

A) THE STRATEGIC CONTEXT

1. Foreword by Chairs of CPP Board

- Purpose of the document
- Ambitions for the area
- Commitment to partnership working

2. Community Planning

Community planning brings local public services and communities together to co-design and co-deliver services to improve outcomes for people and places. The Community Planning Partnership (CPP) gives strategic direction and is charged with overseeing the delivery of the Local Outcomes Improvement Plan (LOIP).

3. About this Plan

The Community Empowerment (Scotland) Act 2015 requires the CPP to produce a Local Outcomes Improvement Plan (LOIP), which sets out how partners will work together with communities to tackle socio-economic inequalities and improve outcomes and life chances for everyone. The LOIP focuses on the actions which the CPP will take **in partnership** to achieve our shared vision. It's not about the 'business as usual' – the day to day work of local public services. Each year the CPP publishes an Annual Performance Report to help us evaluate our impact and future priority actions.

4. Drivers for Community Planning

The Community Empowerment (Scotland) Act 2015 is the basis for our approach to Community Planning. Since then there have been a number of key developments which also influence our work. Some of these key drivers include:

- National Planning Framework 4 which requires spatial and community planning to collaborate around a number of areas of work, such as:
 - 20 Minute Neighbourhoods – seeking to ensure that all basic needs can be met within twenty minutes of non-motorised transport
 - Local Place Plans which allow communities to set out their aspirations for the physical development of their community to meet local needs
 - The Place Principle which provides a framework for developing a shared vision for communities
- The ongoing Local Governance Review has highlighted many examples of and opportunities for localised decision making, with subsidiarity at its core. A Local Democracy Bill is expected before 2026.
- Empowerment continues to be a focus of government policy and practice. Resources to support community-led development are available through a wide range of funds. 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. The Empowering Communities Programme consolidates five separate funds into the Investing in Communities Fund, with a key focus on tackling poverty. A smaller Aspiring Communities Fund is also available to support long-term community-led solutions to a broader range of issues.

5. Our Vision

Our vision is:

“Creating a confident, ambitious and fairer Perth and Kinross, for all who live and work here.”

6. The Perth and Kinross Offer

The Perth and Kinross Offer is a new social contract between local public services and communities. It's about how we deliver our shared vision together, with everyone playing a part. The LOIP is the specific part of the Offer focused on tackling inequality. And it's about the partnership action CPP members will take to improve equity and outcomes for everyone.

7. Our Strategic Priorities

We have reviewed our strategic priorities in light of COVID-19 since our last LOIP was published in 2017. We did this through self-evaluation and community engagement, including a Community Planning Conference in April 2021 and a series of workshops over the summer of 2021.

Our new priorities focus on inequalities which are stubborn and require new collaborative approaches. COVID has exacerbated a number of these issues and helped shine a light on the impact they have on our communities.

- 1. Poverty** (inc. Child, Food and Fuel Poverty) are significant issues of inequality and ones which have been increasingly highlighted during lockdown, with levels of poverty increasing. Throughout the COVID-19 pandemic we have seen demands on services which support those needing financial assistance and advice increase significantly. We have also witnessed new community food initiatives, including foodshares and foodbanks being established to meet the needs of local communities.
- 2. Physical and Mental Wellbeing** have been negatively impacted as a result of COVID-19 and lockdown. Evidence from services shows a significant increase in demand for mental wellbeing support and it is expected that this will continue for some time.
- 3. Digital Participation** is increasingly important as services and wider society moves online. Lockdown has highlighted issues with connectivity, technology and individual capacity. The Council has identified a budget for Digital Inclusion and a Digital Participation Working Group has been established to take forward specific actions.
- 4. Skills, Learning and Development** is of concern as a result of lost learning and the need for individuals and communities to build their skills, confidence and resilience in tackling individual and community issues to improve quality of life. Partners involved in education, employability, literacies and capacity building are collaborating to have a positive impact on outcomes for learners and communities
- 5. Employability** is a key part of recovery and a focus on upskilling for those seeking employment and supporting young people in an increasingly competitive job market is important. A recently established Local Employability Partnership brings key partners together to focus on this priority.

Part B of the 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 as we support our communities to recover from COVID-19.

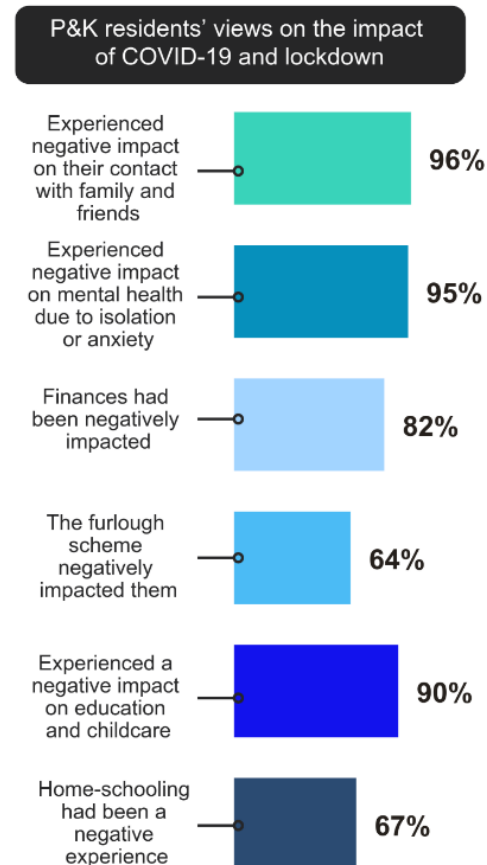
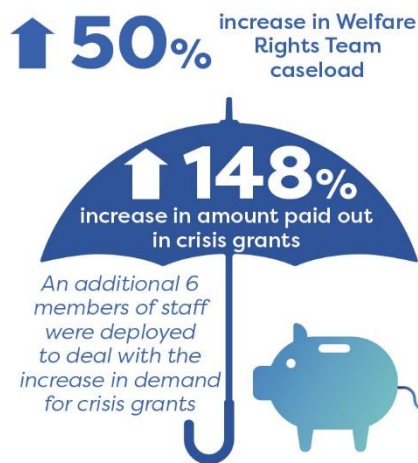
B) THE LOCAL CONTEXT

1. Perth and Kinross; our Story of Place

Data and statistics help services to better understand what is happening in our communities, especially as a result of the COVID-19 pandemic. This, coupled with the lived experience that communities shared through a series of Community Impact Assessments has built the foundation of evidence needed by the Community Planning Partnership to agree our new priorities. The five priorities that have been identified clearly link to the issues that have emerged from COVID-19.

