

Perth and Kinross
Community Plan
(Local Outcomes Improvement Plan)
2022-2032



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The Strategic Context



Foreword by Co-Chairs of Community Planning Partnership Board:

Councillor Grant Laing, Leader of Perth and Kinross Council and Lori Hughes, Interim Chief Executive, Perth and Kinross Association of Voluntary Service Ltd (PKAVS)/Third Sector Interface, Perth and Kinross

Perth and Kinross Community Planning Partnership (CPP) has a unique and collective statutory duty. Its role is to identify and reduce stubborn social and economic inequalities across the area which nearly 150,000 people, from many different backgrounds, call home.

Since we published our last Community Plan in October 2017, the world has dramatically changed in ways we could not have foreseen back then. At the time of writing, the immediate effects of the pandemic have eased, but the longer term impact will be felt for years to come: on household incomes, on mental and physical health, on learning and skills, on employability. There have been additional impacts on particular vulnerable groups. The current cost of living crisis is further exacerbating the daily reality and worry of poverty for many within our communities. The climate emergency creates additional challenges for us all and will, if not tackled with creativity and courage, create further inequality.

Nevertheless COVID-19 also shone a light on the strength of our partnership working. This was evidenced by how we overcame the challenges of supporting thousands of people across the huge geography of Perth and Kinross, mobilising hundreds of volunteers, supporting community organisations to deliver food and other essential supplies, distributing digital devices to ease isolation and learning loss, distributing crisis support funds to people and local businesses. We learned and forged new ways of working during this

time which, alongside our long-established CPP relationships, we will carry forward into the future. The partners involved in Community Planning across Perth and Kinross are united in the commitments set out in this new Local Outcomes Improvement Plan. The CPP exists for no other purpose – it is built on strong foundations and well placed to tackle the challenges and changes which lie ahead.

Community Planning

Community planning in Perth and Kinross is about how we realise our ambition for our area to be the best place in Scotland **for everyone to live life well, free from poverty and inequality**. It is based on a shared understanding of what matters to individuals, families, neighbourhoods, wider localities and across our area as a whole. It is about what Perth and Kinross wants to become, with partners and communities collaboratively agreeing joint action to make change happen.

The Community Planning Partnership Board leads this work through the Local Outcomes Improvement Plan (LOIP). It has the collective statutory duty to reduce inequalities in Perth and Kinross both in geographic areas and within communities of interest. It must make sure: that local community planning works effectively through our Local Action Partnerships which report to the Board; that communities

have an active voice and role in shaping their future and the future of the places they live in; and that action happens at both grassroots and strategic level which makes a tangible difference to people's lives.

The Future Challenge

The Community Empowerment (Scotland) Act 2015 sets out key statutory duties and powers for the CPP. That's the legislative framework. What matters in practical terms is how the CPP responds over the next 12 months and beyond to tackle the significant socio-economic challenges we are facing now and will continue to face in the coming years. Perth and Kinross has always had pockets of inequality and deprivation, alongside more affluent areas. Our six major towns and rural localities have always had strong pride in their different and unique identities with many self-supporting community networks and initiatives in place. These came to the fore during COVID-19 when communities acted to support the most vulnerable people amongst them. Perth City is emerging strongly as a vibrant contemporary city, with major cultural regeneration programmes underway, wider public infrastructure investment by the Council and a huge ambition from the Perth City Leadership Forum to make Perth one of the most sustainable and environmentally responsible cities in Scotland and beyond.

However the ongoing impact of the COVID-19 pandemic, continued pressure on public finances, and wider national/global factors are radically re-shaping our future. Many people and families in Perth and Kinross are already severely impacted by the cost of living crisis. Mental health and wellbeing has been impacted by COVID-19, by the various losses people have suffered and by worries about the future. This is happening in our communities, right now.

The Community Planning Partnership exists to serve those communities and for no other purpose. Its leadership role has never been more important. The actions we take in the next 12 months and beyond are what will make the difference to our area and the people who live here for decades to come. The LOIP sets out how we will make that happen. It is not about 'business as usual' – the day-to-day work of local public services. It is about collective action – what the CPP can only achieve by working in partnership to make a real difference to people's lives.

And it is also about our willingness to make the right decisions about how our joint resources – money, skills, people, time and physical assets – are best used to target the most vulnerable people and communities within Perth and Kinross, alongside community wealth-building – helping to unlock local skills and potential which can shape a positive future for Perth and Kinross despite the upcoming challenges. If everything is a priority, nothing is a priority.

The National Strategic Context

Alongside the Community Empowerment Act there are other key policy drivers for how we go about the business of Community Planning:

- **National Planning Framework 4** which requires spatial and community planning to support the Place Principle: **a shared understanding of what that place is for and what it wants to become with partners and communities collaboratively agreeing joint actions.** In practice this means aligning the priorities of local community planning partnerships, focused on reducing inequalities; and Local Place Plans, which set out spatial priorities within a locality.

- **20-Minute Neighbourhoods:** these are a newer priority set out in the current Programme for Government and NPF4, which focuses on spatial planning and local living. 20-minute neighbourhoods is a concept which aims to ensure that the key needs of a local community can be reached within twenty minutes of non-motorised transport.
- The ongoing **Local Governance Review** has highlighted many current examples of and opportunities for better devolved fiscal, functional and community powers. A Local Democracy Bill is expected to enshrine some of these principles in the future.
- National policy continues to focus on **facilitating community empowerment** in other ways. For example the Scottish Land Fund, which can provide up to 95% of the costs of purchasing assets for communities, will grow to £20m per year by 2026 and the Investing in Communities Fund supports measures to tackle poverty.

Our Vision and New Strategic Priorities

In 2017 the purpose of the Community Planning Partnership set out in the Local Outcome Improvement Plan 2017-2027 was “creating a confident, ambitious and fairer Perth and Kinross, for all who live and work here.” Since then we have reviewed our strategic priorities in light of the ongoing impact of COVID-19 and new/emerging challenges, particularly the cost of living crisis and its impact on our communities and the growing climate emergency.

From 2020 onwards we carried out self-evaluation and community engagement, including a Community Planning Conference in April 2021 and a series of workshops over the summer of 2021 to shape new

strategic priorities for the LOIP from 2022 onwards. Our revised ambition for our area to be the best place in Scotland **for everyone to live life well, free from poverty and inequality.**

Our new priorities focus on inequalities which are stubborn and require new collaborative approaches. COVID-19 has exacerbated a number of these issues and highlighted the impact they have on our communities. It has also helped us to develop new and innovative ways of working with our communities for the longer term.

1. **Reducing Poverty** – child, food and fuel poverty are significant inequalities in Perth and Kinross and ones which have been increasingly highlighted during the COVID-19 pandemic and its aftermath. Evidence across the area shows levels of poverty increasing and all Community Planning partners have seen demands grow for services which support those needing financial assistance and advice. New community food initiatives have rapidly evolved in the last 2 years including new food shares and larders to reduce food waste and food banks to support people struggling to meet the cost of living. With the energy price cap rising again in October 2022, partners need to consider additional support that can be provided for households across Perth and Kinross.
2. **Physical and Mental Wellbeing** have been negatively impacted through COVID-19 and its aftermath. Evidence from the Health and Social Care Partnership shows a major increase in demand for mental wellbeing support, demanding a cohesive and strongly aligned response from all CP partners in future, alongside NHS Tayside and adult/child social work and social care services. The recent independent inquiry into mental health services in Tayside



(The Strang Report) highlighted a breakdown of trust and a lack of respect between service users and service providers and within service providers themselves.

3. **Digital Participation** is increasingly important and has highlighted issues with connectivity, technology and individual capacity, again exacerbated or brought to light during the pandemic. Perth and Kinross Council has allocated additional funding for Digital Inclusion since 2021/22 and established a multi-agency Digital Participation Working Group
4. **Learning and Development** is a priority for those in formal education who were impacted during COVID-19, and through Community Learning and Development provision to support individuals and communities to build their skills, confidence and resilience. Ways of delivering learning have also evolved and changed and new support is under development for the increasing numbers of asylum seekers and refugees being welcomed to our area.
5. **Employability** is about an enhanced focus on upskilling for those seeking employment and supporting young people in a fast-changing job market, enabling people to enter, sustain and progress in work. The CPP supports the Local Employability Partnership bringing key partners together to focus on this priority.

Employability, skills, learning and development are also fundamental priorities for sustainable economic growth in Perth and Kinross, in the context of the Tay Cities Deal which is focused on creating smarter, fairer jobs for people of working age who live in the region.

In addition to these five strategic priorities, the CPP has identified two **cross-cutting issues**. The Community Planning Partnership has established a **Climate Change** Working Group in response to national commitments and targets for a Just Transition towards reducing carbon emissions by 2030 and a net zero carbon Scotland by 2045. The remit of the Working Group is to address the specific inequalities which climate change brings and provide a forum for partners to collaborate on climate change related actions.

