

APPENDIX B) 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 lockdown official statistical collection changed focus to COVID 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)	P&K Total Population	P&K % of Population	Scotland % of Population
0 – 15	24218	16%	17%
16 – 24	13838	9%	10%
25 – 44	34950	23%	26%
45 – 64	43806	28%	27%
65 – 74	19705	13%	11%
75 and over	17293	11%	9%

All people	153810	-	-
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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.

1. Impact of COVID

During 2020/21 we carried out Community Impact Assessments which gave us these insights about how people and communities felt COVID 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.

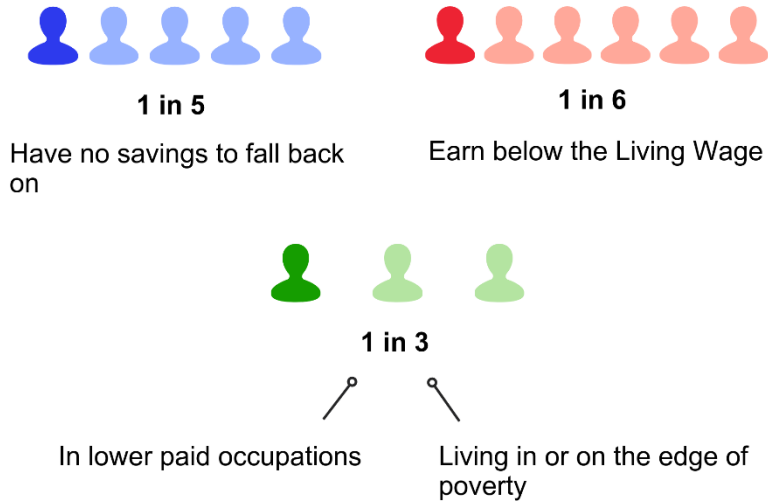
2. Poverty

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 datazone 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 datazone, 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 Datazone Quintiles

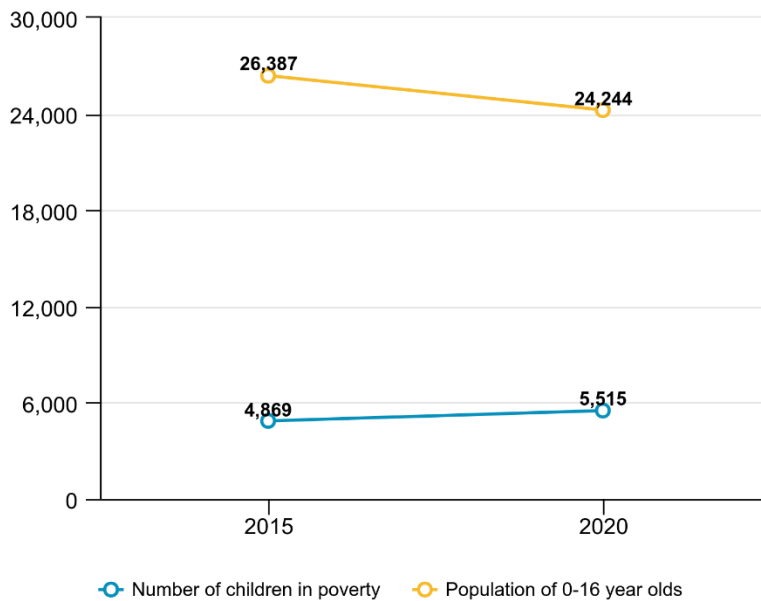
Quintile	Percent of Pop (2016)	Percent of Pop (2020)	Difference
SIMD 1	5.4%	6.2%	0.7%
SIMD 2	11.3%	12.7%	1.3%
SIMD 3	23.8%	21.5%	-2.3%
SIMD 4	41.3%	36.6%	-4.7%
SIMD 5	18.1%	23.1%	4.9%

Poverty related statistics in P&K



Recent figures show the numbers of people claiming Universal Credit (UC) in Perth City was slightly higher than both the Perth & 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 & Pensions (DWP)*).