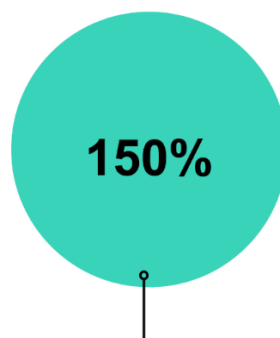
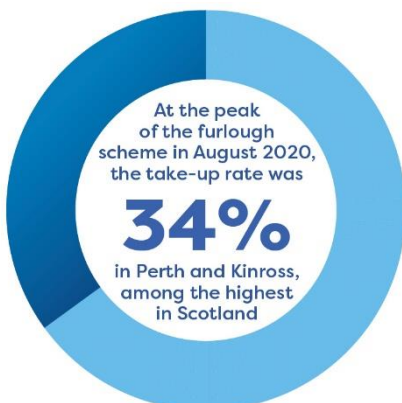
Impact of COVID-19

COVID-19 and the resulting lockdown in 2020/21 had a significant impact on Perth and Kinross. Due to the focus on COVID-19 cases data collection, wider statistical information is only now becoming available.

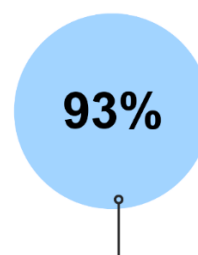


Supported up to **1,500 children** in learning hubs during lockdown 2

Percentage increase in individuals claiming out-of-work benefits (Feb-Aug 2020)



Perth and Kinross



Scotland

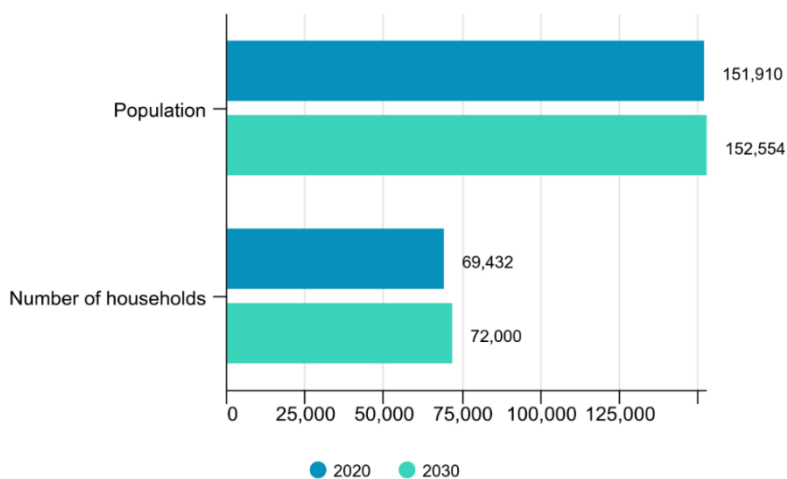
In addition to this:

- Up to 4,937 vulnerable people were shielding for a period of 18 weeks ranging from April to July 2020
- Approximately 3,500 food parcels were made up over the 18-week period, at a rate of approximately 195 a week
- 3,723 children received a free school meal on a weekly basis between early May and August 2020
- The closure of many recycling and waste processing facilities throughout Perth and Kinross, had an impact on community cleanliness, as fly-tipping emerged as an environmental concern
- 4,670 individuals claimed out of work benefits.

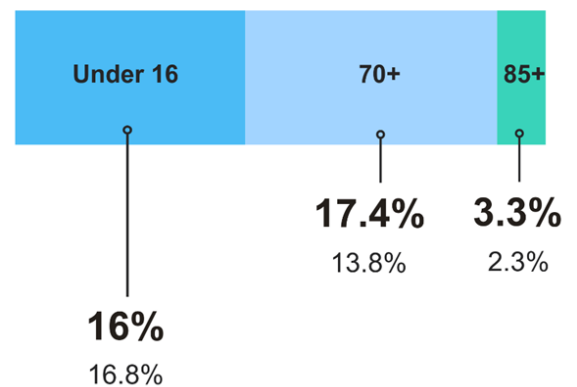
Population and Households

Perth and Kinross has an ageing population. In general, the population has been rising, although it fell between 2020-2021.

Growth in population and households between 2020-2030

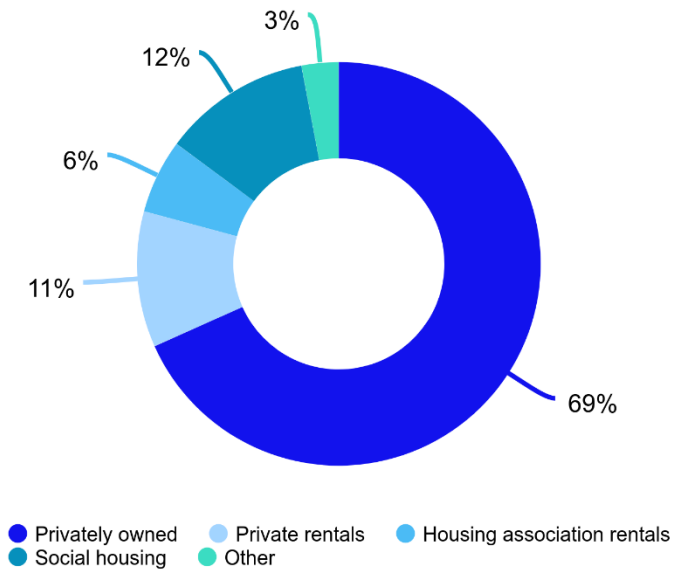


Population percentage by age in Perth and Kinross compared to Scotland (2020)



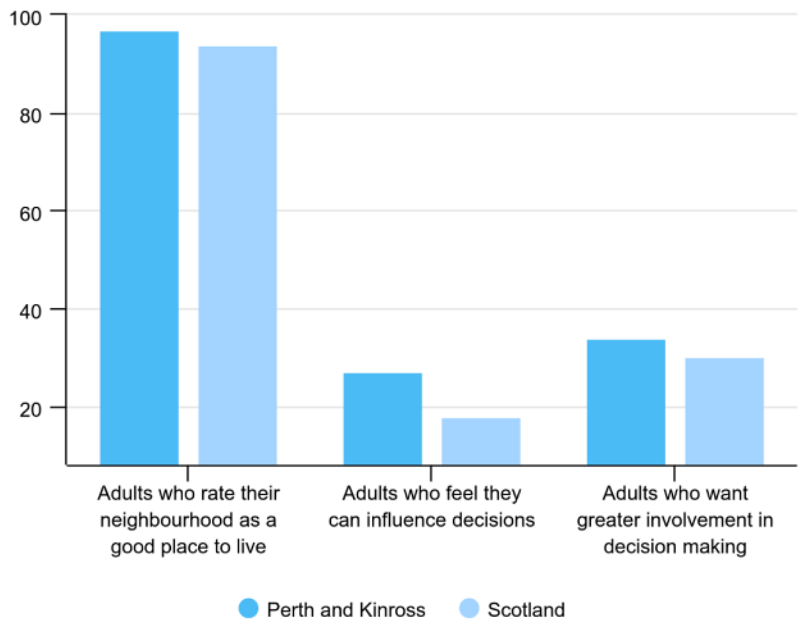
In 2020 there were an estimated 73,774 dwellings in Perth and Kinross.

Percentage share of dwellings in P&K (2019)



The graph below suggests that there is a high level of empowerment across our communities, but also an appetite for more.

Satisfaction with place and empowerment



- The percentage of adults who feel safe when walking alone in their neighbourhood and in their home alone at night is above the average for Scotland.
- The number of recorded crimes committed in Perth and Kinross has declined by 22% since 2010/11 with a crime rate of 289 crimes per 10,000 people (451 in Scotland).
- The crime rate per 10,000 people, reconviction rates and the number of reconvictions per offender are all below the national average.