In 2019 the greenhouse gas emissions for Perth and Kinross (within scope of influence) were 926 ktCO₂e (kilo tonnes of CO₂ equivalent), which equates to a per capita emission of 6.1 tCO₂e (Scottish average 4.6 tCO₂e). This is a 30% reduction since 2005. In 2021, over 90% of residents surveyed reported noticing a changing climate. It is estimated there are 8,700 homes and businesses at risk of flooding in Perth and Kinross. This equates to 1 in 12 residential properties and 1 in 7 businesses. Climate change is expected to increase the number of properties and businesses at risk. Across Perth and Kinross, many of the areas at greatest risk of flooding are also some facing the highest levels of deprivation.

COVID-19, the global economic downturn and volatility in energy prices are all factors creating huge pressures on households, described as a **Cost of Living Crisis**. Current data suggests this may reduce an average family budget by as much as 50%, and an extra £65 a week will be needed by many households to maintain a decent standard of living. The CPP cannot control these factors, but it can take joint action to mitigate the impact on people and communities in Perth and Kinross. It can also work strategically to ensure the resources at its disposal – individual CP partner resources, access to

national discretionary funds, and by using levers with the third party organisations from which it contracts services, to ensure support to people and families who need it most is effectively targeted.

Part B of this Plan sets out the data and evidence we have drawn on to inform our new strategic priorities, and the actions we will take in year 1 of the LOIP as we face the future. How we use data and evidence will be critical for ensuring our collective resources are targeted in future at the right things, at the right time and in the right ways.

The Perth and Kinross Offer

The LOIP sets out **what** the CPP will do over the next 12 months and beyond to make Perth and Kinross a place where everyone can live life well. The Perth and Kinross Offer is about **how** we will work. It is an ethos to which the CPP is collectively signed up.

The Offer places people at the heart of everything we do and recognises that everyone has something to offer in shaping the future of Perth and Kinross. It builds on the community wealth of skills and commitment which already exists. It is our collective commitment to make sure local public services work hand-in-hand with the people and communities who rely on those services. It reflects the fact that communities have a wealth of skills, strengths and assets and are often better placed to identify the solutions to issues when they arise. And it reflects the CPP commitment to empowering frontline staff to 'think yes' and take the action they judge is needed to make positive change happen on a day-to-day basis.

Our Story of Place



Context

The CPP and individual partners draw on a range of data and evidence sources to shape strategic plans and delivery; and to monitor progress and impact at area wide and locality level across Perth and Kinross. How we use data, evidence and wider community intelligence in future will be critical for understanding the priorities within the priorities.

Throughout the period of COVID-19 lockdown official statistical collection changed focus to COVID-19-related statistics, meaning that other indicative statistics have either not been collected at all, or are only now being collated. It is important to remember that in times of significant change, such as society has been experiencing since 2020, official statistics lag behind the situation and do not adequately track or describe the significance or impact of change.

Perth and Kinross Council is working on delivering Power BI as a central point for data analysis and presentation of quantitative data. This will be supplemented by a continued Stories of Place approach, which brings in lived experience and anecdotal evidence from our communities and officers, thereby presenting a more comprehensive picture of life in our communities.

Our area encompasses 1 city, 6 towns and over 100 smaller settlements of all sizes, and some of the UK's most diverse landscapes. The diversity of our landscape and our urban/rural mix can bring challenges as well as opportunities to redesign services at a regional and local level to meet the changing needs of our population.

Key Demographics

Overall Breakdown

More recent information on population breakdown will not be available until the Census 2022 information is published. The National Records for Scotland (NRS) provide mid-year estimates for population size and breakdown. The table below shows the breakdown for Perth and Kinross in 2021.

Age Group (years)	Perth and Kinross Total Population	Perth and Kinross % of Population	Scotland % of Population
0-15	24,218	16%	17%
16-24	13,838	9%	10%
25-44	34,950	23%	26%
45-64	43,806	28%	27%
65-74	19,705	13%	11%
75 and over	17,293	11%	9%
All people	153,810	-	-

Source: NRS Mid-Year Population Estimates 2021

Population estimates show evidence that Perth and Kinross has an older population than Scotland as a whole. Comparisons to 2011 show that the number of 0-15-year-olds in Perth and Kinross has declined by 3.5% (0.5% decline for Scotland as a whole) whilst the population aged 65 and over has increased by 48% (39% increase for Scotland

as a whole). This will have implications in terms of service design and provision for the CPP and continues a trend of Perth and Kinross communities becoming increasingly older.

Ethnicity

In the 2011 Census, the following ethnic breakdown was given for Perth and Kinross:

- 81.8% identified as White Scottish (84% for Scotland)
- 11.3% identified as White Other British (7.9% for Scotland)
- 0.8% identified as White Irish (1% for Scotland)
- 1.7% identified as White Polish (1.2% for Scotland)
- 2.4% identified as White Other (2% for Scotland)
- 1.3% identified as Asian, Asian Scottish or Asian British (2.7% for Scotland)
- 0.8% identified as Other Ethnic Group (1.3% for Scotland)

This information highlights that Perth and Kinross has a larger proportion of white residents, but the mix between Scottish, other British, Irish and European is greater than for Scotland as a whole. We also know that Perth and Kinross has a significant number of residents of Eastern European origin. Whilst exact figures are not available, we know that around 11,500 applications have been made to the EU Settlement Scheme, with the largest number coming from Polish, Romanian and Bulgarian nationals. More recently increasing numbers of asylum seekers and refugees have been relocated to Perth and Kinross. This adds further to our cultural and ethnic mix and our services will need to respond proactively to ensure these individuals

and families have access to the support they need across all of our strategic priorities.

Living Standards

ACORN data is used to understand life and living conditions, lifestyles, behaviours and attitudes and can therefore help inform the public service needs of neighbourhoods and households. The table below shows the distribution of households in Perth and Kinross across ACORN categories in 2021.

ACORN Category	Total Households	% of Households
Affluent Achievers – These are some of the most financially successful people in the UK. They live in wealthy, high-status rural, semi-rural and suburban areas of the country.	21,572	31%
Rising Prosperity – These are generally younger, well-educated, and mostly prosperous people living in our major towns and cities. Most are singles or couples, some yet to start a family, others with younger children. Often these are highly-educated younger professionals moving up the career ladder.	2,728	4%

ACORN Category	Total Households	% of Households
Comfortable Communities – This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. Most people are comfortably off. They may not be very wealthy, but they have few financial worries.	20,017	29%
Financially Stretched – Incomes tend to be well below average. Although some have reasonably well-paid jobs more people are in lower paid administrative, clerical, semi-skilled and manual jobs. Overall, while many people in this category are just getting by with modest lifestyles a significant minority are experiencing some degree of financial pressure.	16,860	24%
Urban Adversity – This category contains the most-deprived areas of large and small towns and cities. Household incomes are low, nearly always below the national average. These are the people who are finding life the hardest and experiencing the most difficult social and financial conditions.	7,783	11%

This information shows that whilst many people in Perth and Kinross manage well, over a third of households (36%) are financially stretched or facing considerable economic challenges. For example, a quarter of households live in fuel poverty due to rurality and other factors. We know that there are pockets of severe poverty in Perth and Kinross, often cheek-by-jowl with more affluent communities. This can mask inequality, and potentially stigmatise it further. And we also know that the cost of living crisis, fuel and food costs and other challenges will impact on more people in the years to come. Poverty and inequality are increasing in our area, in common with all other parts of Scotland. All these factors make it particularly important for the CPP to use data and evidence systematically and consistently to make sure services and resources are targeted effectively to support the most vulnerable people and families across Perth and Kinross.

Levels of Community Satisfaction and Engagement

People living in Perth and Kinross typically report higher levels of satisfaction with their community than the Scottish average: trust, everyday kindness within neighbourhoods which look out for each other, opportunities to socialise, and the extent to which communities mobilise and act together to tackle the things they regard as most important. Compared to the Scottish average, communities in Perth and Kinross also report having greater influence over decisions, and a desire to increase that influence further. However there are relatively few examples of community asset transfer (whereby local buildings or other assets are owned or managed and run by local people). These are all important factors for the CPP to consider in the future.

Crime and Perceptions of Crime

As of 2019 the percentage of adults in Perth and Kinross who feel safe when walking alone in their neighbourhood and in their home alone at night is above the average for Scotland. In the same year, the number of recorded crimes committed in Perth and Kinross declined by 22% compared to 2010/11 with a crime rate of 289 crimes per 10,000 people (451 in Scotland). In addition, the crime rate per 10,000 people, reconviction rates and the number of reconvictions per offender are all below the national average. However, this does not mean those affected by crime and fear of crime are any less affected by its impact on their lives.

