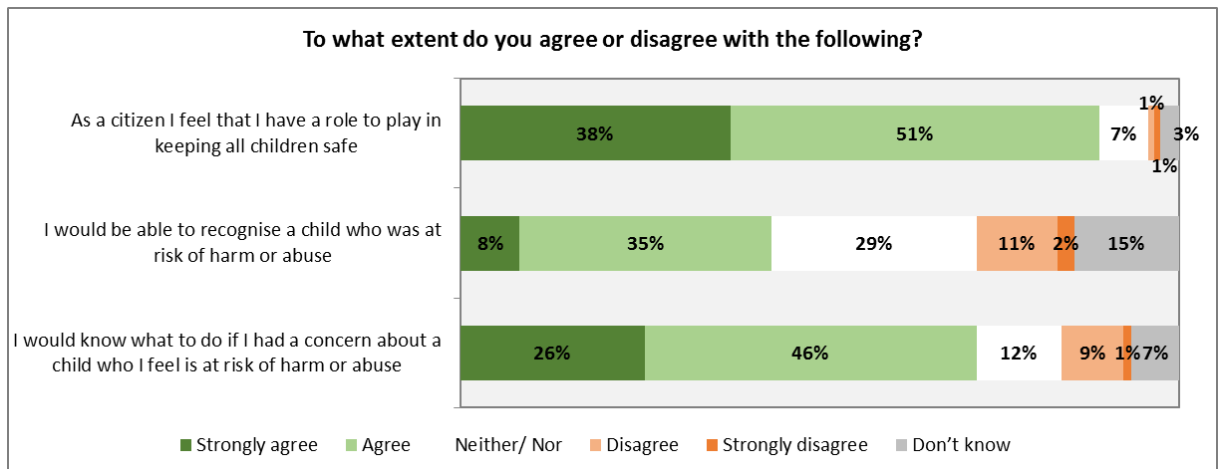


Base number: 129 to 140 (only those with children in their household)

Children/young people at risk of harm

- 5.5. In addition to online risks, the survey asked panel members for their views on a range of issues around taking action to protect children at risk of harm or abuse.
- 5.6. As Figure 16 indicates, **a large majority of respondents agree that “as a citizen I have a role to play in keeping all children safe”** (89%). This was a consistent finding across all key socio-demographic groups.
- 5.7. **Respondents were less likely to feel that they would be able to recognise a child who was at risk of harm or abuse** – 43% agreed with this but more than a quarter of respondents disagreed or did not know about this (28%). **Most respondents felt they would know what to do if they had a concern about a child at risk of harm or abuse** (72%) although again there remained some who were not confident about this (17%).
- 5.8. Although there was no variation in views on people’s role in keeping all children safe, it is notable that younger respondents (under 40) and those with children were generally more confident than others about their ability to recognise a child at risk and what to do in that situation.

Figure 16: Views on issues around protection of children at risk of harm or abuse



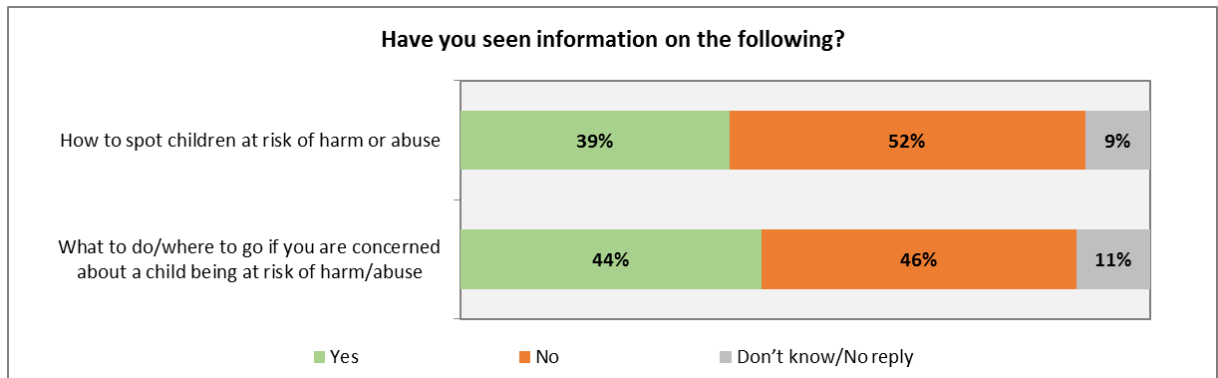
Base number: 495 to 502

- 5.9. Around 2 in 5 respondents had seen information on how to spot children at risk of harm or abuse, and/or what to do in that situation. Awareness was slightly stronger in relation to what to do with a concern about a child at risk of harm or abuse (44%), than how to spot a child at risk (39%).
- 5.10. **Awareness of these issues was significantly stronger amongst those living with children.** More than half had seen information on how to spot a child at risk of harm or abuse, and more than two thirds had seen information on what to do in that situation.