Poverty

Poverty, and associated harms are on the rise due to the economic pressures brought about by COVID-19. This is evident in the support people have been seeking, as between April and June 2020 there was a 148% increase in crisis loan applications.

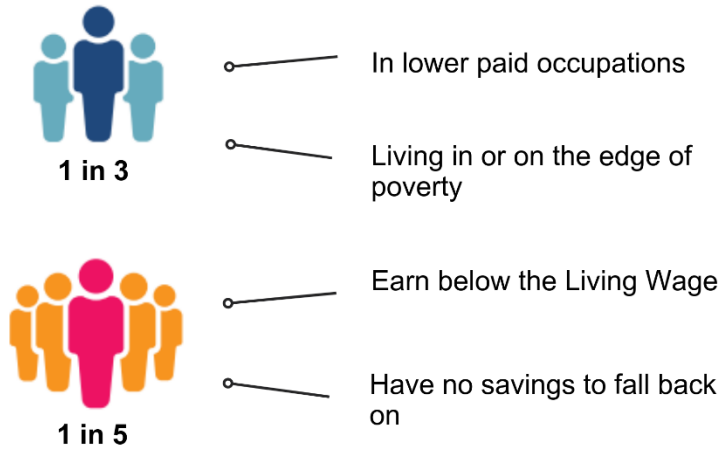
The below table outlines the deprivation structure of Perth and Kinross using the Scottish Index of Multiple Deprivation (SIMD). The SIMD ranks each datazone in Scotland by a number of factors: access, crime, education, employment, health, housing and income. Using these ranks, an overall deprivation rank is given to each datazone, splitting them into Deprivation Quintiles (Quintile 1 being the most deprived, and Quintile 5 the least).

Table 1: 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%

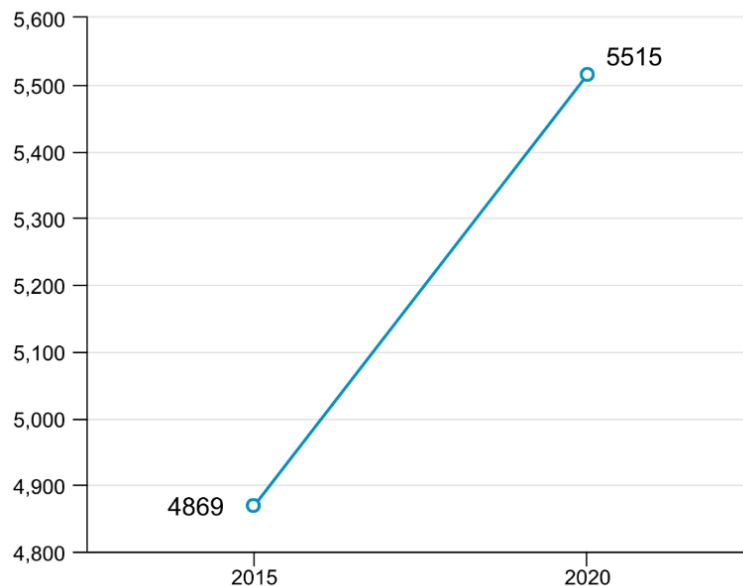
Finding work is also becoming more difficult, with 1 in every 8 households feeling the effects of worklessness (*Office of National Statistics*) and recent figures suggest Perth & Kinross now suffers from a job deficit of 2,800 jobs. However, the hospitality, tourism, care and agricultural sectors are all experiencing labour shortages creating new employment opportunities.

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)*).

Number of children living in poverty in P&K



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:

- 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 20 first-time mothers is aged 19 and under.
- 1 in 25 households is headed by a lone parent compared with 1 in 20 for Scotland as a whole.
- 1 in 25 households have 3 or more children compared with 1 in 20 for Scotland as a whole.
- 313 families have had their benefits capped (167 - Universal Credit) and 153 (Housing Benefit).
- 3.3% of people in Perth & Kinross were from black Asian and minority ethnic (BAME) backgrounds in 2011 (*Census*). 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 of applications coming from Polish, Romanian and Bulgarian nationals.

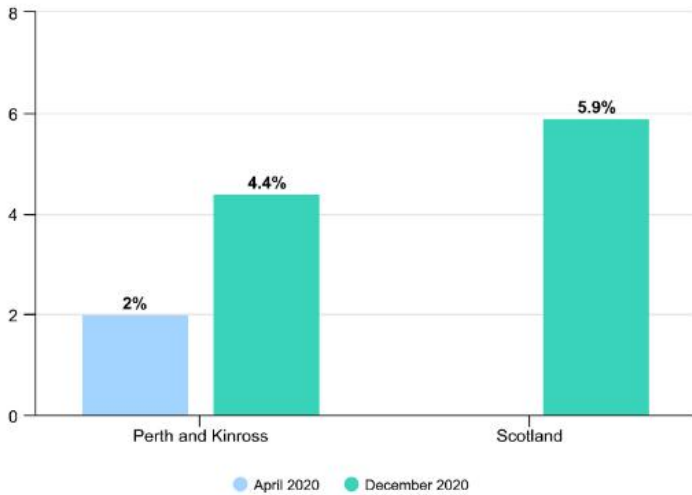
ACORN

ACORN is a well-developed segmentation tool which categorises the UK's population into demographic types. ACORN segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types, based on a range of different data collected in many ways. ACORN 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:

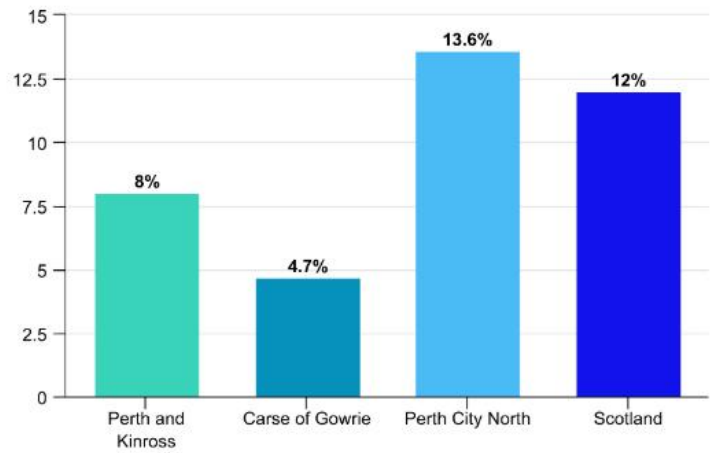
Acorn Category	Total Households	Percentage of Households
Category 1: Affluent Achievers	21,572	31%
Category 2: Rising Prosperity	2,728	4%
Category 3: Comfortable Communities	20,017	29%
Category 4: Financially Stretched	16,860	24%
Category 5: Urban Adversity	7,783	11%

Economy and Labour Market

Percentage of people claiming unemployment benefits in P&K compared to Scotland



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



Percentage share of occupation type in P&K compared to national averages (December 2020)



