Moray Council

Moray Citizens' Panel
2012 Survey

Summary Results

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September 2012

SUMMARY FINDINGS

The 2012 survey covered a broad range of topics including

- Community planning;
- Health, and health and social care services;
- Children and young people;
- Community safety;
- The economy (including transport and infrastructure, and sustainability);
- Employment and training; and
- Partnership working.

The survey was undertaken during July and August 2012, with 504 responses received by consultation close in late August. This level of response provides a robust basis for survey analysis, and as a guide on a random sample basis this volume of responses would equate to a 95% confidence interval of around ±4.4%.

This summary report provides frequency results for all "closed" questions over the following pages, and highlights the key findings below.

In relation to **community planning**, the main points of note are:

- *Employability and employment skills*, and a *growing & diverse economy* were seen as the most important priorities for Moray. These were scored around 1.8-1.9 out of 7 (a lower score indicating higher importance).

- Other priorities – healthier citizens; ambitious and confident children & young people; adults living healthier, sustainable independent lives – were all scored around 2.3-2.4 out of 7. This suggests that respondents saw all five themes as highly important for Moray.

In relation to **healthier citizens**, the main points of note are:

- All health themes were seen as significant priorities for Moray. The most significant priority for respondents was *hazardous and harmful drinking* (scored 2.01), with *ageing population* (2.21), *obesity* (2.3), *mental health and wellbeing* (2.35) and *balance of care* (2.37) also seen as priorities.

- *More education/awareness raising*, and *encouraging healthier lifestyles and a positive outlook* were consistently identified as potentially effective approaches to tackling a range of health-related priorities. In addition, confidential specialist advice was highlighted in relation to sexual health and mental health. Services working more effectively together and focusing more specifically on vulnerable people were also highlighted in relation to mental health.

In relation to **ambitious and confident children & young people**, the main points of note are:

- All stages of a children's life was seen as an important focus for services, but it is notable that respondents scored primary and secondary school years as the most important (scores of around 1.8, compared to 2.1 for pre-school years and 2.3 for pregnancy).

- In terms of more specific priorities…*teenage pregnancies*, *smoking during pregnancy*, and *ensuring sufficient services for children with Additional Support Needs* were seen as the highest priorities for local services.

- On pupil attainment in Moray, respondents had generally seen no real change in attainment over the last 5 years (more than half suggested this), and generally felt that attainment levels in Moray were broadly similar to other parts of Scotland (more than 3 in 4 suggested this). Respondents scored exam based attainment as the most important aspect of school attainment (scored 1.7), although vocational qualifications and other experience were also scored very highly.

- In relation to improving school attainment…*encouraging pupils and their families to have high expectations*, and *improving the quality of secondary school provision* were seen as likely to have the most significant impact.

In relation to **post-school education**, the main points of note are:

- The *quality of colleges and universities elsewhere*, *lack of availability of courses in Moray*, and *lack of well-paid employment opportunities in Moray* were seen as the main reasons for high numbers of young people leaving school to take further education out of the area.

- *Offers of full university courses in Moray* was seen as somewhat more likely than other options to encourage school leavers to remain in Moray, although relatively few respondents felt that any of the options would make school leavers "much more likely" to stay.

In relation to **self-directed support**, the main points of note are:

- In terms of telecare and telehealth, respondents were most likely to have heard of smoke detectors and community alarm services. However, a substantial proportion indicated that they may be willing to use other services if needed – most notably *fall detectors* (75%), *wandering alert*s (72%) and *temperature sensors* (70%).

- A large majority of respondents had used the internet for *information or advice on a specific condition*, and this was also seen as the area where websites can have the most benefit. Other uses for the internet (eg information to help carers, and to access services) were less commonly used by respondents, although most felt that these could have some significant benefit.

In relation to **community safety and antisocial behaviour**, the main points of note are:

- *Antisocial behaviour* and *tackling alcohol as a cause of crime and safety issues* were scored as the most important community safety areas for Moray.

- In relation to work already undertaken to tackle community safety issues, *fire and home safety* was scored as having the most significant impact.

In relation to **adult protection**, the main points of note are:

- Around 2 in 5 respondents indicated that they and/or a member of their family had been subjected to bullying or harassment.

- Around 1 in 5 of those who had (or whose family member had) experienced bullying or harassment indicated that they had not spoken to anyone about this. In terms of those that had spoken to someone about the issue, this was most commonly parents or family, and teachers. This may suggest that a large proportion of these incidents involved bullying or harassment of children.

In relation to **Moray's economy, employability and employment skills**, the main points of note are:

- *Low wages* was most commonly identified as an economic weakness in Moray, although other issues were also seen as a weakness by the majority of respondents (a *high concentration of public sector jobs*, *an ageing population* and *young people leaving the area*).

- In terms of priorities for Moray's economy…*tourism*, and to a lesser extent *food and drink* and *energy* were seen as the most important areas.

- The full range of organisations and communities were seen as having a role in developing Moray's economy. However it is notable that *Moray Council* was most likely to be identified as having a lead role (around half suggested this), while the *business community*, *HIE* and *the local population* were most likely to be seen as having a significant role. *Developing the tourism sector* and *innovation in business and technology* were seen as the most important approaches to develop the economy.