Violence Against Women, Domestic Abuse and Hate Crime

In 2020/21:

- 37% of domestic abuse incidents recorded by Police Scotland included at least one crime or offence. This compares to a national average of 40%;
- There were 89 recorded incidents of domestic abuse per 100,000 people in Perth and Kinross. The average across Scotland is 119.

In 2019/20, which is the most recent year for which hate crime data is available:

- 85 incidents were reported, increasing from 69 in 2018/19. This bucks the previous trend which saw incident numbers gradually declining from 2014-15 onwards;
- the number of incidents recorded is equivalent to 6 per 10,000 people in Perth and Kinross, compared to an average of 12 per 10,000 across Scotland.

It is crucial to remember that under-reporting is a factor: not all incidents of domestic abuse, violence against women or hate crime are reported to Police Scotland or other CPP partners. Whilst the data we have suggests these types of crimes are not significantly rising in our area, the CPP is carefully monitoring concerns and new-emerging data. CPP will consider more localised data and information during the course of 2022/23 and identify/follow through any new partnership action required.

Our Strategic Priorities – Data and Evidence-Led

This section of the LOIP summarises the key information at area wide level which has informed our 5 new strategic priorities. The CPP will continue to gather, monitor and review data trends to reassess its priorities over the next 12 months.

Impact of COVID-19

During 2020/21 we carried out Community Impact Assessments which gave us these insights about how people and communities felt COVID-19 had impacted their lives. 96% of respondents experienced negative impacts on their contact with family and friends and 95% experienced negative impacts on their mental health due to isolation or anxiety. In addition to this, 82% of respondents experienced negative impacts on their finances and 90% thought there had been a negative impact on education and childcare. These issues have implications for all of the strategic priorities that this LOIP focuses on and provides a reminder of the depth of some of the issues of inequality we are dealing with.

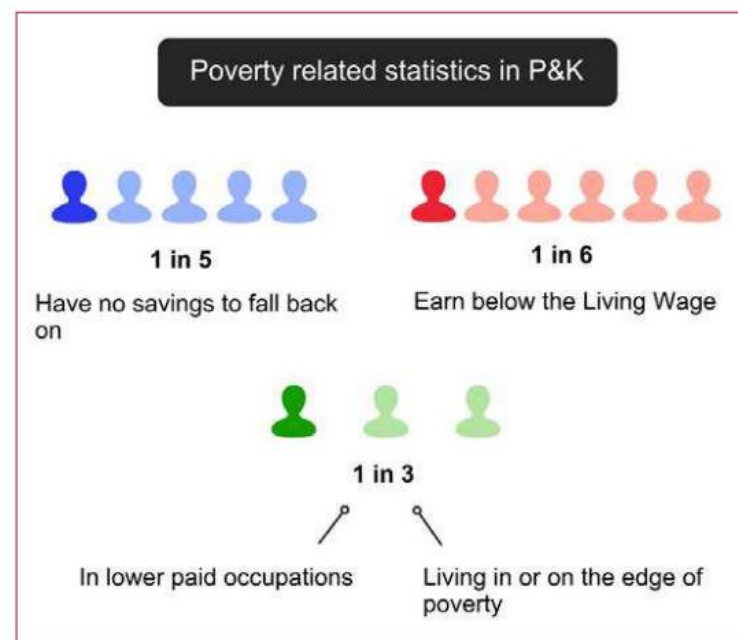
Poverty

The table below outlines the deprivation structure of Perth and Kinross using the Scottish Index of Multiple Deprivation (SIMD). SIMD takes a different approach to the ACORN data presented in the previous section, but both are useful indicators. The SIMD ranks each data zone in Scotland by a number of factors: access, crime, education, employment, health, housing and income. Using these ranks, an overall deprivation rank is given to each data zone, splitting them into Deprivation Quintiles (Quintile 1 being the most-deprived, and Quintile 5 the least). The majority of people living in the most-deprived quintile are found in north/central Perth and in Rattray.

Percentage population living in the 2016 and 2020 SIMD Data zone Quintiles

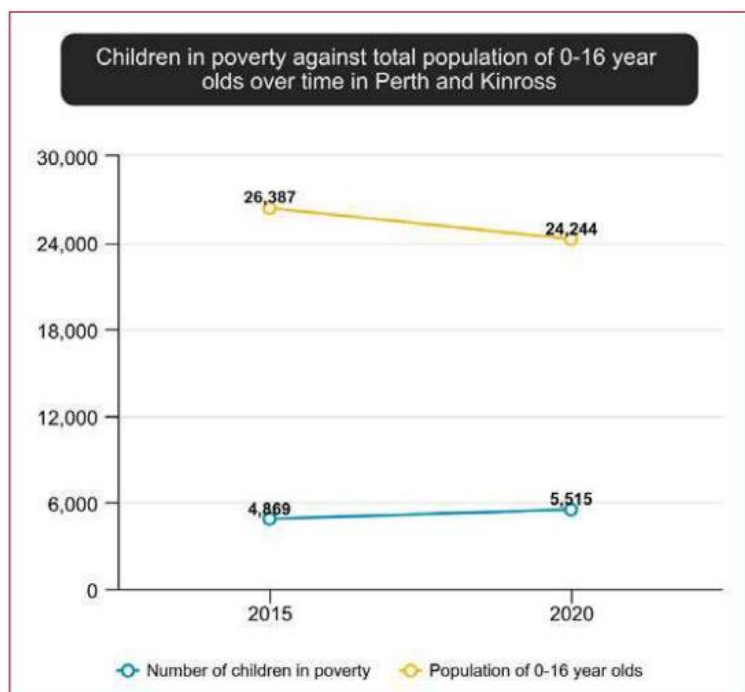
Quintile	Percentage of Population (2016)	Percentage of Population (2020)	Difference
SIMD 1	5.4%	6.2%	0.7%
SIMD 2	11.3%	12.7%	1.3%
SIMD 3	23.8%	21.5%	-2.3%
SIMD 4	41.3%	36.6%	-4.7%
SIMD 5	18.1%	23.1%	4.9%

The following graphic shows that 1 in 5 people in Perth and Kinross have no savings; 1 in 6 earn below the living wage; and 1 in 3 are in lower paid jobs or living in or on the edge of poverty.



Recent figures show the numbers of people claiming Universal Credit (UC) in Perth City was slightly higher than both the Perth and Kinross average and the Scottish average. Before lockdown, 3.1% of people living in Perth City were claiming UC but this rose to 6.4% by May 2020 which exceeded the Scottish average of 6.2% (Department for Work and Pensions (DWP)).

The following graph shows that although the number of children living in Perth and Kinross has fallen from 26,387 in 2015 to 24,244 in 2020, the number living in poverty has increased from 4,869 to 5,515.

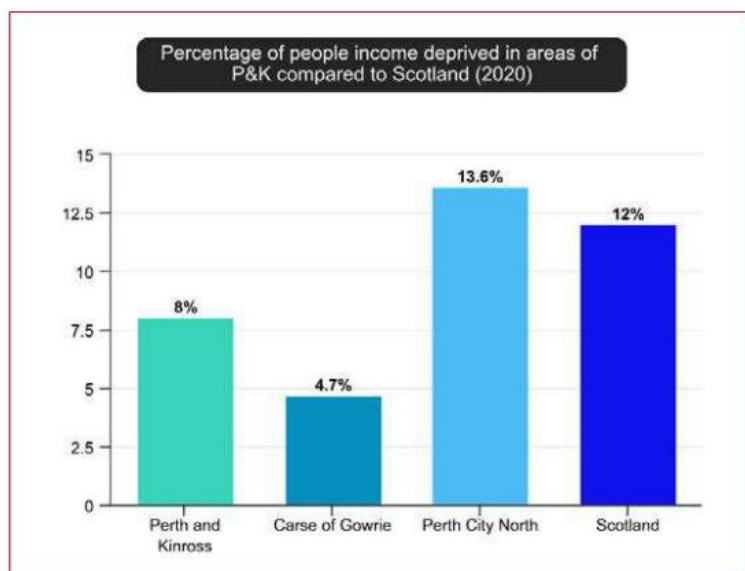


These child poverty statistics are pre-COVID-19 figures and are likely to underestimate the number of children currently affected by poverty across Perth and Kinross. The challenges facing some families are greater than others and we know that some families are more likely to be affected by poverty than others:

- In 2022, 1 in 7 Perth and Kinross households are classified as being amongst the most socially and financially challenged in the UK.