Scotland: 47.5%

of employed individuals worked in higher paid occupations including management and professional positions



Scotland: 15.8%

of employed individuals worked in in typically lower paid jobs in care, leisure, retail and hospitality



In 2020 weekly earnings in P&K were 16% below the national average

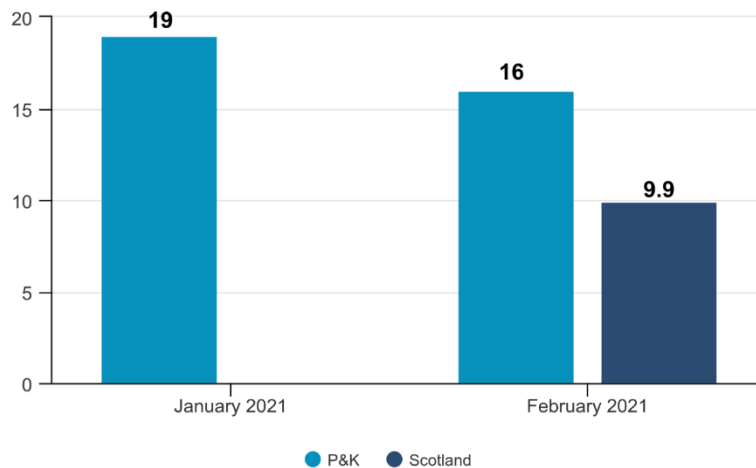


7.6%

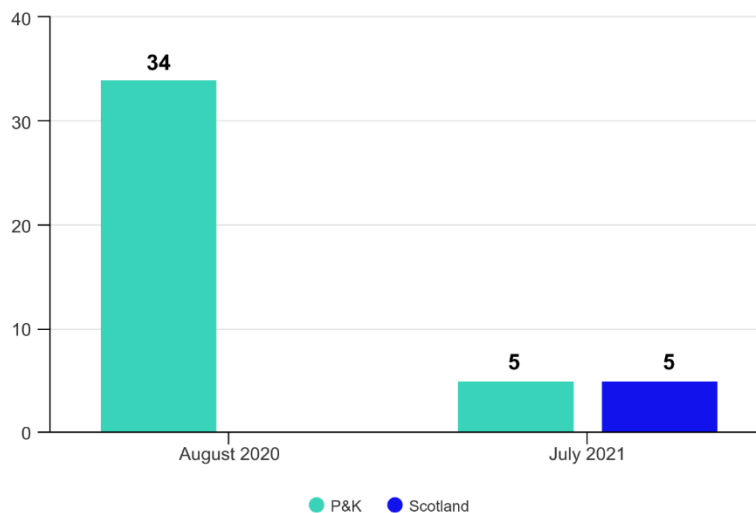
of P&K residents were unemployed in 2020 (Scotland: 7.1%)

The population of Perth & Kinross has been particularly reliant on the Job Retention Scheme, with the joint highest take up rate in January 2021. Despite the Job Retention Scheme, there has still been considerable pressure on the workforce with regards to job retention across Perth & Kinross. Claimant counts have reached 7.5% in November 2020. This is more than double the number seen pre-lockdown. The number of pay-rolled employments were around 74,000 lower than in October 2019 and the number of hours worked in August 2020 were down 6.7 million hours compared to 2019.

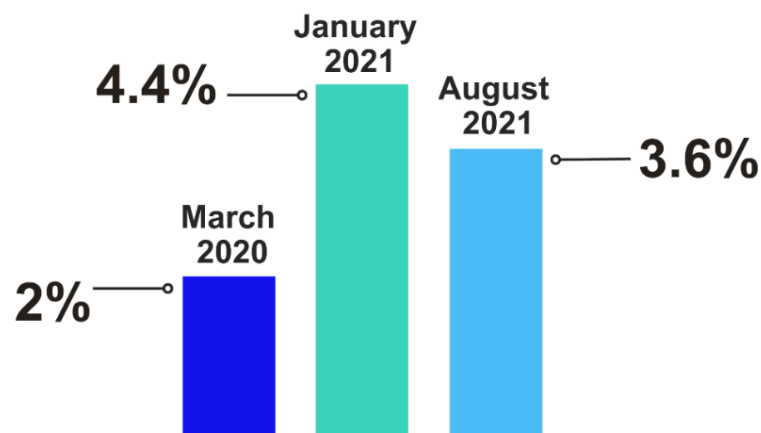
Percentage uptake of Job Retention Scheme



Percentage uptake of Furlough Scheme



Unemployment rate in Perth and Kinross



Between March 2020 and January 2021, the overall unemployment claimant count in Perth & Kinross rose by 119% (up 2220 individuals). The 18-24 age group saw an even higher percentage increase, going from 345 (3.3%) individuals to 825 (7.9%), an overall rise of 480 or +139%). Again, this rate has dropped to 6.2% in August 2021 but remains almost double the pre-pandemic rate.

Nationally, it is anticipated that COVID-19 could impact disabled people's employment opportunities more severely, due to their higher share of employment in some shutdown sectors (e.g. distribution, hotels and restaurants); previous recessions have had a disproportionate negative impact on their labour market outcomes. It has been estimated that employees in the lowest earnings group are seven times more likely than those in the top 10% of earners to work in a sector that was shut down during the pandemic, and women around a third more likely to do so than men. Single mothers with low qualifications are particularly concentrated in these sectors.

Health and Wellbeing

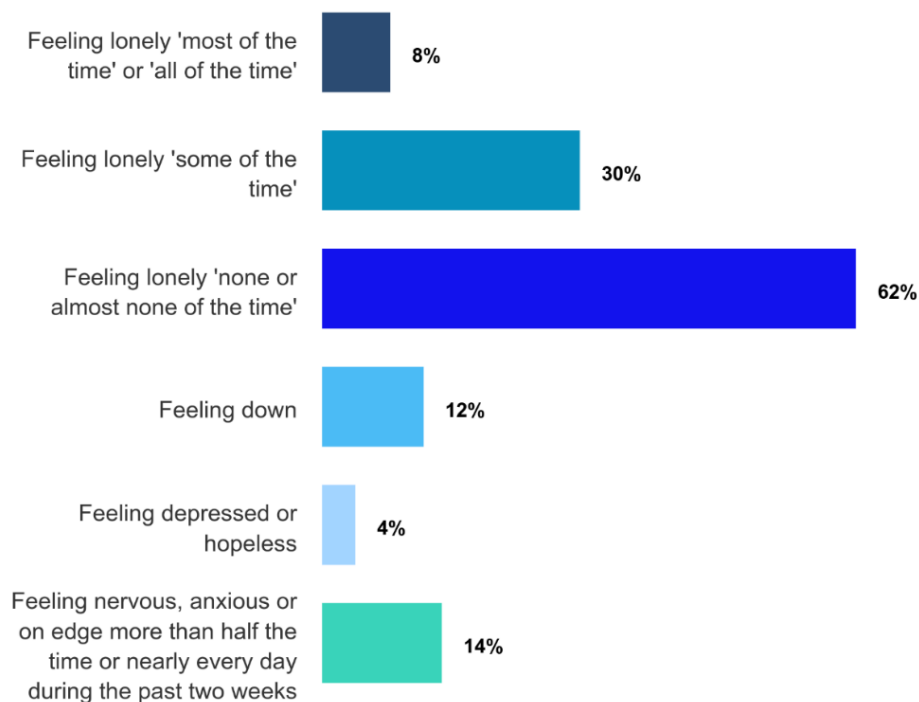
Perth & Kinross has generally similar health and wellbeing issues as those in Scotland as whole, but it is important to note that national figures may not compare favourably with other UK nations or other more-developed nations. Levels of life expectancy and mortality are better in Perth & Kinross than 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). More specifically, the following statistics help to better understand the relative health of the population of Perth and Kinross:

- Smoking prevalence in those aged 16-34 is 16.5% compared to a national average of 19.7%.
- Up to 2020 drug-related hospital admissions were 168.4 per 100,000, compared to 221.3 across Scotland.