- *Lack of aspiration and ambition* and *lack of interest in further education* amongst Moray's children were seen as the main reasons for the smaller proportion of Moray's young people going into further education. However, while most would like to see some increase in this, it was also noted that "further education is not right for everyone".

In relation to **climate change, renewable energy and sustainable transport**, the main points of note are:

- Respondents felt that *making homes more energy efficient* would have the most impact in reducing carbon emissions. This was also the measure that respondents would be most willing to try, although most would also consider *doing more to recycle waste* and *buying more local produce*.

- In relation to investing in renewable energy, more than 9 in 10 respondents agreed with supporting *developments that contribute most to the local economy and employment*. In addition, a large majority agreed that supporting development of renewable energy should be a major local priority, and with a focus on supporting developments which minimise the impact on the local environment.

- In terms of types of renewable energy, *hydropower* and *solar energy* were rated as the best options for Moray.

- Respondents would be most likely to consider using sustainable transport (public transport, cycling or walking) for *travel to school/education* or *travel for shopping/banks/etc*. The *ease of using a car* and *lack of buses/trains at convenient times* were the most common reasons for people not using sustainable transport, while *more frequent services* and *cheaper fares* would be most likely to encourage more public transport use.

In relation to **transport and infrastructure**, the main points of note are:

- *Excessive speed*, *inexperienced/young drivers* and *alcohol/drug use* were seen as having the greatest impact on road safety in Moray.

- In terms of tackling excessive speed…*20mph speed limits in residential areas*, *more use of mobile speed cameras*, and *more use of speed indicator signs* were seen as the most effective approaches.

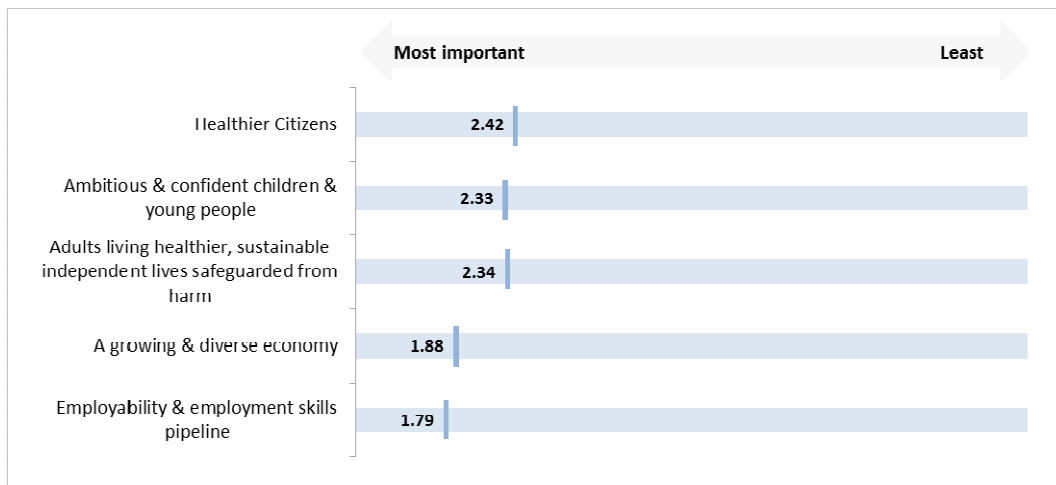In relation to **waste and recycling**, the main points of note are:

- An overwhelming majority of respondents agreed that *reducing waste is important for the people of Moray* and that *the development of recycling services should be a major local priority*. Most also agreed that *people could be persuaded to recycle more with the right kind of encouragement*.

- The majority of respondents agreed that *there is sufficient information to help people to reduce their waste*, but there remained around 1 in 5 who disagreed with this. Moreover, the majority agreed that *publicity and awareness raising campaigns could help change attitudes to waste and recycling*.

In relation to **partnership working**, the main points of note are:

- *Leaflets and posters in libraries, GP surgeries and other public spaces* were most likely to be identified as the means of communication for the Community Planning Partnership. However, it is notable that most communication options were supported by a substantial proportion of respondents.

- Nearly half of respondents indicated that they had done or would be interested in giving their views/ helping to tackle local issues (outwith the Citizens' Panel). Taking part in surveys was by far the most widely preferred option for giving views or helping to tackle local issues (by around 3 in 4).

Community Planning

To what extent do you feel that these are important themes for Moray?

	Most important → Least
Healthier Citizens	2.42
Ambitious & confident children & young people	2.33
Adults living healthier, sustainable independent lives safeguarded from harm	2.34
A growing & diverse economy	1.88
Employability & employment skills pipeline	1.79

Healthier Citizens

To what extent do you feel that tackling the following health issues should be priorities for Moray?

