

APPENDIX C) 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) and PKAVS	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

1.4 Research the use of entitlement cards to determine if they reduce the stigma of poverty	CPP Executive Officer Group	£100k Food Insecurity (22/23)	Recommendations presented to CPP 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

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
1.7 Target families to receive funding for nutritional meals and activities during school holiday periods.	Perth & Kinross Council (ECS) 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 Foodshare initiatives to offer consistent support– Fuelled for Fun.	Perth & Kinross Council (ECS and Communities) Foodshare Providers	£50k (22/23)	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 (22/23)	Number of families supported	September 2023
1.10 Pilot a food voucher scheme for families in need	3 rd Sector Foodshare Provider	£100k Food Insecurity (22/23)	Number of vouchers distributed	March 2023
1.11 Establish a Foodshare Network in Perth city to co-ordinate activity to address food insecurity	Giraffe, Letham4All and Perth & Kinross Council (Communities)	£100k Food Insecurity (22/23)	Network established and meeting	March 2023
1.12 Provide cooking on a budget classes for key demographics	Perth & Kinross Council Communities Cookit	£100k Food Insecurity (22/23)	Number of classes delivered Number of trainers trained	March 2023

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

1.13 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 maximize income	NHS Tayside Perth and Kinross Council (Welfare & Benefits) Home Energy Scotland	£30,000 (22/23) TRIC	<ul style="list-style-type: none"> • 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
1.17 Plan and deliver a Cosy Spaces initiative in Perth and Kinross	Perth and Kinross Council (Communities) ALEOs, CPPEOG	TBC	<p>Number of Cosy Spaces created</p> <p>Number of households attending</p>	March 2023
National Outcome	We tackle poverty by sharing opportunities, wealth and power more equally			
Local Outcome	<p>Levels of poverty in Perth and Kinross will remain below the national average</p> <p>Action on food insecurity is better co-ordinated across Perth and Kinross</p>			

	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
1.18 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 (22/23) 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 & 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 (22/23) 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 (22/23) and £114,000 (23/24)	Number of premises stocking products Number of products ordered	September 2023

PERFORMANCE MANAGEMENT – REDUCING POVERTY

Performance Indicator	Source	Update Timescale	PK 2019	PK 2020	PK 2021	Scotland
% of children living in poverty	End Child Poverty Now	Annually	22.2%	22.2%		24%
% of population who are income deprived	Scottish Government	Annually		8.0% (12,046)		12%
% 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%
% of households in fuel poverty	Scottish Government	Annually	n/a	25%		24%
% of social housing reaching EPC rating B or above	Energy Savings Trust	Annually			19%	14%

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 & Kinross Strategy, with a focus on removing barriers for key demographics	Live Active Leisure	Within existing resources	Refreshed Active PK Strategy produced and implemented	December 2022
2.2 Develop P&K Mobility Strategy, focusing on delivering safe, affordable, active and sustainable travel options	Perth and Kinross (Communities) TACTRAN	Within existing resources	Strategy produced	June 2023
2.3 Establish Tayside Physical Activity & Green Health Network to develop pathways to support people to be active in their own community	NHS Tayside Live Active Leisure Perth & 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 & Communities)	Within existing resources	Number of path network groups established	March 2023

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 Orgs	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 & Social Care Partnership	£60,000	Number of individuals using community brokerage system	March 2023
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
2.7 Ensure everyone in Perth and Kinross has access to a social prescriber and link social prescribers to GP practices	Health & 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 & 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 & 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
2.11 Identify and invest in prevention measures around locations of concern	Police Scotland Health & Social Care Partnership		Number of measures implemented	March 2023
2.12 Provide crisis intervention and recovery services in Perth city	Health & Social Care Partnership Third Sector providers	£40,000 (22/23)	Number of additional services introduced	March 2023
2.13 Commission research to evaluate the inclusivity of mental health and wellbeing support	PKAVS	TBC – Community Mental Health & Wellbeing Fund	Research completed and findings reported	March 2023

PERFORMANCE MANAGEMENT – PHYSICAL AND MENTAL WELLBEING

Performance Indicator	Source	Update Timescale	PK 2019	PK 2020	PK 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%
% 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 (22/23)	Evidence base developed	August 2022
3.2 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
3.3 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
3.4 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
3.5 Develop a network of community volunteers able to support digital participation in their communities	Digital Participation Working Group	£1,000 to cover expenses	Number of volunteers involved in the network	March 2023