- In the same period alcohol-related admissions were 414.9 per 100,000, compared to a national average of 673.3.
- Coronary heart disease admissions between 2018 and 2021 were 288.4 per 100,000 against a Scottish average of 354.8.
- Cancer registrations between 2017 and 2019 was 585.6 per 100,000, compared to 643.6 nationally. This is a 3% decrease in the rate of cancer registrations reported between 2016-2018.
- In the financial year 2019-2020, 17.6% of the population were prescribed drugs for anxiety, depression or psychosis. This is a 1.1% decrease from the previous financial year. The national average was 19.7% in 2019-2020.
- In the financial year 2020-2021, 21% of people in Perth and Kinross had at least one physical long-term condition e.g. cardiovascular, respiratory, arthritis, cancer, diabetes.

The below graph shows the results of a survey conducted by Generation Scotland which sought to understand how COVID-19 measures affected the health and 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.

Reported feelings of Scottish rural communities

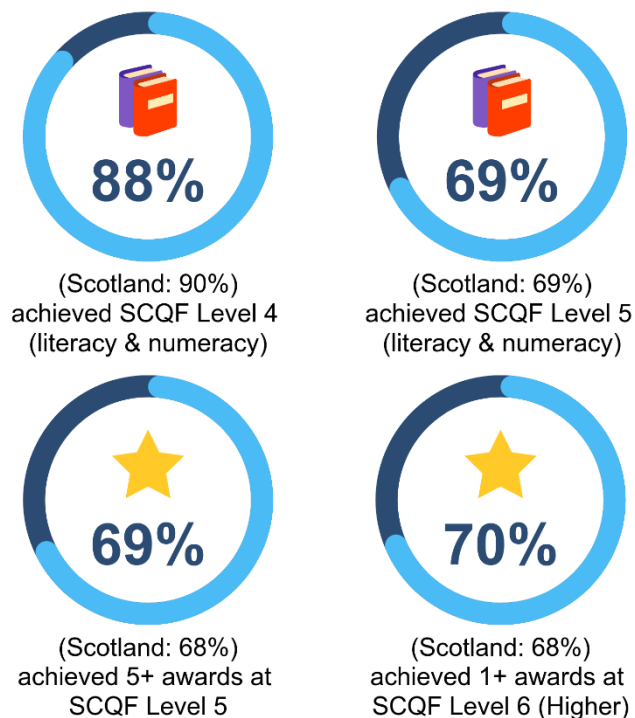


Source: RuralCOVIDLife Survey: Summary Report, Generation Scotland, January 2021

Education, Skills and Learning

Perth and Kinross has a strong reputation for educational attainment. In 2020 94.8% of 16-19 year olds in Perth and Kinross are participating positively in some form of education or employment. There has been a steady increase of around 2% since 2016 and this compares to a national average of 92.1% in 2020. The participation rate does vary from those from the most deprived communities (85.6%) to the least deprived (96.9%).

Academic achievements of school leavers in P&K compared to Scotland (2020)



Accessibility and Connectivity

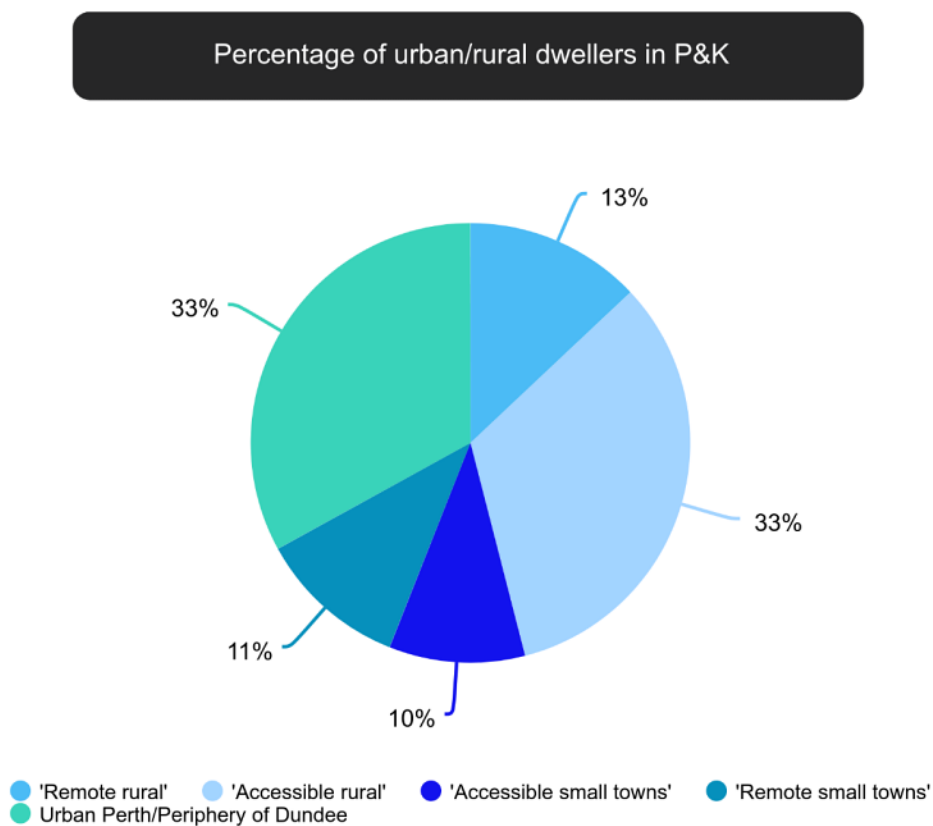
Perth and Kinross is located in the heart of Scotland. A majority of the area is rural, with the City of Perth being the administrative, economic and cultural heart, providing a home for just under 50,000 people. Our area encompasses 12 towns and over 100 smaller settlements of all sizes, and some of the UK's wildest and most stunning landscapes. The diversity of our landscape and our urban/rural mix can bring challenges as well as opportunities to redesign services to meet the changing needs of our population.

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.

Connectivity encompasses digital connections and transport. 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. This highlights the rural nature of Perth and Kinross and the reliance on private cars for journeys. Of those using public transport in Perth and Kinross, 61.5% were satisfied with the service, compared to the national average of 58.5%.