5.11. Respondents mentioned having seen this information across a range of sources, the **most common being through local and national press, and in GP surgeries and health centres**. Respondents also mentioned:

- Information in their workplace
- Information delivered through schools
- Posters/leaflets displayed in council offices
- Other sources such as churches, youth and volunteer groups, and specific child protection training.

Figure 17: Awareness of information on protection of children and young people



Base number: 499 to 503

6. OPPORTUNITIES FOR COMMUNITY ENGAGEMENT

6.1. The final section of the survey sought to assess panel members’ awareness of and views on council engagement exercises, including how Community Planning Partnership members should approach future community engagement.

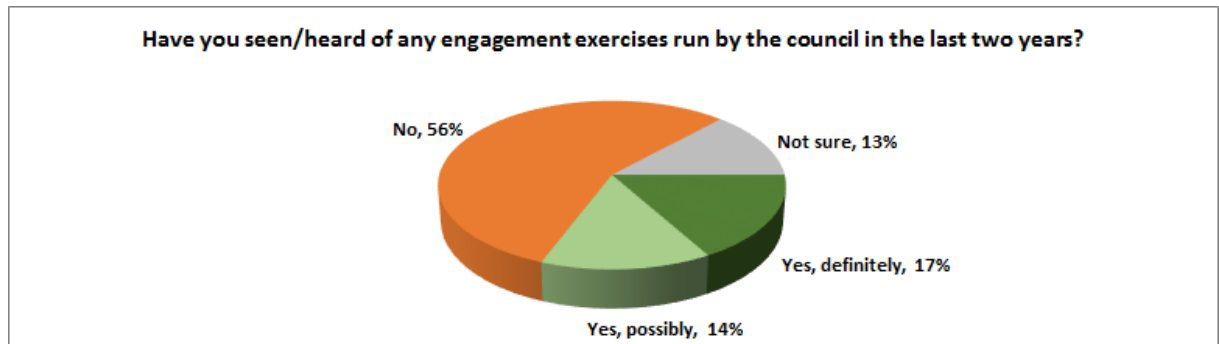
Awareness of council engagement exercises

6.2. ***Around a third of respondents indicated that they had seen or heard of council-run engagement exercises*** over the last 2 years, other than Citizens’ Panel exercises (34%). However, only around 1 in 6 had “definitely” seen or heard of such exercises (17%).

6.3. Awareness of council-run exercises was broadly similar across key socio-demographic groups. However, some (relatively small) variations were evident with the following groups more likely than others to have seen or heard about council-run engagement exercises:

- Those in the Elgin and Keith areas.
- Those aged under 65.
- Those with children.