Children in poverty against total population of 0-16 year olds over time in Perth and Kinross

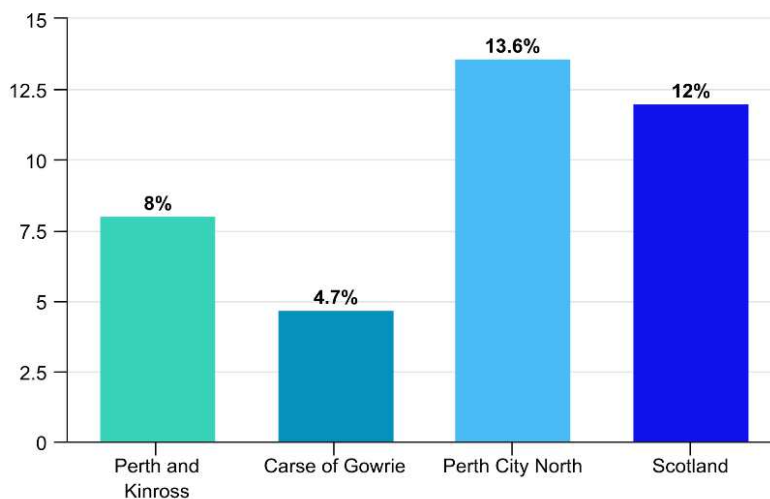


These child poverty statistics are pre-COVID-19 figures and are likely to underestimate the number of children currently affected by poverty across Perth &

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 foodbanks and larders 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 foodbanks and larders by Perth and Kinross Council. This does not include those who attended directly themselves, or were referred by another agency.

Percentage of people income deprived in areas of P&K compared to Scotland (2020)

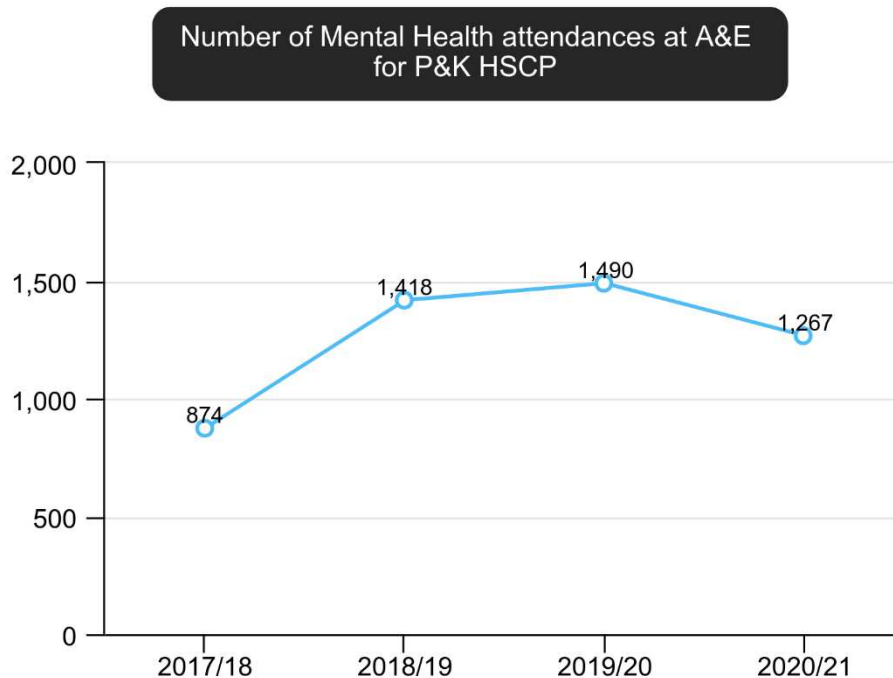


Access deprivation in SIMD 2020 highlights datazones in Scotland which have the poorest access to key services, typically measured by travel time to those services. In Perth and Kinross, we have 37 datazones classed in the 10% most access deprived category in Scotland, including Rannoch and Aberfeldy, which is judged to be the most access deprived datazone in the whole of Scotland. These 37 datazones 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.