Environment and Public Space

Perth and Kinross is the fifth largest local authority area in Scotland, covering an area of 5,286 km². The below graph shows the urban/rural split across Perth and Kinross. Transport and access to services is a key issue for many people in rural areas of Perth and Kinross.



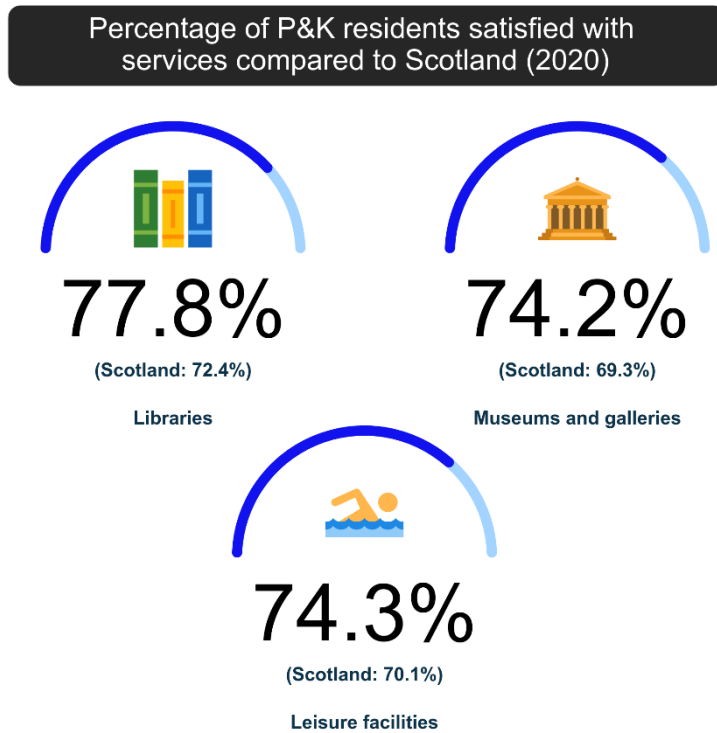
- Perth and Kinross is the only local authority in Scotland to sit within the boundaries of both of Scotland's National Parks
- 84% of people in Perth and Kinross are satisfied with their nearest greenspace, compared to a national average of 76%

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 June 2019 Perth & Kinross Council declared support for the Scottish Government and UK Parliaments' climate emergency statements. The Council

committed to work with citizens and other stakeholders in setting out a route map to a low carbon and climate resilient Perth and Kinross.

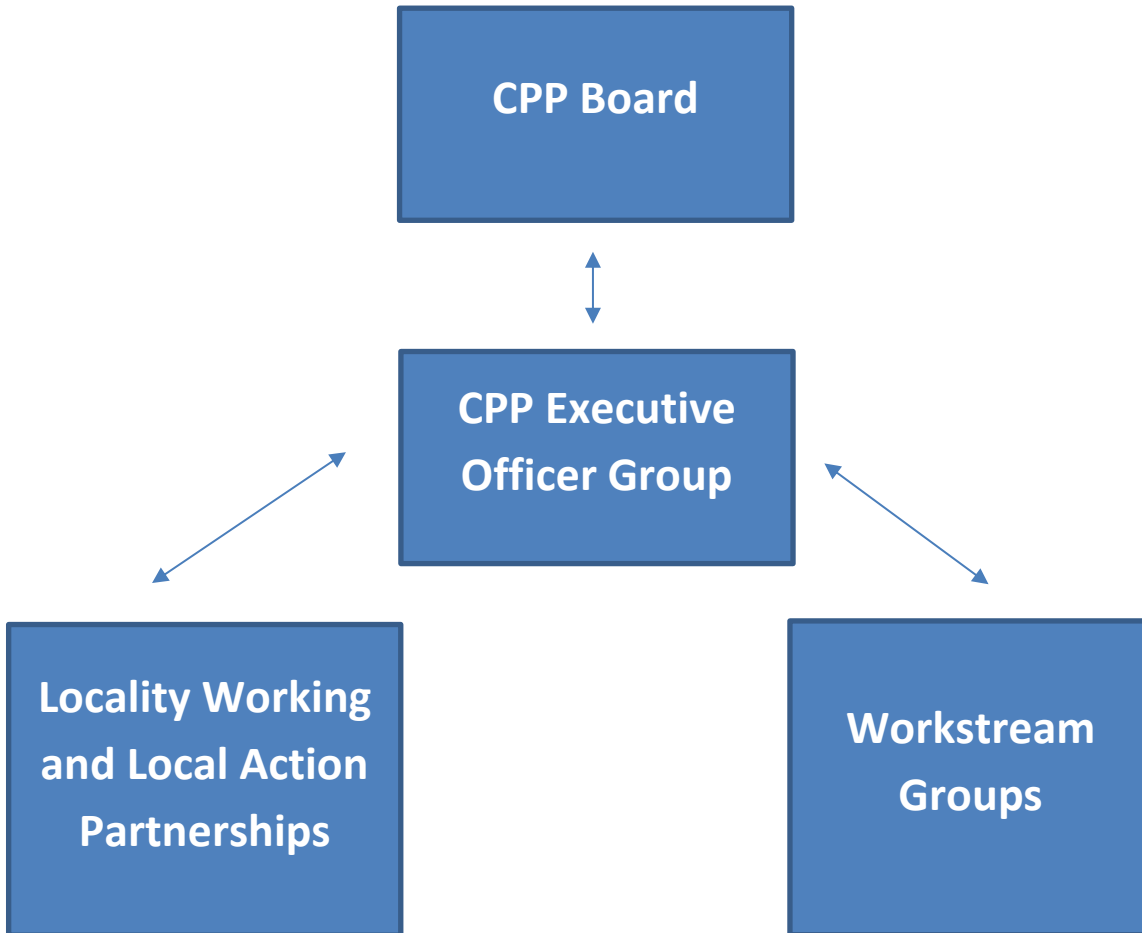
Culture and Leisure

Perth and Kinross has significant cultural and leisure assets, including award winning venues and attractions right across the region. Access to cultural and leisure opportunities can bring significant benefits to mental and physical wellbeing. The following graphic highlights a high level of satisfaction with cultural and leisure assets in Perth and Kinross, compared to Scotland.



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
- **Risk Management** – we can better mitigate or remove risks to the successful delivery of the LOIP through our shared risk profile

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.

Each locality has a Local Action Partnership (LAP) who identify community priorities and actions in a Locality Plan. LAPs are made up of community representatives, local elected members and representatives from key services. Empowering LAPs to identify and tackle local issues ensures that local communities can have significant influence over the services which are most important to them.

As part of the new LOIP the Community Planning Partnership has identified two smaller localities in which we will accelerate our partnership working, with a focus on the five strategic priorities.

Other Partnerships

There are a number of other statutory and non-statutory partnerships across Perth and Kinross, covering significant issues such as: child protection; community justice and community safety; health and social care; and equalities and protected characteristics.

A number of the specific issues that these partnerships deal with impact directly or indirectly on the Local Outcomes Improvement Plan and for that reason, it is important to ensure that there are strong links between the CPP and these other groups.