Figure 18: Whether seen/heard of recent council engagement exercises

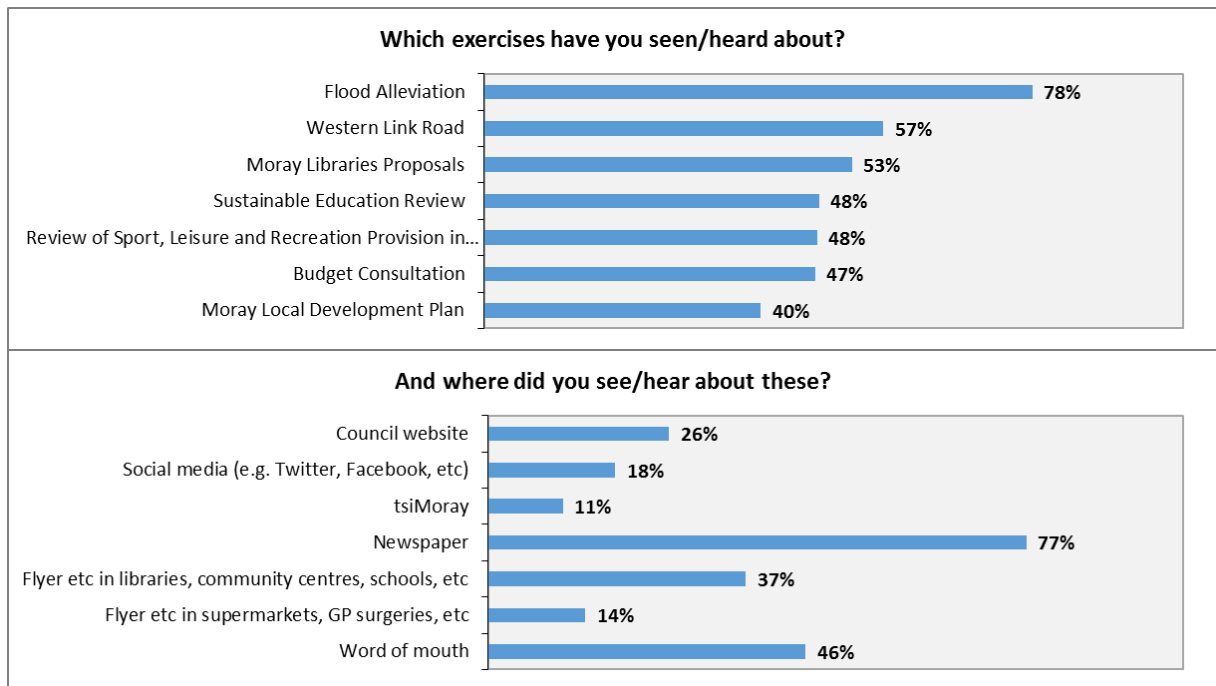


Base number: 514

6.4. Figure 19 over the page provides further detail on respondents’ awareness of council-run engagement exercises. This indicates that:

- one of the most commonly heard of engagement exercises was in relation to Flood Alleviation (78% of those who had seen/heard of council exercises). Awareness was also relatively strong for consultations on the Western Link Road and Moray Libraries Proposals.
- newspapers were by some margin the most common source of information on council engagement exercises (77%). Word of mouth (46%), materials in libraries/community centres/schools (37%) and the council website were also relatively common sources.

Figure 19: Awareness of recent council engagement exercises



Base number: 154

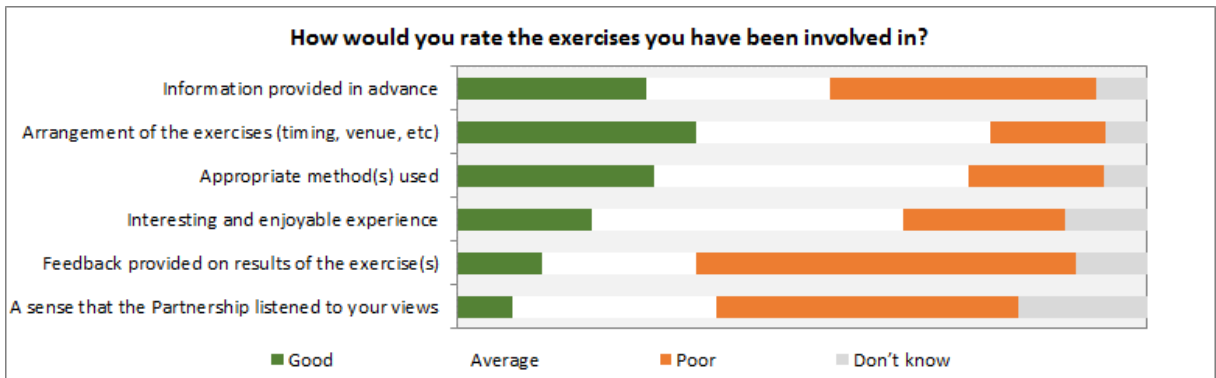
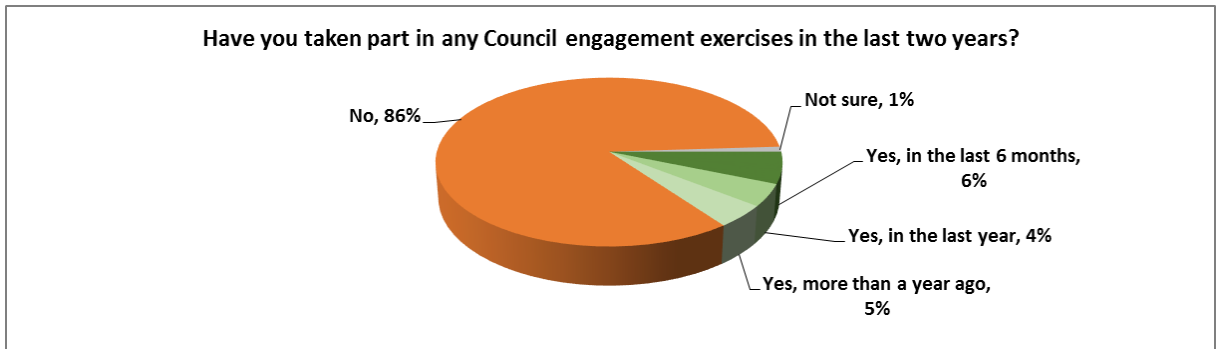
Participation in council engagement exercises

- 6.5. ***Around 1 in 7 respondents had taken part in council-run engagement exercises in the last 2 years*** (15%), excluding Citizens’ Panel work (Figure 20 over the page). This included 1 in 10 of all respondents who had taken part in the last year (10%). This level of participation was similar across key socio-demographic groups.