	High priority → Low
Obesity	2.3
Smoking	2.47
Sexual health and blood borne viruses	2.93
Hazardous/harmful drinking including alcohol dependency	2.01
Mental health and wellbeing	2.35
Ageing population	2.21
Balance of care for health and social care	2.37
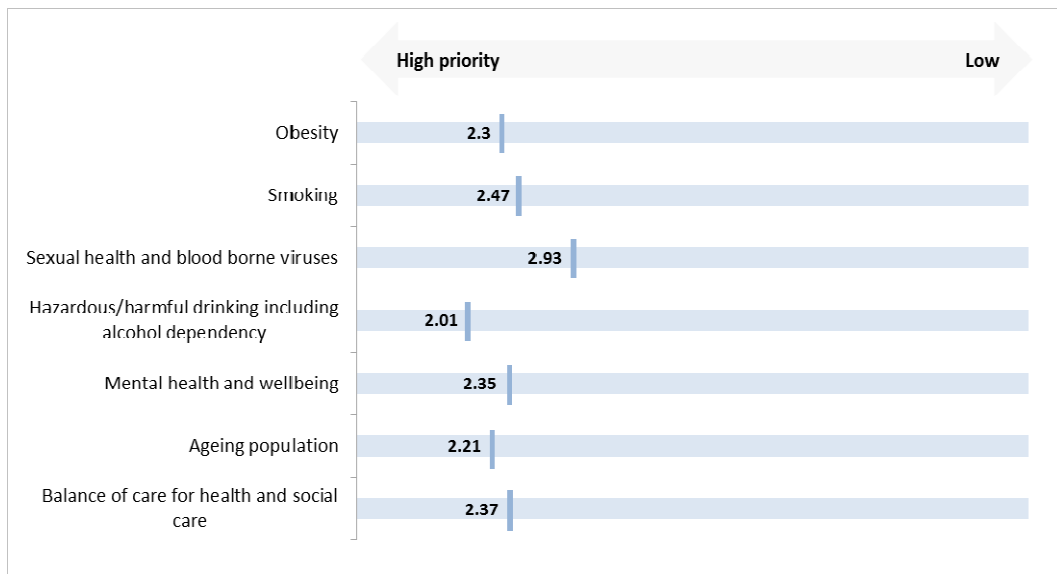
Which of the following do you think could help to tackle each of these issues in Moray?

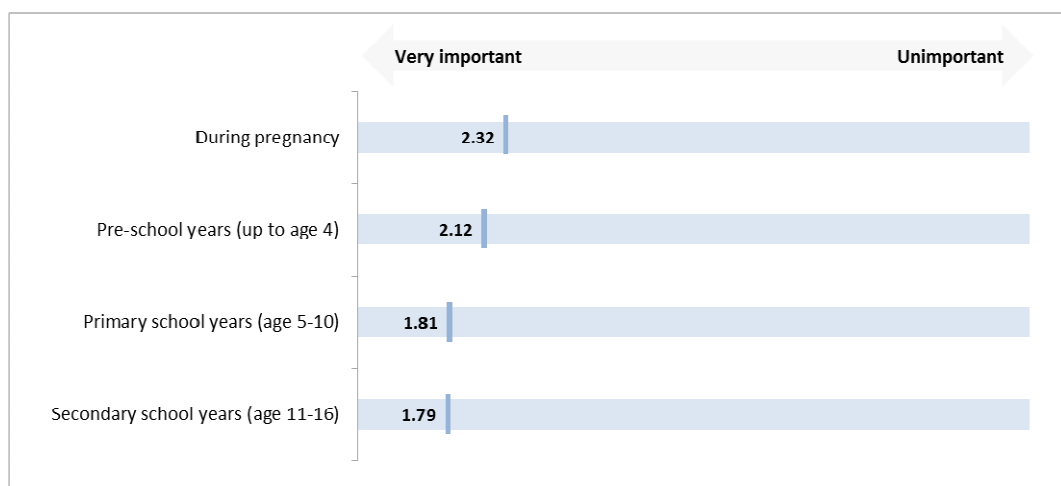|	Obesity	Smoking	Sexual health	Mental health/ Wellbeing	Alcohol dependency
More education/awareness raising in Moray	46%	44%	43%	35%	36%
More education/awareness raising at an early stage through schools	63%	68%	65%	25%	54%
More classes/support services in Moray	22%	20%	16%	30%	23%
Confidential specialist advice for people affected	36%	22%	56%	61%	43%
Services working more effectively together to tackle issues	32%	28%	27%	52%	34%
Services focusing more specifically on vulnerable people at risk	17%	13%	30%	50%	24%
Tackling excessive alcohol consumption/ alcohol misuse in Moray	17%	8%	12%	13%	67%
Encouraging healthier lifestyles and a more positive outlook in Moray	64%	58%	22%	27%	32%

Ambitious and Confident Children & Young People

In relation to pregnancy and pre-school years, where do you think local services should focus?

Very important → Unimportant

- During pregnancy — 2.32
- Pre-school years (up to age 4) — 2.12
- Primary school years (age 5-10) — 1.81
- Secondary school years (age 11-16) — 1.79

In relation to home environment, where do you think local services should focus?