3. Performance Management

Measuring performance is fundamental to understanding and improving the impact that the CPP has on our strategic priorities and ultimately, people's lives in Perth and Kinross. We have performance indicators, which we will monitor to track progress. We will identify the risks to delivering our plans and take steps to mitigate them through regular performance updates and discussions at CPP Board meetings.

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.

C) OUR STRATEGIC PRIORITIES

1. 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		
Implement a multi-disciplinary approach to tackling our strategic priorities at a locality level	Delivery of accelerated locality working in two localities		
Commission joint training and CPD for CPP staff in relation to the five strategic priorities, to support signposting and a general foundation of support	<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 		
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		

2. LOCALITY PARTNERSHIP 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 to locality working, involving key partners and community organisations to deliver focused practical actions on the ground

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**.
- 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)

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**.

National Outcome	We live in communities that are inclusive, empowered, resilient and safe			
Stretch Outcome				
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
Trial social needs screening tool in Coupar Angus and identify local interventions to tackle poverty	Child Poverty Action Group			
Develop Food Co-operative for Coupar Angus	Communities Service			
Undertake Community Asset Review for Coupar Angus to ensure facilities are being used as effectively and efficiently as possible				
Provide key outreach services to the local community	Welfare Rights			
Facilitate improved collaborative working between community groups in the town and support volunteering	Strathmore Stronger Communities			
Investigate options for local transport solutions, with direct input from employers and service providers				
Develop local work experience opportunities in Coupar Angus and wider Strathmore				

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			
Stretch Outcome				
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 Crieff South				
Mapping exercise of existing service provision in South Crieff				
Mapping exercise of existing community-led activity in South Crieff				
Mapping exercise of buildings and assets in Crieff				

3. 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. Our Action Plan is therefore set out in sections which address these alongside supporting data and evidence.

POVERTY

- 1 in 7 Perth and Kinross households are classified as being amongst the most socially and financially challenged in the UK (ACORN).
- 1 in 5 adults have no savings to fall back on and 1 in 5 workers earn below the living wage (PK Local Child Poverty Action Report).
- The majority of children living in poverty belong to families where one or more of its members are in employment. In-work poverty is now the most likely scenario, when previously it was mostly unemployed households that had significant issues with poverty. This is likely to rise as many staff have had their hours reduced (SOURCE).
- Our Local Child Poverty Action Report is focused on 'Breaking the cycle' – ensuring that living in poverty as a child does not determine that you live in poverty as an adult.
- Fuel Poverty is a significant issue within Perth and Kinross, especially in rural areas. There are 4 drivers of fuel poverty: income levels; energy prices; energy efficiency levels of the property; and household behaviour towards the use of energy. Our main challenge is being able to easily and quickly identify households in fuel poverty (using available information on the drivers) to allow us to signpost households to assistance available to them. Another key challenge is trying to ensure that more households are not brought into fuel poverty as we strive to meet our decarbonisation targets.
- The impact that COVID-19 restrictions and the economic downturn have had on poverty in the region will need to be monitored; we have already seen a 148% increase in crisis loans applications.
- Food poverty is an increasingly important issue in Perth and Kinross. Between April and May 2020 community foodshare and foodbank organisations were providing over 565 food parcels or meals per week.

CHILD POVERTY ACTIONS – YEAR 1

National Outcome	We tackle poverty by sharing opportunities, wealth and power more equally			
Stretch Outcome	Child Poverty – reduce levels of Child Poverty by			
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 money saving schemes targeting key demographic groups	Perth and Kinross Council (Welfare Rights) and PKAVS TSI		Number of messages communicated	
1.2 Promote and participate in Challenge Poverty Week	CPP Executive Officer Group		Measure learning gained by participants (mentimeter) Reach across CPP platforms (number of participants)	October 2022
1.3 Research the use of entitlement cards to determine if they reduce the stigma of poverty			Research and recommendations presented to CPP Board	
1.4 Promote awareness of welfare and benefits teams, who support people to maximise their income	Perth & Kinross Council (Welfare Rights), Christians Against Poverty and CAB			

FOOD POVERTY ACTIONS – YEAR 1

National Outcome	We tackle poverty by sharing opportunities, wealth and power more equally			
Stretch Outcome	Food Poverty – reduce levels of Food Poverty by			
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
2.1 Identify and understand the need for Holiday Hunger projects	Perth & Kinross Council (ECS)		Priority areas for Holiday Hunger identified	
2.2 Integrate Holiday Hunger and Foodshare initiatives to offer consistent support to vulnerable families	Perth & Kinross Council (ECS) Foodshare Providers		Number of joint initiatives developed	
2.3 Commission community food providers to deliver projects which reduce food waste and address food poverty	Perth and Kinross Council (Communities)		Number of families supported	
2.4 Pilot a food voucher scheme for families in need	3 rd Sector Foodshare Provider			
2.5 Establish a Foodshare Network in Perth city to co-ordinate activity to address food poverty and reduce food waste	Giraffe, Letham4All and Perth & Kinross Council (Communities)			
2.6 Provide cooking on a budget classes for key demographics	Perth & Kinross Council Communities Cookit			

FUEL POVERTY ACTIONS – YEAR 1

National Outcome	We tackle poverty by sharing opportunities, wealth and power more equally			
Stretch Outcome	Fuel Poverty – reduce levels of Food Poverty by			
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
3.1 Identify localities and key demographics most at risk of fuel poverty			Benchmark developed for future assessment of progress	
3.2 Research community fuel sharing co-operative schemes elsewhere in UK and assess feasibility of implementing in Perth and Kinross			Research and recommendations presented to CPP Board	

PERFORMANCE MANAGEMENT – POVERTY

Performance Indicator	Source	Update Timescale	PK 2018	PK 2019	PK 2020	Scotland
Number of Children living in poverty	End Child Poverty Now	Annually	22.1%	22.2%	22.2%	24%
Income Deprivation	Scottish Government	Annually			8.0% (12,046)	12%
Percentage of households in fuel poverty	Scottish Government	Annually	n/a	n/a	25%	24%

PHYSICAL AND MENTAL WELLBEING

- Mental health issues have increased significantly as a result of lockdown and the economic downturn (national sources).
- Number of people taking medication for anxiety and other mental health conditions has increased from 12.9% in 2010/11 to 17.6% in 2019/20 (ScotPHO).
- Approximately 11,000 people aged over 65 live alone across Perth and Kinross and are more likely to experience isolation.
- The 2011 census reported over 13,000 carers in Perth and Kinross. A quarter of these are age 65 or older.
- Life expectancy in Perth and Kinross for men and women decreases as levels of deprivation increase and this is particularly marked for men. Inequalities in health between the most and least deprived people are evident, with the male life expectancy ranging from 75-81 years and female life expectancy ranging from 80- 84 years depending on where people live (health inequality strategy).