- 6.6. Those who had taken part in council-run exercises mentioned a broad range of specific consultations. Most related to the specific consultations listed at Figure 19 above, most prominent being the Western Link Road, Sports & Leisure provision, Local Development Plan and Flood Alleviation. Respondents also mentioned:
 - A windfarm consultation.
 - Consultation on sale of land at Forres football ground.
 - Services for disabled people.

- 6.7. The relatively small number of respondents who had taken part in council engagement exercises mean that quality ratings provided at Figure 20 should be interpreted as indicative only. Nevertheless, these findings suggest that views were generally positive in relation to the location/timing and methods used in these exercises. Views were less positive in relation to feedback provided on consultation results, and whether participants felt that their views were listened to.

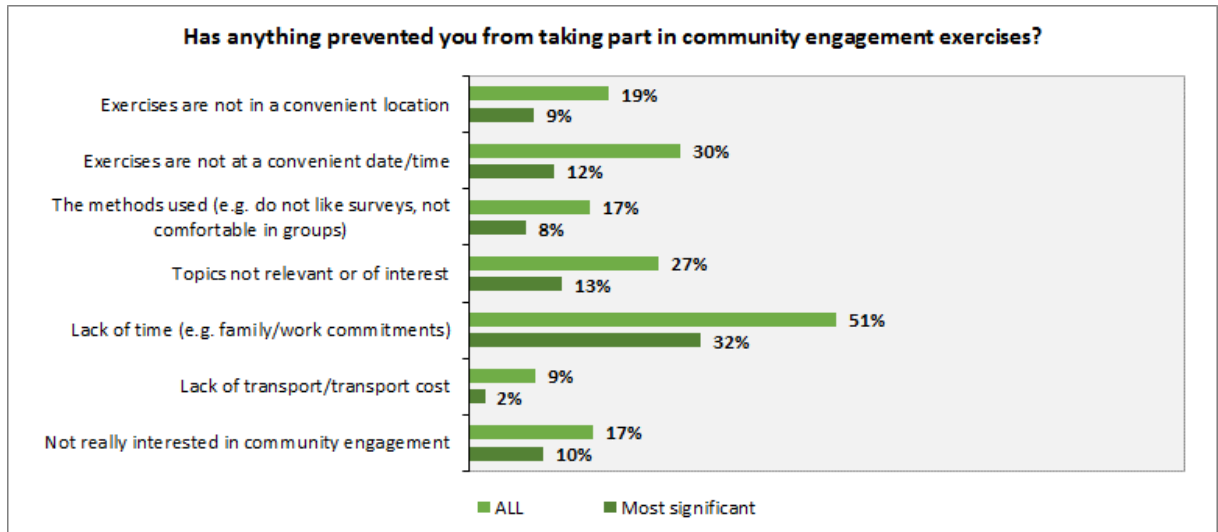
Figure 20: recent council engagement exercises



6.8. **Respondents mentioned a range of potential barriers to their taking part in council engagement exercises** (Figure 21 over the page). The most prominent was a lack of time; this was mentioned by half of respondents (51%) and was also the most significant barrier to participation. Other issues more directly related to the nature of the engagement exercises were also highlighted, with the most prominent of these being exercises not being at a convenient date/time (30%), and topics not being relevant or of interest (27%).

6.9. There was relatively little variation across socio-demographic groups in the profile of issues preventing individuals from taking part in council-run engagement exercises. However it is notable that those outwith the Elgin/Fochabers area were generally more likely to feel that the location/time and topics of consultation were a problem for them.