- Nearly 1 in 5 parents report a limiting long-term physical or mental health condition which is higher than for Scotland as a whole (1 in 6).
- 1 in 5 adults in Perth and Kinross have no savings to fall back on and 1 in 5 workers earn below the living wage.
- Fuel poverty rates in Perth and Kinross are at 25% (17,000 households), slightly above the national average of 24.6% due to a mix of rurality, high levels of renting and having a low wage economy.
- There are also a significant number of older properties and properties in rural areas, which are not connected to the gas network. 48% of properties in Perth and Kinross are off the main gas grid, compared to 24% in Fife and 29% in Stirling. 12% of families in Perth and Kinross are living in houses where energy efficiency is poor.
- Anecdotal evidence from food banks indicates that there is an ongoing and increasing level of use across the different facilities in Perth and Kinross. From March 2020 to March 2022 over 3,500 referrals were made to food banks by Perth and Kinross Council. This does not include those who attended directly themselves, or were referred by another agency.

The following graph shows that income deprivation rates in Perth and Kinross in 2020 were 8%, ranging from 4.7% in the Care of Gowrie to 13.6% in Perth City North. The Scottish average was 12%.



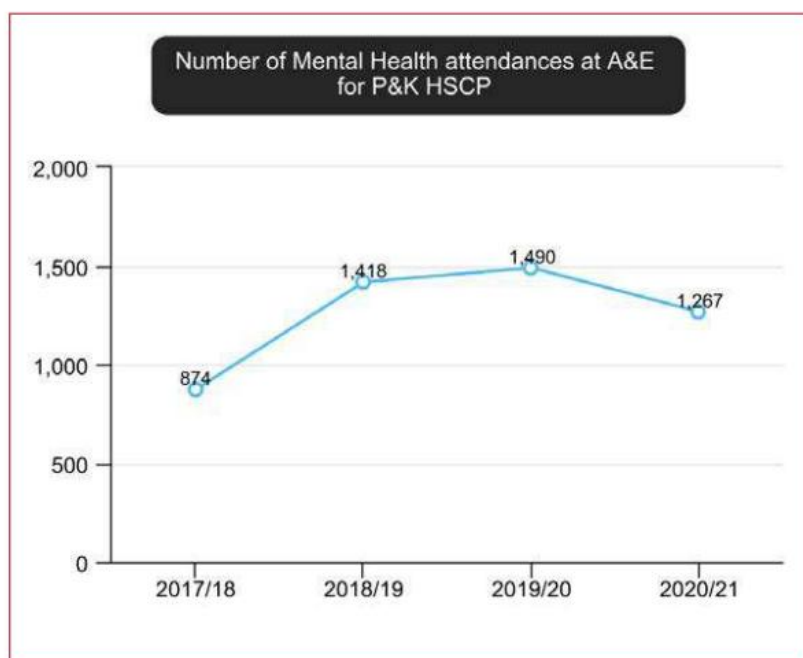
Access deprivation in SIMD 2020 highlights data zones in Scotland which have the poorest access to key services, typically measured by travel time to those services. In Perth and Kinross, we have 37 data zones classed in the 10% most access deprived category in Scotland, including Rannoch and Aberfeldy, which is judged to be the most access deprived data zone in the whole of Scotland. These 37 data zones represent 31,993 people across Perth and Kinross, or 21% of our population and highlights the challenges of providing consistently high-quality services across such a diverse region.

Physical and Mental Wellbeing

Perth and Kinross has generally similar health and wellbeing issues as those in Scotland as whole, but it is important to note that national figures may not compare favourably with other UK nations or other more-developed nations. The Health and Social Care Partnership and NHS Tayside draw on numerous data sources to drive priorities. Levels of life expectancy and mortality are better in Perth and Kinross than the national average and the incidences of hospitalisation with conditions such as coronary heart disease, chronic obstructive pulmonary disease and cancer are lower. However, the Scottish Household Survey indicates an increasing proportion of adults with a long-term physical or mental health condition, which at 42% is above the national figure of 30% (2018). The following statistics help to better understand the relative health of the population of Perth and Kinross:

- In 2020/21, alcohol-related admissions were 426.2 per 100,000, compared to a national average of 621.3. In 2015, the rate for Perth and Kinross was 329.1 per 100,000.
- In 2020/21, 17.3% of the population were prescribed drugs for anxiety, depression or psychosis. The national average was 19.3% for the same period. In 2015, the rate was 15.8% in Perth and Kinross. In line with this, Perth and Kinross have ranked high on the anxiety measure in the ONS Headline estimates of personal wellbeing, sitting in the joint 5th rank in Scotland (2021).

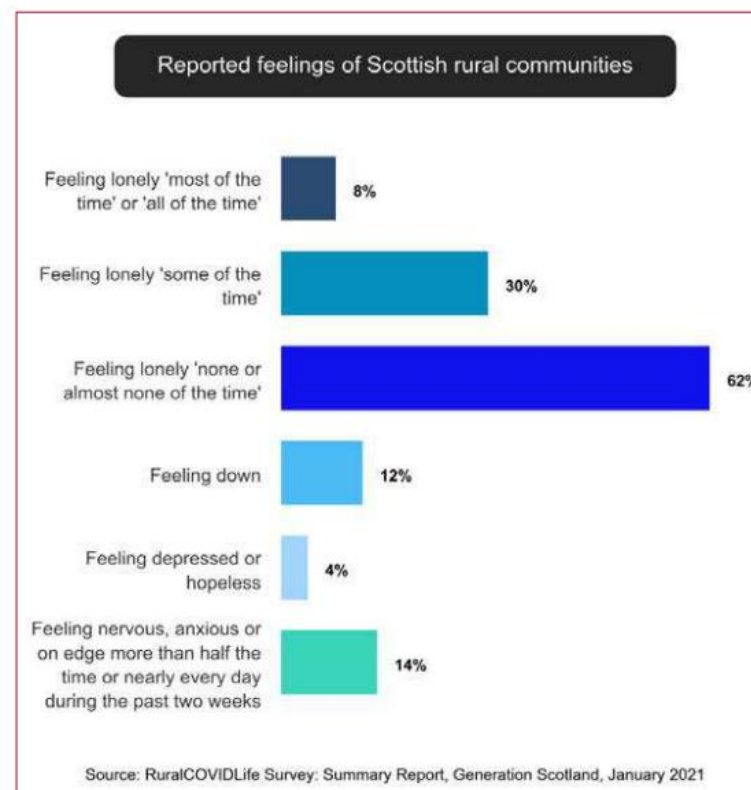
The following graph shows that mental health attendances at Accident and Emergency for Perth and Kinross increased from 874 in 2017/18 to 1,490 in 2019/20. They dropped again to 1,267 in 2020/21.



Mental wellbeing and service provision in Tayside was subject to an independent inquiry, with the final report (The Strang Report) highlighting issues around trust and respect between and among service users and providers. The CPP will offer appropriate support to the Perth and Kinross Health and Social Care Partnership, who are leading on the Perth and Kinross response to the report and its recommendations.

The next graph shows that across Scotland 38% of people in rural communities report feeling lonely most, all or some of the time and

62% report feeling lonely none, or almost none of the time.



Two thirds of the population of Perth and Kinross live in rural areas or small towns outside Perth. The previous graph shows the results of a survey conducted by Generation Scotland in January 2021 which sought to identify issues around the mental wellbeing of people living in Scottish rural communities. Younger participants and female participants reported higher levels of loneliness, with slightly higher levels also seen in those living in remote rural locations.

Strategic service provision and local projects can play a significant role in providing the support that best meets the needs of people experiencing loneliness and isolation.

Digital Participation

Lockdown periods during the COVID-19 pandemic accelerated the shift towards if online services but some anecdotal evidence indicated barriers to accessing digital services and wider digital opportunities for people and communities. This suggested that there were a number of households across Perth and Kinross that lacked one of the three aspects of digital participation – connectivity, technology and capacity. Responsibility for digital connectivity rests with the UK and Scottish Governments, who are rolling out fibre and mobile networks across the UK at present. There is limited data on connectivity below national level, and it is believed that Perth and Kinross is likely to be similar to the national position, which shows that (2022 figures):

- 81.7% access the internet at least once a week;
- 75% access the internet for at least 3 hours per week;
- 36.7% have a mobile phone with internet access;
- 35.3% have a tablet with access to the internet;
- the most common online activities include accessing emails, social media, online banking, and purchasing goods;
- 16.5% have accessed local government services online.