Very important → Unimportant

- Working to help families provide the right home environment for children — 1.75
- Providing good quality pre-school education — 1.84
- Providing children starting primary school with the support they need — 1.82
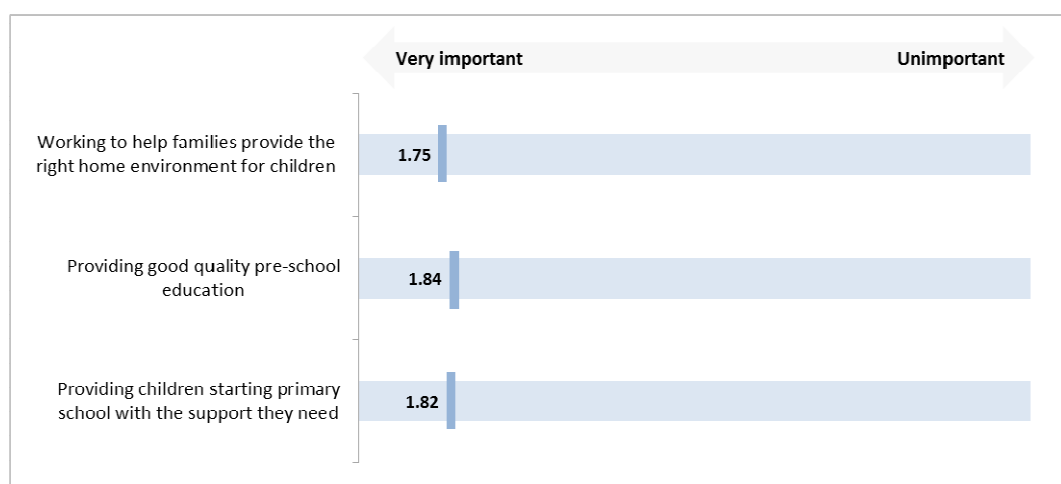
To what extent do you think the following should be priorities for local services?

	High priority	Some priority	Little/No priority	Don't know
Smoking during pregnancy	62%	29%	9%	1%
Parents smoking during child's early years	54%	38%	8%	1%
Teenage pregnancies	64%	28%	6%	1%
Support for breastfeeding	25%	50%	22%	3%
Parenting classes	35%	47%	16%	2%
Availability and quality of childcare	40%	49%	9%	1%
Availability and quality of playgroups and parent & toddler groups	46%	45%	9%	1%
Availability of nursery places	50%	41%	8%	1%
Ensuring sufficient services for children with Additional Support Needs	62%	32%	5%	1%

How do you think pupil attainment in Moray compares to 5 years ago?

	Better than 5 years ago	About the same as 5 years ago	Worse than 5 years ago
Primary schools in Moray are…	25%	59%	17%
Secondary schools in Moray are…	24%	55%	21%

Excludes "don't know" responses

How do you think pupil attainment in Moray compares to other parts of Scotland?

	Better than elsewhere	About the same as elsewhere	Worse than elsewhere
Primary schools in Moray are…	17%	77%	5%
Secondary schools in Moray are…	14%	75%	11%

Excludes "don't know" responses

How would you rate the importance of the following parts of school attainment?
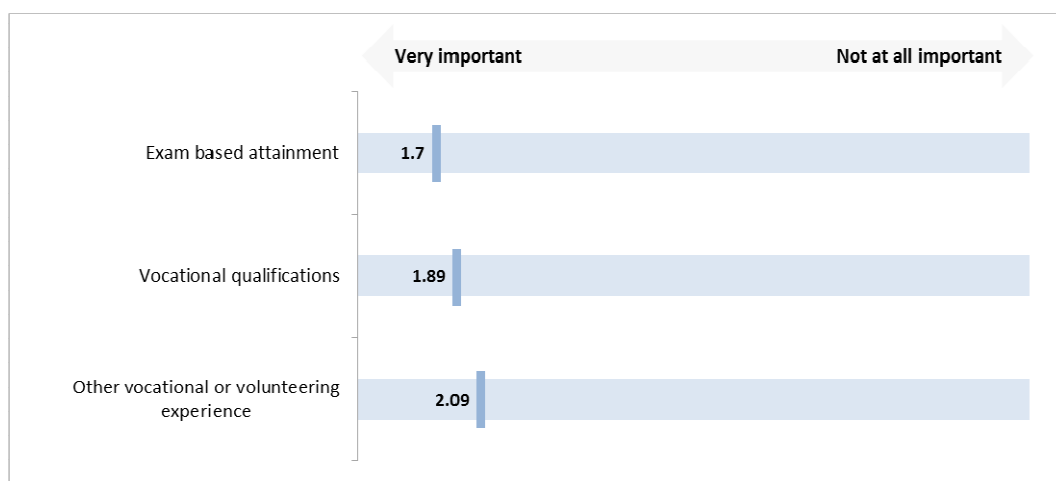
Which of the following changes do you think would have the greatest impact on pupil attainment in Moray's schools?

Major impact   Minor impact

Improve pre-school education in Moray	2.61
Improve the quality of primary school provision in Moray	2.11
Provide children starting primary school with the support they need	2.13
Improve the quality of secondary school provision in Moray	1.88
Ensure sufficient services for children with Additional Support Needs	2.14
Work to help families provide the right home environment for children	2.15
Encourage pupils and families to have high aspirations for their education	1.82

Post-School Education

What do you think are the main reasons for the high number of young people leaving school to take further education out of Moray?