Figure 21: Barriers to participation in council engagement exercises

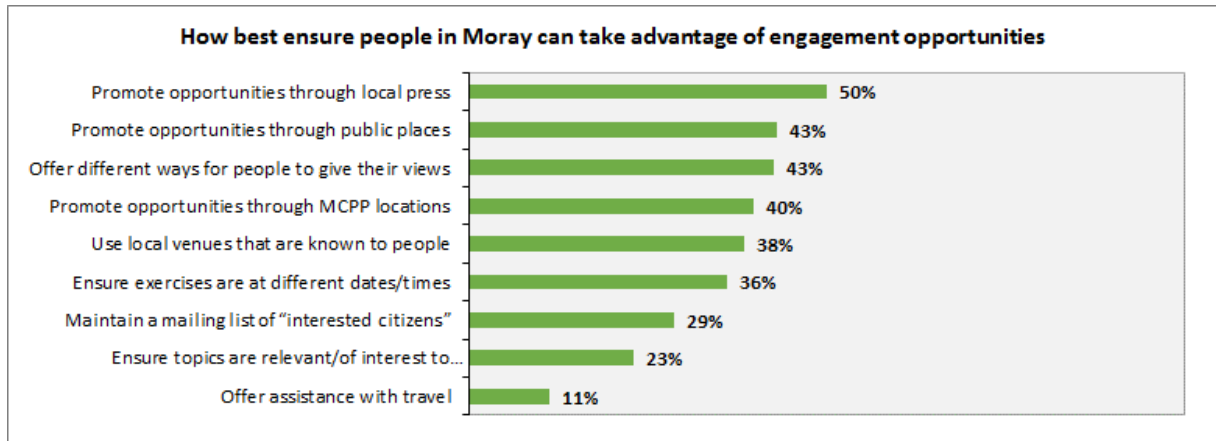


Base number: 324

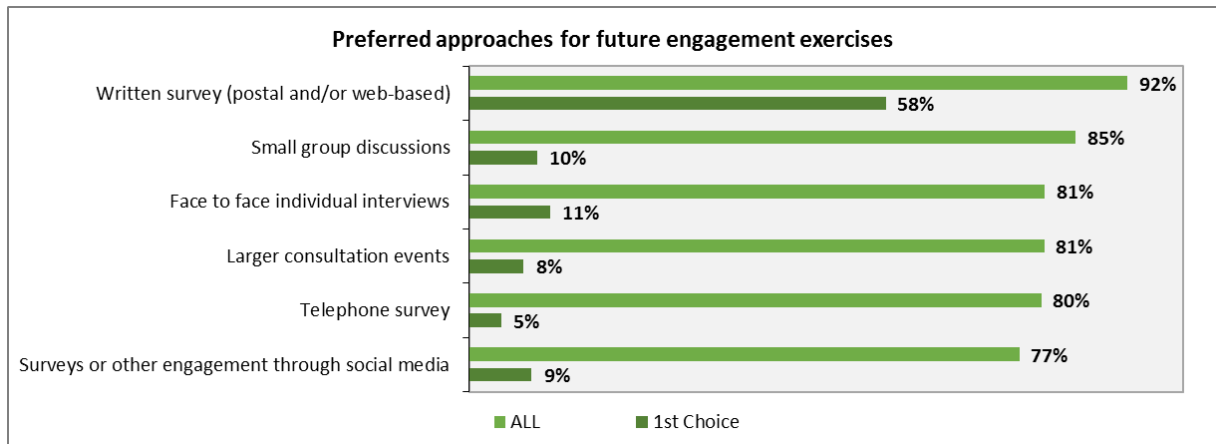
Future engagement approaches

- 6.10. The final part of the survey asked for views on how the council and partners could best ensure people in Moray are able to take advantage of opportunities to give their views. This included preferences for approaches to future engagement and suggested topics for future consultation.
- 6.11. Figure 22 over the page summarises respondents’ views on engagement approaches, and suggests that the **key learning points for future consultations are:**
 - **Promotion of opportunities through the local press and public places** – these were the top suggestions for making sure local people can participate.
 - **Offering different methods for people to give their views** – interest was strongest in relation to written surveys but small group discussions and face to face interviews were also common suggestions.
 - **Use of local venues that are known to residents, and at different dates/times.**

Figure 22: Preferences for future engagement exercises



Base number: 506



Base number: 494

6.12. In addition to views on approaches to maximise the effectiveness of future engagement exercises, a small number of survey respondents offered specific suggestions for future topics for consultation. The main suggestions were:

- Issues for people with health-related needs in Moray, including older people. This was primarily focused on the specific services, facilities and support that people need.
- Local level engagement to identify clear priorities for local communities, drawing on local knowledge and understanding.
- Work on community capacity building and the role of Moray Council and communities in planning services. This included looking at support required to community organisations.
- Housing and developing planning, including development of green belt land in particular.
- Issues for children and young people in Moray, including available services and accessing employment.

* _ * _ *