13% of the population of Perth and Kinross live in data zones which have less than 50% of premises with access to super-fast broadband, compared to 23.3% across Scotland. Super-fast broadband is classed

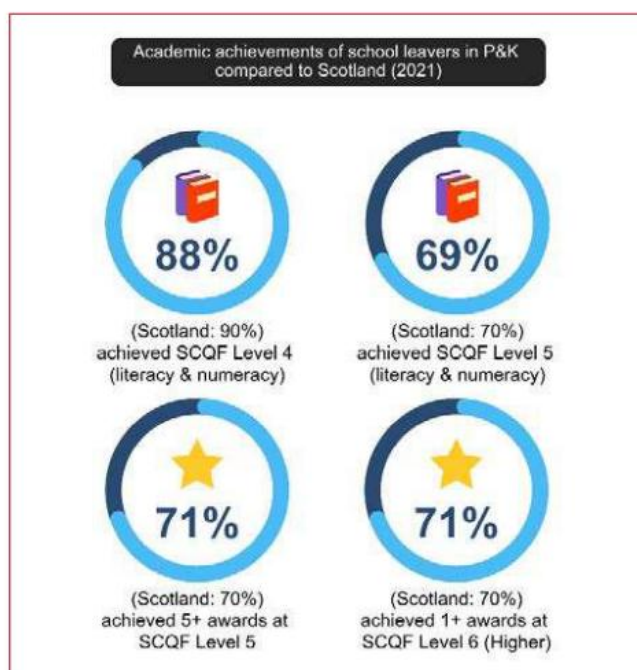
as at least 30Mb/s download speed. Superfast Broadband from fixed broadband in Perth and Kinross was available in 87.9% of all premises in the area, which ranks 25th out of all local authority areas in Scotland (2021/22). 78.9% of the geographical area of Perth and Kinross had 4G signal outdoors from at least one mobile network provider - this is one of the lowest levels of geographical coverage in Scotland.

These figures suggest that the issues first highlighted in lockdown may not be as stark as initially thought. Lacking specific local data, we do not know the actual situation. Therefore, in order to better understand current levels of digital participation in Perth and Kinross and the barriers and enablers to participation, the Council has commissioned research, which we expect to report in late summer 2022. This research will provide a baseline and information that can be broken down by geography and demography, as well as an Action Plan for the work that needs to be done to increase levels of digital participation in Perth and Kinross.

Skills, Learning and Development

In 2021, 5,105 16-19-year-olds in Perth and Kinross (93.6%) were participating positively in some form of education or employment. However, the focus of the CPP must be need to ensure that services and support are well targeted to the 6.4% of our young people who are not in employment, education or training. It is important to note that positive participation varies from those from the most-deprived communities (304 individuals, 85.9%) to the least-deprived (1283 individuals, 95.7%).

In 2021 Perth and Kinross achieved broadly similar academic achievements for school-leavers, compared to Scotland as a whole, across literacy, numeracy and exam results.



Ongoing economic challenges and a continued focus on community empowerment mean that there is an even greater need for adult and community learning. The increasing numbers of asylum seekers and refugees in Perth and Kinross also needs to be reflected in our service offering, particularly around ESOL (English for Speakers of Other Languages) and other linked opportunities. During 2021/22 the Adult Learning Partnership has focused on the delivery of employability and digital skills with 279 adults achieving their learning outcomes, including 70 who improved their employability or digital skills. The

Adult Learning Partnership will continue to develop its offer to ensure that there are clear progression pathways for learners, allowing them to move from entry level courses into more formal education, training or employment. The Partnership will work to provide learners with the skills, confidence and qualifications needed to secure employment and work with the Local Employability Partnership to develop integrated support. It is anticipated that demand for literacy, numeracy and ESOL provision will continue in 2022/23.

Employability

In December 2021, 80.3% of residents in Perth and Kinross were classed as economically active. This figure has varied significantly over the last five years, with a low point of 75.2% during 2020/21 and a high of 85.7% in 2018/19. The figure for Perth and Kinross is consistently higher than the Scottish and UK average. Of those classed as inactive in Perth and Kinross in December 2021, 22.5% are retired, compared to a Scottish average of 15.3%.

Finding work is also becoming more difficult in some sectors, with 1 in every 8 households feeling the effects of worklessness (Office of National Statistics). Figures from 2021 suggest there are 2,800 economically inactive people (15.8% of all economically inactive individuals) within Perth and Kinross who would like a job. However, the hospitality, tourism, care and agricultural sectors are all experiencing labour shortages and creating new employment opportunities.

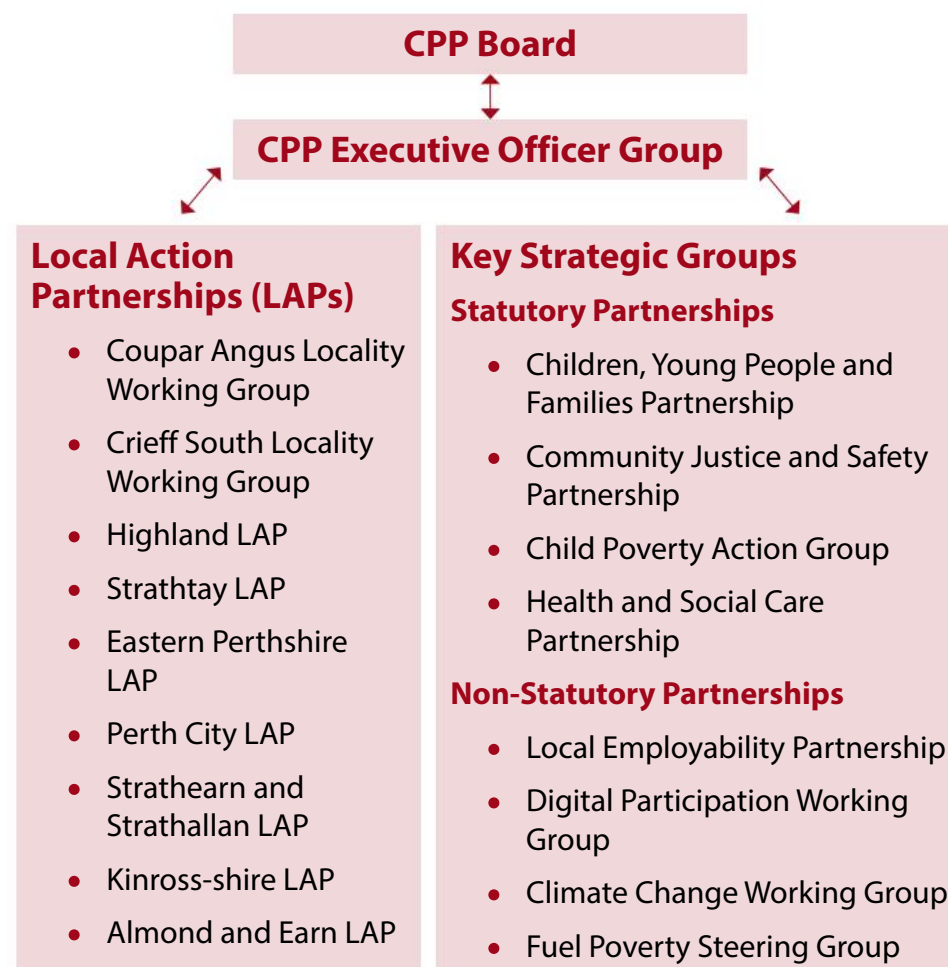
In terms of occupation, Perth and Kinross has a lower proportion of people employed in professional or managerial posts (41%) compared to the Scottish average (48.2%). There are higher proportions of people

in Perth and Kinross employed in administrative or trades posts (23.2% compared to 18.9% for Scotland) and in labouring or factory-related work (18.1% compared to 15.2% for Scotland).

The reliance on lower skilled work is reflected in gross weekly earnings. In December 2021 the average pay for an individual in Perth and Kinross was £574.90, compared to £622.00 for Scotland as a whole. 24,000 people are in lower paid work in Perth and Kinross and weekly earnings have been lower than the Scottish average for 8 out of the last 10 years.

Community Planning in Perth and Kinross

Community Planning Partnership Structure



Strategic Community Planning

The CPP Board provides strategic leadership and direction for community planning across Perth and Kinross. Each partner plays a wide role in improving the lives of citizens across Perth and Kinross, individually and collectively. The CPP Board scrutinises performance and delivery of the LOIP.

The CPP Executive Officer Group (CPPEOG) focuses on improving how partners work together to ensure that the CPP is Organised to Deliver the LOIP. There are four main elements to our Organised to Deliver approach:

- **Community participation and co-production of services** – involving service users in the design and delivery of services brings improved outcomes for communities.
- **Locality partnership working** – moving from a centralised model of service delivery, to one which is more reflective of local contexts delivers better services and improved outcomes for communities.
- **Data sharing** – evidence led service design and delivery produces better quality and more relevant services. Partners sharing appropriate data to inform decision making is necessary to achieve the best outcomes
- **Strategic Risk Management** – this is about how the CPP Board reviews barriers to progress in delivering the LOIP and the action/ risk controls it puts in place to ensure delivery stays on track.

Local Community Planning

Perth and Kinross covers a wide geographic area with many distinct communities. We have divided the area into seven large localities, in order to better reflect local circumstances and allow partners to work effectively with communities to tackle their own unique challenges.