	All reasons	Most important reason
Lack of availability of college or university courses in Moray	48%	24%
Better quality/more prestigious colleges or universities elsewhere	75%	43%
Opportunity to experience a new place	65%	7%
Lack of opportunities for socialising and night life in Moray	31%	1%
Lack of amenities/recreational opportunities in Moray	30%	1%
Better availability of affordable accommodation elsewhere	10%	1%
Lack of employment opportunities in Moray	68%	14%
Lack of well paid jobs in Moray	65%	7%
Lack of transport/high transport costs in Moray	32%	2%
To be further away from family/friends	13%	1%
Other	4%	-

To what extent do you think the following would make school leavers more likely to remain in Moray?

|	Much more likely	Somewhat more likely	No change	Don't know
Making university education available in Moray	32%	38%	22%	8%
Option to complete part of university course in Moray, with the remainder of the course completed elsewhere	23%	49%	19%	9%
Offer of a full university course in Moray	39%	33%	19%	9%

Self-directed Support

Which of the following have you heard of, and which might you be willing to use if they would help you?

	I know all about this	Might be willing to use if needed
Temperature sensors	34%	70%
Smoke detectors	98%	40%
Community alarm	67%	59%
Fall detector	46%	75%
Bed occupancy detector	25%	67%
Wandering alert	28%	72%

Have you used the internet for any of the following?
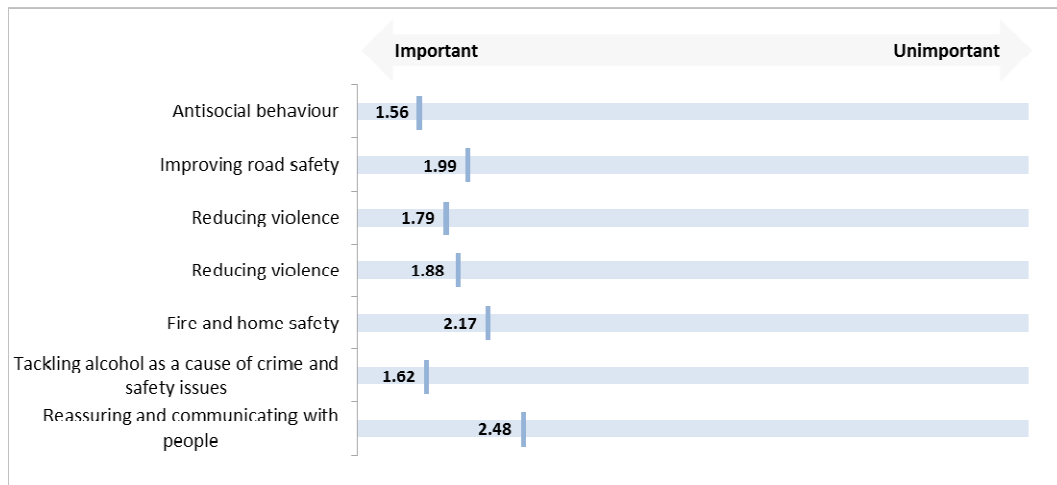
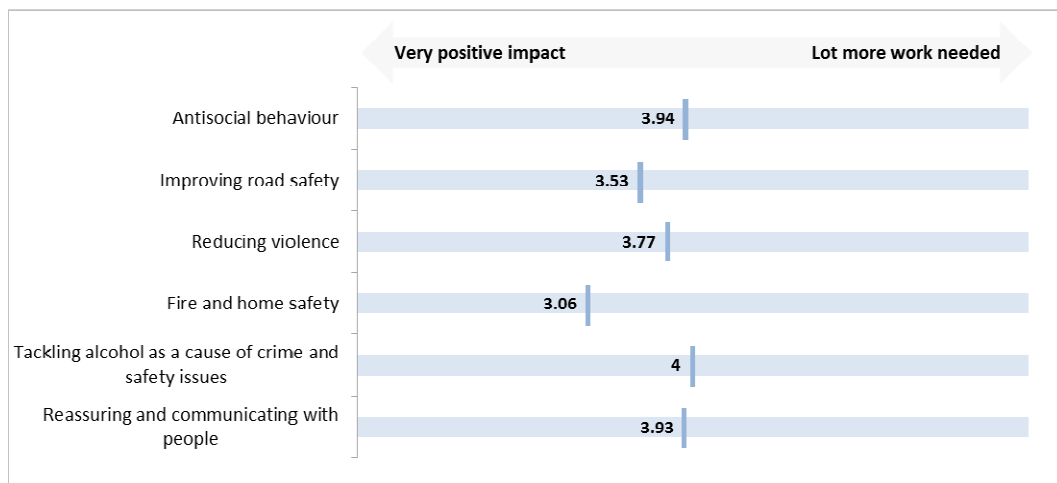|	
Information or advice about a specific condition	87%
Information on healthy lifestyles	50%
Information or advice to help you care for someone else	41%
To access health services	42%