3. Physical and Mental Wellbeing

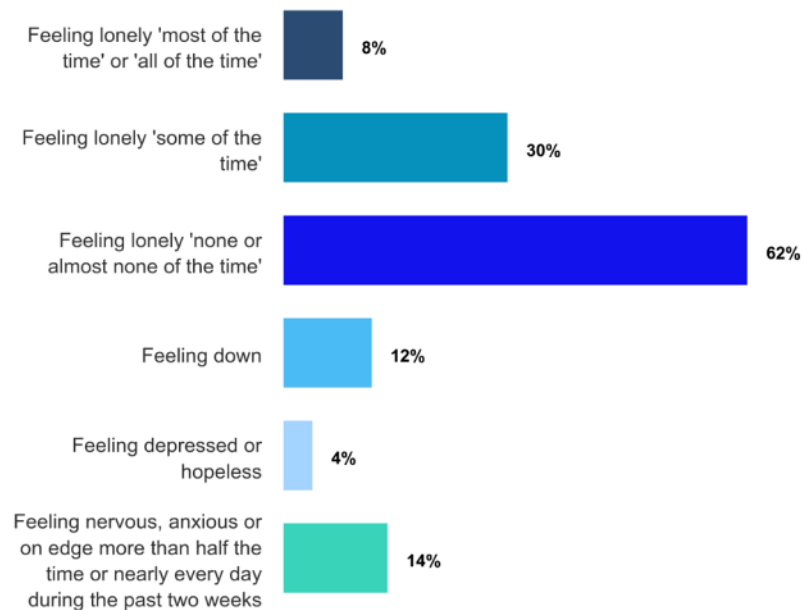
Perth and Kinross has generally similar health and wellbeing issues as those in Scotland as whole, but it is important to note that national figures may not compare favourably with other UK nations or other more-developed nations. The Health and Social Care Partnership and NHS Tayside draw on numerous 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 P&K 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 P&K. In line with this, P&K have ranked high on the anxiety measure in the ONS Headline estimates of personal well-being, sitting in the joint 5th rank in Scotland (2021).



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 P&K response to the report and its recommendations.

Reported feelings of Scottish rural communities



Source: RuralCOVIDLife Survey: Summary Report, Generation Scotland, January 2021

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.

4. Digital Participation

Lockdown periods during the Covid 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.

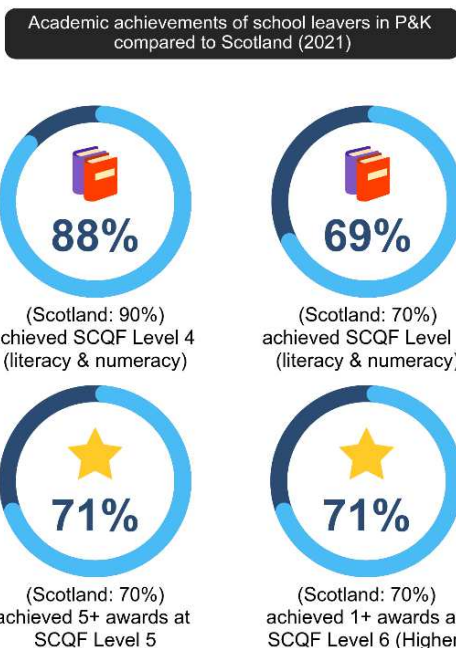
- 16.5% have accessed local government services online.

13% of the population of Perth and Kinross live in datazones 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.

5. Skills, Learning and Development

In 2021, 5105 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%).



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.

6. 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 2800 economically inactive people (15.8% of all economically inactive individuals) within Perth & 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.

2. 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.

3. 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.