We have seven Local Action Partnerships (LAPs) across Perth and Kinross. The LAPs are responsible for developing a Locality Plan targeted on key inequalities, within the wider CPP strategic priorities. LAPs are made up of community representatives, local elected members and representatives from key services. The LAPs aim to ensure local communities can have significant influence over the services which are most important to them. Each has a small administrative budget, and since 2017/18 has played a key role in distributing the Council's Community Investment Fund. The LAPs will be reviewed as part of the wider governance review of the CPP in 2022/23. Separately but linked, the Council will be carrying out a Transformation Review of all the community engagement and empowerment function it supports, including the LAPs.

The CPP is committed to carrying out more targeted locality work in two areas of Perth and Kinross: Coupar Angus and South Crieff. Relevant actions are built into the LOIP Action Plan for 2022/23 onwards.

Other Partnerships

There are a large number of other statutory and non-statutory partnerships across Perth and Kinross. The key strategic and statutory partnerships are identified in the diagram above. They are responsible for discharging functions including adult and child protection,



community justice and community safety, and health and social care. Their links with the CPP are important for shaping, delivering and evaluating the impact of the LOIP.

Performance Management

Measuring performance is fundamental to understanding the impact that the CPP has and for driving continuous improvement within the CPP and individual CP partners. The LOIP incorporates a set of performance indicators which will be monitored and reported to the CPP Board, alongside a regular review of the strategic risk profile. We use the performance indicators set out in the Action Plan section of this document to measure our progress in delivering our strategic priorities. The National Performance Framework is the overarching framework within which we measure our local contribution to the National Outcomes.

Our Strategic Priorities: Area-Wide Actions



There are broader strategic actions that the CPP needs to take at a Perth and Kinross wide level, which will make a positive difference across the region. These are set out below, split into sections based on our five strategic priorities.

Reducing Poverty – Year 1

National Outcome

- We tackle poverty by sharing opportunities, wealth and power more equally.

Local Outcome

- Levels of poverty in Perth and Kinross will remain below the national average.
- Action on food insecurity is better co-ordinated across Perth and Kinross.
- Action on fuel poverty is better co-ordinated across Perth and Kinross.
- Increasing numbers of premises are offering free period products across Perth and Kinross.

Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
1.1 Provide clear messages and communications about how to reduce priority debt and essential living expenses.	Perth and Kinross Council (Welfare Rights), PKAVS and CAB	Within existing resources	Benefit gains Financial Insecurity Fund Awards	March 2023
1.2 Promote and participate in Challenge Poverty Week through a programme of events.	Perth and Kinross Association of Voluntary Services	Within existing resources	Measure learning gained by participants	October 2022
1.3 Establish a Cash First Partnership for Perth and Kinross.	CPP Executive Officer Group	Potential external funding	Partnership established	December 2022



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
1.4 Research the use of entitlement cards to determine if they reduce the stigma of poverty.	CPP Executive Officer Group	£100k Food Insecurity (2022/23)	Recommendations presented to Board	March 2023
1.5 Use procurement to promote the Living Wage among employers in Perth and Kinross .	Child Poverty Working Group	Within existing resources	Increase in Living Wage employers	September 2023
1.6 Deliver a test of change project in three localities – delivering tailored support packages to priority families.	Child Poverty Working Group	Within existing resources	Number of families supported	October 2023
1.7 Target families to receive funding for nutritional meals and activities during school holiday periods.	Perth and Kinross Council (Education and Children's Services) and Good Food Project	Within existing resources	Applications approved and evaluation feedback form families and partners	September 2023
1.8 Investigate and trial integration of Holiday Hunger and Food Bank initiatives to offer consistent support– Fuelled for Fun.	Perth and Kinross Council (Education and Children's Services and Communities) Food banks	£50k (2022/23)	Number of joint initiatives developed Evaluation and feedback from participants	April 2023
1.9 Commission community food providers to deliver projects which reduce food waste.	Perth and Kinross Council (Communities)	£100k Food Insecurity (2022/23)	Number of families supported	September 2023
1.10 Pilot a food voucher scheme for families in need.	Third Sector Provider	£100k Food Insecurity (2022/23)	Number of vouchers distributed	March 2023



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
1.11 Establish a Good Food Network in Perth city to co-ordinate activity to address food insecurity.	Giraffe, Letham4All and Perth and Kinross Council (Communities)	£100k Food Insecurity (2022/23)	Network established and meeting	March 2023
1.12 Provide cooking on a budget classes for key demographics.	Perth and Kinross Council (Communities) Cookit	£100k Food Insecurity (2022/23)	Number of classes delivered Number of trainers trained	March 2023
1.13 Revise and update Fuel Poverty Statement as part of Local Housing Strategy.	Perth and Kinross Council (Communities)	Within existing resources	Statement with specific commitments produced	February 2023
1.14 Re-establish Fuel Poverty Steering Group, with appropriate CPP involvement.	CPPEOG Perth and Kinross Council (Communities)	Within existing resources	Steering Group established, with clear role and remit	October 2022
1.15 Identify localities and key demographics most at risk of fuel poverty.	Perth and Kinross Council (Communities)	Within existing resources	Benchmark developed for future assessment of progress	December 2022
1.16 Implement referral process for those receiving primary, secondary and community-based care to appropriate advisory services in order to maximise income.	NHS Tayside Perth and Kinross Council (Welfare and Benefits) Home Energy Scotland	£30,000 (2022/23) TRIC	Number of referrals Number of people engaging with advice and support services Income generated benefits Improved energy efficiency in the home Reduction in re-admissions to GPs and acute	March 2023



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
1.17 Plan and deliver a Warm Spaces initiative in Perth and Kinross.	Perth and Kinross Council (Communities) ALEOs, CPPEOG	£150,000 (2022/23)	Number of Cosy Spaces created Number of households attending	March 2023
1.18 Develop a fuel poverty/cold home mobile phone app for front-line staff to connect households with advice services.	NHS Tayside Tayside Regional Improvement Collaborative	£20,000 (2022/23) TRIC	Number of referrals Number of downloads of the app Number of engagements with the app	October 2022
1.19 Research community renewable energy co-operative schemes elsewhere in UK and assess feasibility of implementing in Perth and Kinross.	CPP Executive Officer Group	Within existing resources	Research and recommendations presented to CPP Board	September 2023
1.20 Support growth of local Energy Advice Services in communities across Perth and Kinross.	Perth and Kinross Council (Communities) SCARF	Within existing resources	Number of local Energy Advice Services available in Perth and Kinross	March 2023
1.21 Extend support for property owners to access funding to improve energy efficiency and understand how to make the best use of the technology.	Perth and Kinross Council (Communities)	£100,000 (2022/23) and potentially thereafter	Number of property owners supported	October 2022
1.22 Work with public, private and Third Sector partners to increase the number of premises stocking free period products.	Perth and Kinross Council (Communities) PKAVS	£114,000 (2022/23) and £114,000 (2023/24)	Number of premises stocking products Number of products ordered	September 2023



Performance Management - Reducing Poverty

Performance Indicator	Source	Update Timescale	Perth and Kinross 2019	Perth and Kinross 2020	Perth and Kinross 2021	Scotland
Percentage of children living in poverty	End Child Poverty Now	Annually	22.2%	22.2%		24.0%
Percentage of population who are income deprived	Scottish Government	Annually		8.0% (12,046)		12.0%
Percentage of adults reporting that, at some point in the previous 12 months, they were worried they would run out of food	Scottish Health Survey	Every 2-3 years	6%			9.0%
Percentage of households in fuel poverty	Scottish Government	Annually	N/A	25.0%		24.0%
Percentage of social housing reaching EPC rating B or above	Energy Savings Trust	Annually			19.0%	14.0%



Physical and Mental Wellbeing Actions – Year 1

National Outcome

- We are healthy and active.

Local Outcome

- Mental and physical wellbeing will be a key focus for CPP.

Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
2.1 Review Active Perth and Kinross Strategy, with a focus on removing barriers for key demographics.	Live Active Leisure	Within existing resources	Refreshed Active Perth and Kinross Strategy produced and implemented	December 2022
2.2 Develop Perth and Kinross Mobility Strategy, focusing on delivering safe, affordable, active and sustainable travel options.	Perth and Kinross Council (Communities) TACTRAN	Within existing resources	Strategy produced	September 2023
2.3 Establish Tayside Physical Activity and Green Health Network to develop pathways to support people to be active in their own community.	NHS Tayside Live Active Leisure Perth and Kinross Council (Greenspace)	Within existing resources	Network establish and initial actions agreed	December 2022
2.4 Identify gaps in localities and work with communities to establish path network groups.	Perth and Kinross Council (Greenspace and Communities)	Within existing resources	Number of path network groups established	March 2023



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
2.5 Establish, disseminate, and biennially update a register of all mental health and wellbeing services in Perth and Kinross across relevant statutory and Third Sector organisations.	Perth and Kinross Mental Health Strategy Group	Within existing resources	Register produced and shared	December 2022
2.6 Implement community brokerage more widely across all localities within Perth and Kinross.	Health and Social Care Partnership	£60,000	Number of individuals using community brokerage system	March 2023
2.7 Ensure everyone in Perth and Kinross has access to a social prescriber and link social prescribers to GP practices.	Health and Social Care Partnership	£324,000	Number of social prescribers available Number of referrals to social prescribers	March 2023
2.8 Pilot volunteer-led Community Circles to support vulnerable and isolated adults.	Health and Social Care Partnership	£70,000	Number of adults supported	March 2023
2.9 Identify location for an Integrated Health and Wellbeing Hub for those seeking support.	Health and Social Care Partnership		Preferred location and scope of Hub identified	March 2023
2.10 Asylum seekers and refugees are active, healthy and engaging in cultural, leisure and educational activities.	Health and Social Care Partnership Perth and Kinross Council, PKAVS Perth College	Within existing resources	Number of individuals supported to engage in activities Numbers of learners	March 2023



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
2.11 Identify and invest in prevention measures around locations of concern.	Police Scotland Health and Social Care Partnership		Number of measures implemented	March 2023
2.12 Provide crisis intervention and recovery services in Perth City.	Health and Social Care Partnership Third Sector providers	£40,000 (2022/23)	Number of additional services introduced	March 2023



Performance Management – Physical and Mental Wellbeing

Performance Indicator	Source	Update Timescale	Perth and Kinross 2019	Perth and Kinross 2020	Perth and Kinross 2021	Scotland
Percentage of adults supported at home who agreed that they are supported to live as independently as possible		Bi-annually	83%	N/A		81%
Percentage of residents satisfied with local leisure facilities	Scottish Household Survey	Annually	58%			47%
Percentage of adults that live within a 5-minute walk of their local green or blue space	Scottish Household Survey	Annually	66%			66%
Early Mortality per 100,000	NHS- ISD		350	N/A		432
Coronary heart disease (CHD) patient hospitalisations (age-sex standardised rate per 100,000)		Annually	308.4 (3 year average)			372.5
Psychiatric patient hospitalisations (age-sex standardised rate per 100,000)	NHST	Annually	301.0 (3 year average)			255.72
Average score on Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)	Scottish Health Survey	Every 3 years	50.7			49.7
Percentage of people with a Body Mass Index of higher than 18.5 and lower than 25 (healthy weight)	Scottish Health Survey	Annually	30% (2016-2019 – 3-year combined figures)			33% (2016-2019 – 3-year combined)



Digital Participation Actions – Year 1

National Outcome

- We are well-educated, skilled and able to contribute to society.

Local Outcome

- Barriers and enablers to digital participation are better understood and beginning to be addressed.

Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
3.1 Commission research to develop an evidence base on barriers to digital participation in Perth and Kinross to inform future investments and initiatives.	Digital Participation Working Group	£20,000 (2022/23)	Evidence base developed	August 2022
3.2 Take forward actions identified in research to improve levels of digital participation in Perth and Kinross.	Digital Participation Working Group	Digital Inclusion Fund (£179k)	Delivery of agreed actions – follow-up research could be considered	September 2023
3.3 Deliver a simple data guide to help individuals better understand how data is used on a mobile phone or tablet.	Digital Participation Working Group	Within existing resources	Data guide published	December 2022
3.4 Support the existing tech bank at Perth College to increase capacity to recycle donated devices and distribute them to those in need.	Perth College UHI	Within existing resources	Number of devices being recycled at Perth College	March 2023
3.5 Create and share databases with information showing where people can get digital support.	Digital Participation Working Group	Within existing resources	Number of databases published	December 2022



Performance Management – Digital Participation

Performance Indicator	Source	Update Timescale	Perth and Kinross 2019	Perth and Kinross 2020	Perth and Kinross 2021	Scotland
Percentage of households who are able to digitally participate	Commissioned research	Bi-annually	N/A	N/A	N/A	
Number of people taking part in digital skills courses	Internal sources	Quarterly				
Percentage of households with access to broadband	Scottish Government	Annually		85%		92%
Internet use	Scottish Household Survey	Annually	86%	N/A		87%



Skills, Learning, Development and Employability Actions – Year 1

National Outcome

- We are well-educated, skilled and able to contribute to society.
- We have thriving and innovative businesses, with quality jobs and fair work for everyone.

Local Outcome

- Local Employability Partnership takes leadership role in identifying actions for Perth and Kinross to improve outcomes in skills, learning, development and employability.

Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
4.1 Establish and administer a Local Employability Partnership.	Perth College UHI (Lead) Perth and Kinross Council (Economic Development)	Within existing resources	LEP established	December 2022
4.2 Develop a joint CPP Modern Apprentice/Graduate Trainee Scheme.	CPP Executive Officer Group	TBC	Scheme established	September 2023
4.3 Provide employability, digital skills and ESOL training to refugees and those seeking asylum in the UK.	Perth and Kinross Council (Communities) PKAVS Adult Learning Partnership	£88,000 SLA (Education Scotland) £30,000 (Adult Learning)	Number of learners achieving qualifications	March 2023



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
4.4 Develop progression pathways between Adult Learning providers, mapped against the Employability Pipeline.	Perth and Kinross Council (Communities) Adult Learning Partnership	£88,000 SLA funding for Adult Learning	Number of new pathways established	March 2023
4.5 Provide upskilling opportunities for volunteers to build community capacity.	Perth and Kinross Council (Communities) PKAVS	£80,000 (2022/23)	Number completing training	March 2023
4.6 Develop key messages and offer to raise awareness of emerging job opportunities in key growth sectors, including “green jobs” for Perth and Kinross within overall Tay Cities planning.	Local Employability Partnership (SDS Lead)	Within existing resources	Number of messages shared	September 2023
4.7 Increase opportunities for those with a disability or who are neurodiverse to access meaningful employment opportunities – consider an Inclusion Champion in HR.	Health and Social Care Partnership Third Sector Partners Perth and Kinross Council	Within existing resources	Appointment of an inclusion champion	September 2023
4.8 Develop upskilling programme for those supporting people with No Recourse to Public Funds.	PKAVS Perth and Kinross Council (Welfare and Benefits)	Within existing resources	Number of programmes delivered	September 2023



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
4.9 Introduce STEP Starter Sacks for Gypsy/ Traveller families with pre-school children (currently a pilot).	Perth and Kinross Council (Education and Children's Services and Communities) STEP	£10k (2022/23)	Level of uptake Evaluation of programme	April 2023
4.10 Complete mapping of employability provision: (i) Perth and Kinross (ii) Crieff South (iii) Coupar Angus (iv) Support for Young People	Local Employability Partnership/DWP Lead/ PKAVS/ DYW	Within existing resources	Mapping completed Establishment of aligned and targeted provision	December 2022
4.11 Create a 3-year Employability Strategy and Delivery Plan for Perth and Kinross.	Local Employability Partnership/Perth College UHI Lead	TBC	Strategy created Timelined Delivery Plan incorporating resource requirements created	April 2023
4.12 Create a Young Person's Guarantee Transition Planning Framework.	Local Employability Partnership/SDS Lead/DYW/PKC/Perth College UHI	Within existing resources	Framework completed Smoother transitions for young people Increased retention Increased attainment	December 2022



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
4.13 Undertake user-led employability service design event.	Local Employability Partnership/Perth College UHI Lead/NHS/ PKAVS	£20k (approximately) TBC	Employability service reflecting customer and employer needs	February 2023
4.14 Concept developed for an Integrated Aligned Employability Service in Perth and Kinross (i) Review the potential for Estates Rationalisation (ii) Review potential for carbon reduction outcomes (iii) Review potential for service delivery within Perth and Kinross localities (Crieff South and Coupar Angus)	Local Employability Partnership/PKC Lead/ NHST/SDS/DWP/Perth College UHI/DYW/ PKAVS	Within existing resources	Integrated employability service designed	March 2023
4.15 Employability Interventions delivered to support candidates across the employability pipeline into and towards sustainable employment.	Local Employability Partnership	£3m	NOLB/LTU funding allocated with successful bids assessed and contracted Progression and job outcomes achieved	April 2023