How useful do you think websites are for the following?
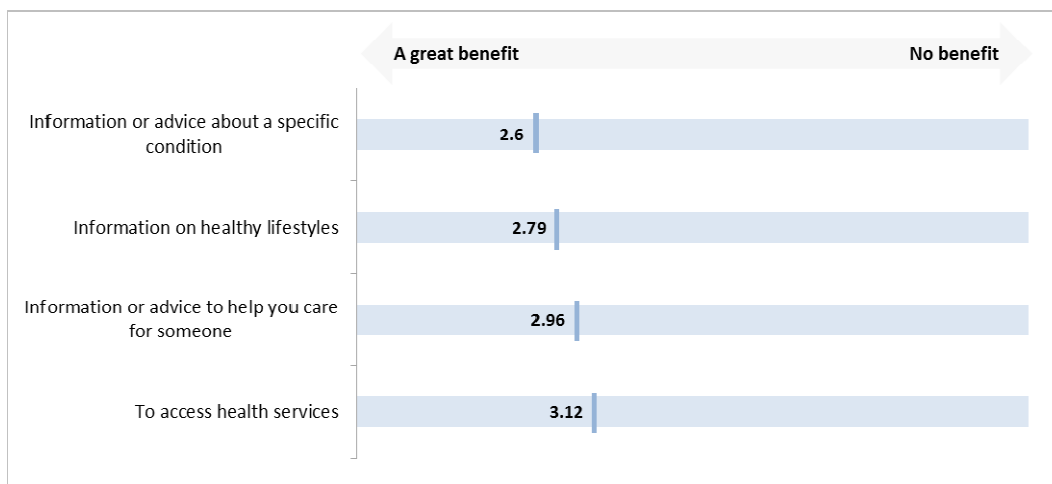
Community Safety & Antisocial Behaviour

Looking at the following community safety areas, which do you feel are most important for Moray?

Important   **Unimportant**

Area	Value
Antisocial behaviour	1.56
Improving road safety	1.99
Reducing violence	1.79
Reducing violence	1.88
Fire and home safety	2.17
Tackling alcohol as a cause of crime and safety issues	1.62
Reassuring and communicating with people	2.48

Thinking now about work already carried out in Moray to tackle these community safety issues, how would you rank the following areas?

Very positive impact   **Lot more work needed**

Area	Value
Antisocial behaviour	3.94
Improving road safety	3.53
Reducing violence	3.77
Fire and home safety	3.06
Tackling alcohol as a cause of crime and safety issues	4
Reassuring and communicating with people	3.93

Adult Protection

Are/have you or a member of your family ever been subjected to bullying or harassment?

	No, never	Yes, sometimes	Yes, frequently
You	72%	24%	4%
A family member	60%	34%	6%

If you or a family member have been subject to bullying or harassment, did you or a family member speak to someone about it?

	Never contacted	Contacted once	Contacted more than once
Parents or family	35%	25%	40%
Teachers	41%	26%	33%
Police	53%	27%	19%
Social workers	93%	3%	4%
Housing officers	87%	2%	11%

**If the bullying/harassment has stopped, did any of the following help with this?**

Parents or family	38%
Teachers	31%
Police	27%
Social workers	3%
Housing officers	3%
Other	27%

Moray's Economy

To what extent do you agree or disagree that the following are economic weaknesses in Moray?

|	AGREE	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
High concentration public sector jobs	**63%**	28%	35%	19%	7%	11%
Low wages	**76%**	36%	40%	16%	1%	7%
An ageing population	**64%**	21%	43%	24%	6%	7%
Young people leaving the area	**67%**	27%	40%	20%	3%	11%

To what extent do you feel that these are priorities for Moray's economy?
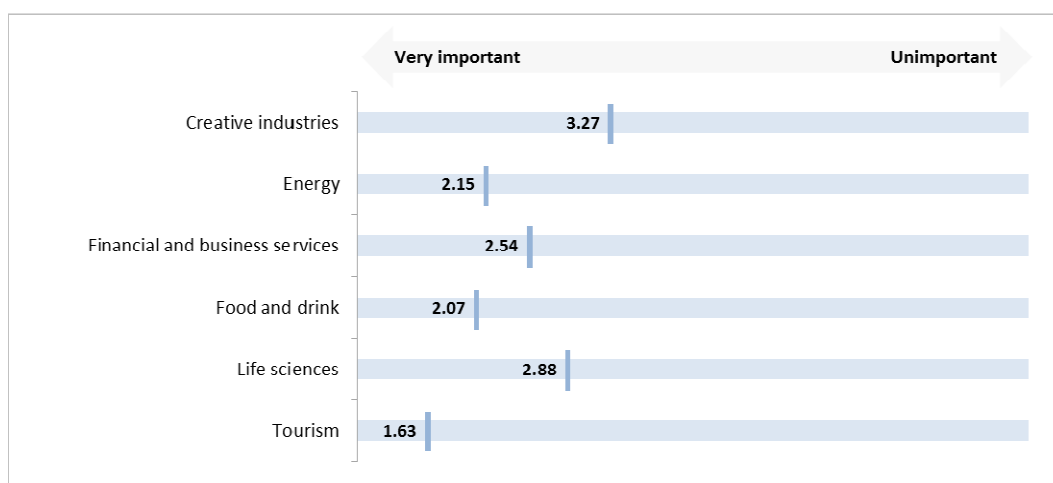
What kind of role do you think the following should have in developing Moray's economy?