PERFORMANCE MANAGEMENT – DIGITAL PARTICIPATION

Performance Indicator	Source	Update Timescale	PK 2019	PK 2020	PK 2021	Scotland
% 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				
% 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	<p>We are well educated, skilled and able to contribute to society</p> <p>We have thriving and innovative businesses, with quality jobs and fair work for everyone</p>			
Local Outcome	<p>Local Employability Partnership takes leadership role in identifying actions for Perth and Kinross to improve outcomes in skills, learning, development and employability</p>			
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 & 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 refugee's and those seeking asylum in the UK	Perth & Kinross Council (Communities) Adult Learning Partnership	£88,000 SLA (Ed Scot) £30,000 (Adult Learning)	Number of learners achieving qualifications	March 2023
4.4 Develop progression pathways between Adult Learning providers, mapped against the Employability Pipeline	Perth & 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 & Kinross Council (Communities) and PKAVS	£80,000 (22/23)	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 & Social Care Partnership Third Sector Partners Perth and Kinross Council	Within existing resources	Appointment of an inclusion champion	September 2023
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
4.8 Develop upskilling programme for those supporting people with No Recourse to Public Funds	PKAVS Perth and Kinross Council (Welfare & Benefits)	Within existing resources	Number of programmes delivered	September 2023
4.9 Introduce STEP Starter Sacks for Gypsy/Traveller families with pre-school children (currently a pilot)	Perth and Kinross Council Education (ECS and Communities) STEP	£10k (22/23)	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •Strategy created •Timelimed 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	<ul style="list-style-type: none"> •Framework completed •Smoother transitions for young people •Increased retention •Increased attainment 	December 2022
National Outcome	<p>We are well educated, skilled and able to contribute to society</p> <p>We have thriving and innovative businesses, with quality jobs and fair work for everyone</p>			
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
4.13 Undertake user led employability service design event	Local Employability Partnership/ Perth College UHI Lead/ NHS/ PKAVS	£20k (approx.) TBC	<ul style="list-style-type: none"> •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 P&K localities (Crieff South and Coupar Angus)	Local Employability Partnership/ PKC Lead/ NHST/ SDS/ DWP/ Perth College UHI/ DYW/ PKAVS	Within existing resources	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •NOLB/ LTU funding allocated with successful bids assessed and contracted •Progression and job outcomes achieved 	April 2023
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PERFORMANCE MANAGEMENT – SKILLS, LEARNING, DEVELOPMENT AND EMPLOYABILITY

Performance Indicator	Source	Update Timescale	PK 2019	PK 2020	PK 2021/2022	Scotland 2021/2022
School Leaver destinations (% Positive)	Education Scotland	Annual	94.2% (2019/2020)	96.6% (2020/2021)		95.5% (2020/2021)
Percentage of looked after school leavers attaining literacy and numeracy at SCQF level 4	Education Scotland/ ECS	Annually	90%	89%		90% (Target)
Average educational tariff score for pupils within deprivation areas (SIMD 1&2)	Education Scotland/ ECS	Annually	510	n/a		n/a
% 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%
% of employees earning less than the living wage	Scottish Government	Annual	21.1%	24.3%	16.5%	14.4% (2021)
Claimant count	NOMIS/DWP; P&K 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 & 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 datazone (North – East Coupar Angus) there is a disproportionate number of families claiming tax credits, which is an indicator for **low income households**.

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**.

- 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			
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	Multi-disciplinary locality team	To be determined	Referrals, employability outcomes and client financial gains	December 2022
Develop foodshare initiative for Coupar Angus	Communities Service, Good Food Working Group	£100k Food Insecurity (22/23)	Food Co-operative established	March 2023
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			

Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
Undertake Community Asset Review for Coupar Angus to ensure facilities are being used as effectively and efficiently as possible	Multi-disciplinary 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	Multi-disciplinary 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 Datazone 2 is within the most deprived decile for **health deprivation** (SIMD 2020)
- Crieff South Datazone 2 is within the most deprived decile for **income deprivation** (SIMD 2020)
- Crieff South Datazones 2 and 4 are within the third most deprived decile for **education deprivation** (SIMD 2020)
- Crieff South Datazones 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	Multi-disciplinary locality team	£250 to cover expenses	Number of individuals involved	September 2023
Mapping exercise of existing service provision in South Crieff	Multi-disciplinary locality team	Within existing resources	Mapping exercise completed and next steps agreed	September 2023
Mapping exercise of existing community-led activity in South Crieff	Multi-disciplinary locality team	Within existing resources	Mapping exercise completed and next steps agreed	September 2023
Mapping exercise of buildings and assets in Crieff	Multi-disciplinary 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 multi-disciplinary 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.	<ul style="list-style-type: none"> • 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