Performance Management – Skills, Learning, Development and Employability

Performance Indicator	Source	Update Timescale	Perth and Kinross 2019	Perth and Kinross 2020	Perth and Kinross 2021/22	Scotland 2021/22
School Leaver destinations (% positive)	Education Scotland	Annual	94.2% (2019/20)	96.6% (2020/21)		95.5% (2020/21)
Percentage of looked-after school leavers attaining literacy and numeracy at SCQF Level 4	Education Scotland/ Education and Children's Services	Annually	90%	89%		90% (Target)
Average educational tariff score for pupils within deprivation areas (SIMD 1 and 2)	Education Scotland/ Education and Children's Services	Annually	510	N/A		N/A
Percentage of adults aged 16 to 64 whose highest qualification was SCQF Level 4 or below	Scottish Government	Annually		8.7%		9.7%
Gross Weekly Pay	NOMIS/DWP	Annual	-7.2%	-14.2%		0%
Percentage of employees earning less than the living wage	Scottish Government	Annual	21.1%	24.3%	16.5%	14.4% (2021)
Claimant count	NOMIS/DWP Perth and Kinross Economic Journal	Annual	1.9%	4.7%	3.4%	4.5%
Participation Rate for 16-19	SDS	Annual	94	96		91.6%
Employment Rate	NOMIS DWP	Quarterly		79.2%		75.9%
Adult Learners achieving their outcomes	CCS	Quarterly				

Our Strategic Priorities: Locality Partnership Working



Context

Community engagement, co-production and empowerment are increasingly important aspects of service design and delivery. There are a number of approaches to this, statutory and non-statutory, including Community Action Plans which have been developed through funding from the Perth and Kinross Rural LEADER programme, Locality Action Plans being delivered by our Local Action Partnerships and Local Place Plans, which bridge the gap between traditional community action planning and locality planning, which focusses on socio-economic inequalities and physical/spatial planning which focusses on the use of physical space in communities. Specific statutory duties delivered by CPP partners also often require elements of community engagement. This is a cluttered landscape and one we need to consider carefully when delivering work at a locality level and how and where we allocate CPP resources.

Accelerated Locality Working

One of our enabling actions is to strengthen our approach to integrated locality working and in October 2021 the CPP identified two localities where we will accelerate our approach, involving key partners and community organisations to deliver focused practical actions on the ground.

Both localities are facing similar issues, but context-led solutions are required which fit local circumstances. As a result of this locality focus the Community Planning Partnership is committed to:

1. tackling local drivers of poverty through collaborative working;
2. working with community groups to ensure local assets are managed and run sustainably;
3. improving direct access to essential services to residents in both localities;
4. supporting community groups to work together on shared objectives.



Coupar Angus

Coupar Angus is an historic market town and the second largest settlement in the Strathmore Ward, with a population of 2,787 (2020 mid-year estimate). Coupar Angus is situated 13 miles north-east of Perth, along the A94 trunk road and 15 miles north-west of Dundee along the A923.

- Central Coupar Angus is within the most-deprived decile¹ for **income deprivation** (SIMD 2020).
- Central Coupar Angus is within the most-deprived decile for **employment deprivation** (SIMD 2020).
- In the more affluent data zone (north-east Coupar Angus), there is a disproportionate number of families claiming tax credits, which is an indicator for **low-income households**.
- The **unemployment rate** in Coupar Angus over the last three years averages 8.67%. The highest level in Perth and Kinross is 13.67% in Perth City and the lowest 4% in Highland Perthshire.
- Central and south-west Coupar Angus are within the most-deprived and second most-deprived deciles for **education deprivation** (SIMD 2020).
- Compared to the national average, people in Coupar Angus are more **access deprived** (SIMD 2020), meaning that they find it harder to physically access services. Poorer access to services is often seen as a rural trade-off, being the “price to pay” for living in the area.
- Central Coupar Angus is within the third most-deprived decile for **health deprivation** (SIMD 2020).

National Outcome

- We live in communities that are inclusive, empowered, resilient and safe.

Local Outcome

- Coupar Angus is a more cohesive community, with sustainable assets and improved access to services and opportunities.

¹ Data zones are ranked from 1 (most-deprived) to 6,976 (least-deprived) according to the SIMD. Each SIMD decile **contains 10 per cent of Scotland's data zones**.



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
Use social needs screening tool in Coupar Angus, in order to ensure seamless referral to sources of support across employability, welfare rights, education, rural transport and other relevant services.	Child Poverty Working Group	Within existing resources	Referrals, employability outcomes and client financial gains	December 2022
Identify households most likely to suffer from Cost of Living Crisis and target tailored support packages across energy efficiency, welfare rights, employability and other local supports.	Multidisciplinary locality team	To be determined	Referrals, employability outcomes and client financial gains	December 2022
Develop food initiative for Coupar Angus.	Communities Service, Good Food Working Group	£100k Food Insecurity (2022/23)	Food Co-operative established	March 2023
Undertake Community Asset Review for Coupar Angus to ensure facilities are being used as effectively and efficiently as possible.	Multidisciplinary locality team	Within existing resources	Asset Review completed and recommendations made	December 2022
Provide key outreach services to the local community through a combination of in-person, mobile and digital services, including seamless referrals.	Multidisciplinary locality team	Within existing resources	Number of additional services being delivered	March 2023
Facilitate improved collaborative working between community groups in the town and support volunteering.	Strathmore Stronger Communities	Within existing resources	New Community Action Plan developed	March 2023
Develop local work experience opportunities in Coupar Angus and wider Strathmore.	Local Employability Partnership/DWP		Number of new opportunities created	March 2023



Crieff South

Crieff is an historic town and the largest settlement in the Strathearn Multi-Member Ward, with a population of 7,280 (2020 mid-year estimate). Crieff is situated 18 miles west of Perth, along the A85 trunk road and is the main service centre for the area. Crieff is a historic burgh, prominent in local and Scottish history. Crieff South occupies the area to the south and east of the town centre and main roads.

- Crieff South data zone 2 is within the most-deprived decile for **health deprivation** (SIMD 2020).
- Crieff South data zone 2 is within the most-deprived decile for **income deprivation** (SIMD 2020).
- Crieff South data zones 2 and 4 are within the third most-deprived decile for **education deprivation** (SIMD 2020).
- Crieff South data zones 3, 4 and 5 are within the third most-deprived decile for **employment deprivation** (SIMD 2020).
- Collectively, Crieff South has a significant majority of households (65%) classed as “financially stretched” or “urban adversity.” This compares to 32% for Perth and Kinross as a whole (ACORN 2019).
- Outside of Perth City and Rattray, Crieff South has the greatest number of families **receiving tax credits**, which is an indicator of low income.
- The **unemployment rate** in Crieff South is 9.6%, compared to 13.67% in Perth City and 4% in Highland Perthshire.
- The **Income Deprivation Rate** (IDR) over the past three years in Crieff South (16%) is higher than any other area of Perth and Kinross outside of Perth City and Rattray. This, combined with the higher unemployment levels, suggests concentrations of poverty driven by low pay. For comparison, the IDR in Crieff North is 5%.

National Outcome

- We live in communities that are inclusive, empowered, resilient and safe.

Local Outcome

- South Crieff is a more cohesive community, with sustainable assets and improved access to services and opportunities.



Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed	Timescale
Obtain lived local experience of the top 3 inequalities in South Crieff.	Multidisciplinary locality team	£250 to cover expenses	Number of individuals involved	September 2023
Mapping exercise of existing service provision in South Crieff.	Multidisciplinary locality team	Within existing resources	Mapping exercise completed and next steps agreed	September 2023
Mapping exercise of existing community-led activity in South Crieff.	Multidisciplinary locality team	Within existing resources	Mapping exercise completed and next steps agreed	September 2023
Mapping exercise of buildings and assets in Crieff.	Multidisciplinary locality team	Within existing resources	Mapping exercise completed and next steps agreed	September 2023

Our Strategic Priorities: Enabling Actions



During the review process, the Community Planning Partnership has identified a series of enabling actions (set out below) that we need to deliver in order to improve:

- **Community participation and co-production of services** – involving service users in the design and delivery of services brings improved outcomes for communities.
- **Locality partnership working** – moving from a centralised model of service delivery, to one which is more reflective of local contexts delivers better services and improved outcomes for communities.
- **Data sharing** – evidence-led service design and delivery produces better quality and more relevant services. Partners sharing appropriate data to inform decision making is necessary to achieve the best outcomes.
- **Risk Management** – develop a risk profile for the delivery of the LOIP to be monitored by the CPPEOG and reported to the Board.

Action	Key Improvement Measure	Resource requirements	Timescale
Implement participative processes to ensure communities influence service delivery in relation to the five strategic priorities.	Number of service users involved in service planning	Small discretionary fund to cover expenses	March 2023
Implement a multidisciplinary approach to tackling our strategic priorities at a locality level.	Delivery of accelerated locality working in two localities	Within existing resources	March 2023
Commission joint training and CPD for CPP staff in relation to the five strategic priorities, as well as the climate change and cost of living crises, to support signposting and a general foundation of support. Training will be provided on the basis of the poverty and mental and physical wellbeing priorities.	Number of training sessions provided Number of CP staff trained Number of interactions with key messages on social media	Within existing resources	March 2023
Produce clear and consistent communications around key services in order to make it easier for individuals and families to access the services they need.	Number of communications campaigns delivered	Within existing resources	March 2023



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