	Lead role	Significant role	Limited role	No role
Moray Council	52%	40%	7%	1%
Scottish Government	36%	46%	16%	2%
The local population	39%	48%	13%	1%
Business Community	43%	50%	8%	-
Highland & Island Enterprise	22%	49%	28%	1%
Voluntary/ Third Sector	8%	39%	48%	5%
Moray College	13%	43%	37%	7%
Chamber of Commerce	21%	46%	29%	4%
Federation of Small Businesses	29%	47%	21%	2%

Which of these themes are most important for you?
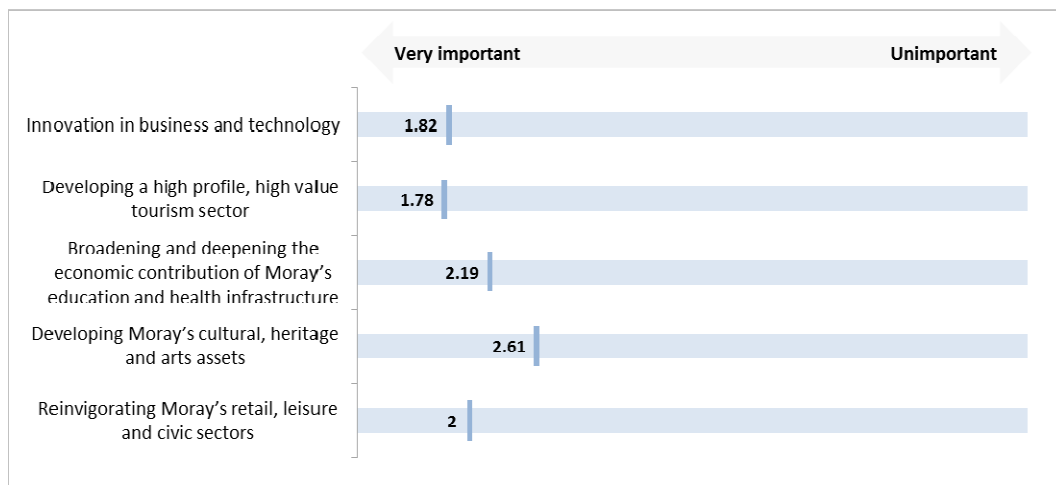
Employability & Employment Skills Pipeline

Do you think we should be working to increase the number of Moray's young people going into further education?

Would definitely like to see more children going into further education	11%
Would like to see some increase - but further education is not right for everyone	71%
No, there is no problem with the current situation	11%
Don't know/can't say	7%

Why do you think fewer young people leaving school in Moray go into further education than children elsewhere in Scotland?

Lack of availability of college or university courses in Moray	33%
Lower pupil attainment in Moray than elsewhere in Scotland	12%
Lack of interest in further education amongst young people in Moray	39%
Lack of aspiration/ambition amongst children in Moray	47%
Young people in Moray just prefer paid employment	35%
Further education unlikely to help young people in Moray improve their quality of life	22%
Other	22%

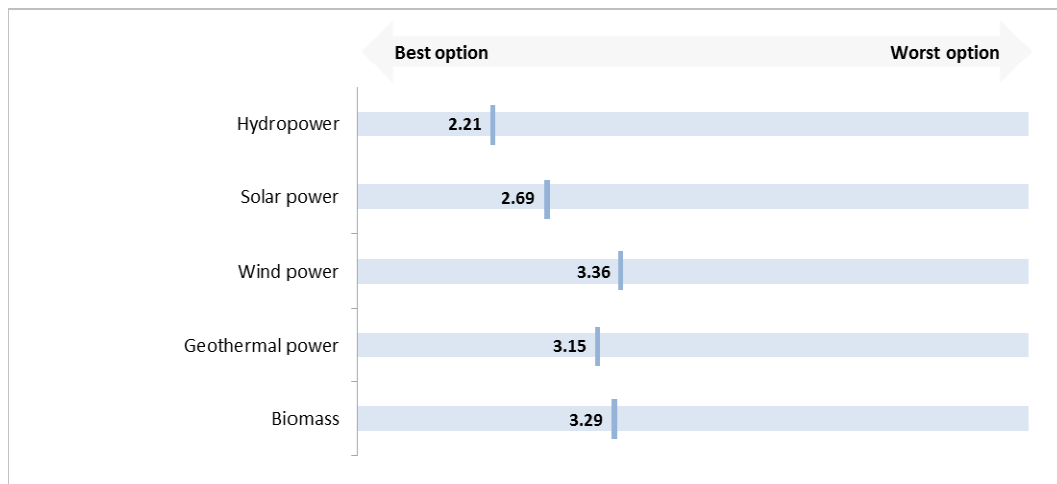# Climate Change, Renewable Energy and Sustainable Transport

Which of the following measures do you think would have the greatest impact, and which would you be willing to try?

	Have the most impact	Would consider doing…			
		Definitely	Possibly	Definitely not	Don't know
Making your home more energy efficient	78%	81%	18%	1%	0%
Using renewable energy in the home	43%	48%	45%	5%	2%
Reducing your car use	33%	28%	47%	25%	1%
Using more public transport	27%	32%	39%	27%	2%
Reducing air travel	15%	22%	37%	28%	12%
Buying more local produce	49%	67%	30%	2%	1%
Doing more to recycle your waste	55%	76%	22%	2%	1%

To what extent do you agree or disagree with each of the following statements?

	AGREE	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Supporting the development of renewable energy should be a major local priority	**80%**	35%	45%	12%	5%	3%
Focus on supporting developments which contribute most to local economy and employment	**94%**	50%	44%	5%	1%	1%
Focus on supporting developments which minimise the impact on the local environment	**86%**	37%	49%	8%	2%	3%

Rank the following types of renewable energy in order of which should be pursued in Moray

	Best option			Worst option
Hydropower	2.21			
Solar power	2.69			
Wind power		3.36		
Geothermal power		3.15		
Biomass		3.29		

Which of the following journeys you would be willing to regularly travel by public transport, cycling or walking?

	Definitely	Possibly	Definitely not	Don't know
Travel to work	33%	26%	33%	9%
Travel to school/education (yourself or children)	40%	29%	15%	16%
Shopping, banks, post offices, etc	41%	30%	27%	2%
Travel to GP, dentist	39%	26%	33%	2%
Travel to hospital	28%	24%	45%	4%
Travel to leisure in evening	24%	37%	35%	5%

**If you rarely or never use sustainable transport, why is this?**

No public transport services locally	28%
Not sure what public transport is available	8%
Buses/trains not at convenient times	47%
Journey times are too long	28%
It's easier to use the car	53%
It's cheaper to use the car	31%
Health/fitness issues	13%
Too far to walk/cycle	44%
Safety concerns about walking/cycling	19%
Other	26%

Is there anything that could encourage you to use public transport more often?

More frequent services	51%
Cheaper fares	45%
More reliable service	31%
Better cleanliness of transport	11%
More available timetable information	21%
More cycle paths	23%
Other	23%

Transport & Infrastructure

Which factors have the greatest adverse impact on road safety in Moray?
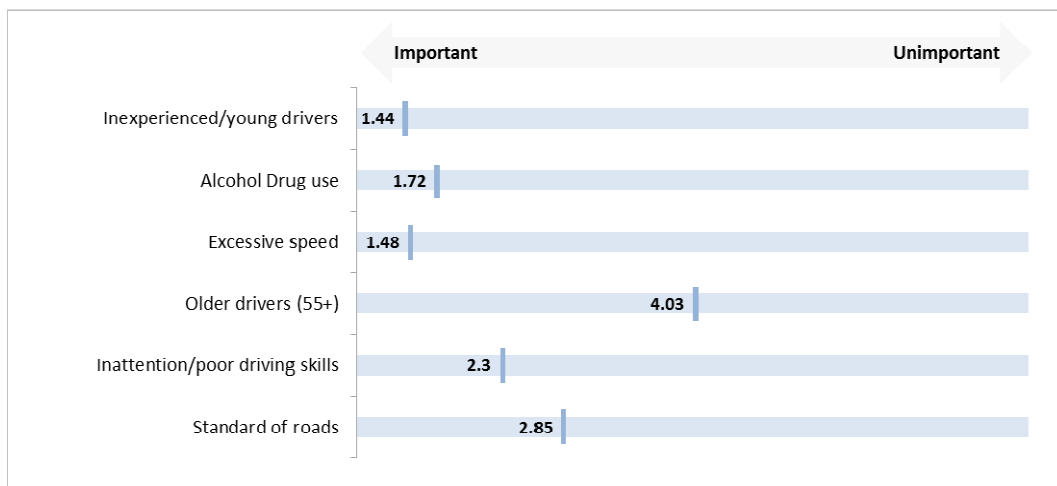
How effective or ineffective do you think the following measures would be in tackling excessive speed in Moray?

	VERY/FAIRLY EFFECTIVE	Very effective	Fairly effective	Fairly ineffective	Very ineffective	Don't know
More use of mobile speed cameras	**70%**	26%	44%	18%	10%	1%
More use of speed indicator display signs	**67%**	26%	41%	25%	7%	1%
Physical traffic calming e.g. road humps	**64%**	24%	40%	24%	10%	1%
Other traffic calming e.g. road markings	**48%**	9%	39%	41%	10%	1%
20 mph speed limits in residential estates	**70%**	31%	39%	23%	6%	1%
More publicity on dangers of speeding	**55%**	22%	33%	31%	12%	1%

Waste & Recycling

To what extent do you agree or disagree with each of the following statements?

	AGREE	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Reducing the amount of waste we produce is important for the people of Moray	**97%**	57%	40%	1%	1%	1%
There is sufficient information to help the public in reducing their waste	**80%**	25%	55%	18%	2%	1%
Supporting the development of recycling services should be a major local priority	**93%**	41%	52%	6%	1%	1%
People could be persuaded to recycle more if they were given the right kind of encouragement/support	**83%**	29%	54%	12%	2%	3%
Publicity/awareness raising campaigns could help to change people's attitude to waste and recycling	**79%**	22%	57%	15%	2%	4%

Partnership Working

Are there ways of communicating with local communities that you would like the Partnership to use?

Leaflets/posters in local Council offices	23%
Leaflets/posters elsewhere (e.g. libraries, GP surgery, public spaces)	71%
Social networking (Facebook. Twitter)	37%
Email mailing list	26%
Local websites (www.yourmoray.org.uk, Council website etc)	45%
Text updates	10%
Other	14%

Aside from the Citizens' Panel, have you or would you be interested in giving your views or contributing in any other way to tackling issues in Moray?

Yes, have done this	15%
Have not done this, but would be interested	30%
No, not interested in this	42%
Don't know/ Can't say	14%

If you would be interested in giving your views or helping to tackle local issues, how might you prefer to do this?

Community Council	20%
Local residents or other community group	23%
Local meetings or discussion groups on specific community safety issues	32%
Speaking to local Community Wardens	15%
Taking part in surveys	77%
Other (e.g. via local website, social networking, via text or phone)	18%
Other	10%