ACTIONS – YEAR 1

National Outcome	We are healthy and active			
Stretch Outcome				
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
4.1 Review Active Perth & Kinross Strategy, with a focus on removing barriers to participation for key demographics	Live Active Leisure		Refreshed Active PK Strategy produced and implemented	
4.2 Identify schoolchildren excluded from extra-curricular sport because of the cost of kit, travel etc and identify actions to remove these barriers	Perth & Kinross Council (ECS) and Live Active Leisure		Barriers identified and proposals put forward	
4.3 Identify gaps in localities and work with communities to establish a path network group	Perth and Kinross Council (Greenspace)		Number of path network groups established	

National Outcome	We are healthy and active			
Stretch Outcome				
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
4.4 Ensure everyone in Perth and Kinross has access to a social prescriber and link social prescribers to GP practices	Health & Social Care Partnership		Number of social prescribers available in P&K Number of referrals to social prescribers	
4.5 Pilot volunteer led Community Circles to support vulnerable and isolated adults	Health & Social Care Partnership	£70K	Number of adults supported	March 2023
4.6 Implement brokerage more widely across all localities within Perth and Kinross. Earlier intervention and reduced requirement for statutory intervention.	HSCP			
4.7 Identify localities for Mental Wellbeing Hubs, to provide a one-stop-shop for those seeking support	Health & Social Care Partnership		Number of localities identified	
4.8 Identify and invest in prevention measures around suicide hotspots	Police Scotland Health & Social Care Partnership		Number of measures implemented	
4.9 Provide crisis intervention and recovery services in Perth city	The Neuk Health & Social Care Partnership			
4.10 Commission a range of 3 rd sector partners to provide counselling and recovery services	Health & Social Care Partnership			

National Outcome	We are healthy and active			
Stretch Outcome				
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
4.11 Introduce new model of Care at Home Delivery, based on Wellbeing Team Approach in rural areas of Perth and Kinross	HSCP	500k		April 2022
4.12 Commission research to evaluate the inclusivity of mental health and wellbeing support	PKAVS			

PERFORMANCE MANAGEMENT – PHYSICAL AND MENTAL WELLBEING

Performance Indicator	Source	Update Timescale	PK 2018	PK 2019	PK 2020	Scotland
Percentage of adults supported at home who agreed that they are supported to live as independently as possible		Bi-annually	83%	83%	n/a	81%
Percentage of residents satisfied with local leisure facilities	Scottish Household Survey	Annually	66%	58%		47%
Early Mortality per 100,000	NHS- ISD		364	350	n/a	432
Coronary heart disease (CHD) patient hospitalisations		Annually	308.4 (3 year average)			372.5
Psychiatric patient hospitalisations	NHST	Annually	301.0 (3 year average)			255.72
Adults obese (BMI>30kg/m ²)	NHST	Annually	28.0 (Tayside) (3 year average)			29

DIGITAL PARTICIPATION

- As services move to a 'digital by default' approach to delivering public services its now essential that all residents in Perth and Kinross are able to participate.
- The majority of Perth and Kinross land area is ranked as within the 20% most access deprived areas of Scotland (Fairness Commission).
- 92% of premises in Perth and Kinross will have access to superfast fibre broadband but we are behind our target of 100% of premises having access by 2021.
- There is a fear that many people could be digitally excluded in services such as health and banking from feedback.

ACTIONS – YEAR 1

National Outcome	We are well educated, skilled and able to contribute to society			
Stretch Outcome	Increase levels of digital participation by			
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
5.1 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	£15k	Evidence base developed	
5.2 Deliver a simple data guide to help individuals better understand how data is used on a mobile phone or tablet	Digital Participation Working Group		Data guide published	
5.3 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		Number of devices being recycled at Perth College	
5.4 Create and share databases with information showing where people can get digital support	Digital Participation Working Group		Number of databases published	

National Outcome	We are well educated, skilled and able to contribute to society			
Stretch Outcome	Increase levels of digital participation by			
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
5.5 Establish Sounding Board to sense-check proposals and influence Working Group actions			Sounding board established	
5.6 Develop a network of community volunteers able to support digital participation in their communities			Number of volunteers involved in the network	

PERFORMANCE MANAGEMENT – DIGITAL PARTICIPATION

Performance Indicator	Source	Update Timescale	PK 2018	PK 2019	PK 2020	Scotland
People taking part in digital skills courses	Internal sources	Quarterly				
Broadband Access	Scottish Government	Annually			85%	92%
Internet use	Scottish Household Survey	Annually	93%	86%	n/a	87%

SKILLS, LEARNING, DEVELOPMENT AND EMPLOYABILITY

- A 2007 OECD report indicated that parents' socio-economic background had a greater influence on children's attainment and achievement than the school they went to (Fairness Commission).
- Evidence suggests that certain family types are more at risk of poverty and that they face the most significant barriers to get into work, sustain, and progress within work. Parental Employability Support Fund targets: lone parents, disabled people, families with 3 plus children, minority ethnic and mothers under 25.
- Over the last 5 years we have had between 400 and 500 Perth and Kinross pupils from S3 to S6 attending our courses every year at Perth College UHI ([School, College Partnership - Perth College UHI](#)).
- The impact of the coronavirus outbreak and lockdowns has doubled the number of people claiming unemployment support and has disproportionately impacted hospitality and cultural industries (PKC Council Report).
- The number of people claiming out of work benefits rose to 4,080 in January 2021 from 1,815 in January 2020, an increase of 170% within the year (Nomis).
- Zero-hour contracts mean many people in employment have job insecurity across the region (Fairness Commission).
- The Tay Cities Deal bid and its accompanying economic strategy, offers a clear and inclusive approach to address inequalities, increase economic participation and deliver a more prosperous and fairer future for the region, its communities, people and businesses
- The Young Person's Guarantee (YPG) is a direct response to the impact of the pandemic, to mitigate the disproportionate impact on young people and funding at local level to enhance the Partnership for Continuing Employment.
- Young people (18-24 year olds) have been disproportionately impacted by the recent economic downturn with unemployment claimants from 3.3% in March 2020 to 8.0% in February 2021.
- Kickstart (DWP funded) – Employers can apply for a placement to 16-24-year-old UC claimants, 6-month job placement paid 25 hours per week at NMW and £1,500 start-up/training payment.

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			
Stretch Outcome				
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
6.1 Establish and administer a Local Employability Partnership	Perth & Kinross Council (Economic Development)		LEP established	
6.2 Develop a joint CPP Modern Apprentice/Graduate Trainee Scheme			Scheme established	
6.3 Provide employability, digital skills and ESOL training to refugee's and those seeking asylum in the UK	Perth & Kinross Council (Communities) Adult Learning Partnership			
6.4 Develop progression pathways between Adult Learning providers, mapped against the Employability Pipeline	Perth & Kinross Council (Communities) Adult Learning Partnership		Number of new pathways established	
6.5 Deliver 12 month 'Relink' project to reconnect young people in school			Number of young people completing Relink project	
6.6 Develop an integrated learning offer for volunteers	Perth & Kinross Council (Communities) and PKAVS		Number completing training	
6.7 Establish 5 local job clubs for young people	Perth & Kinross Council (Services for Young People)		Number of attendees	
6.8 Support establishment of 5 local Youth Forums across Perth and Kinross	Perth & Kinross Council (Services for Young People)		Number of forums established	
6.9 Develop key messages and offer to raise awareness of emerging opportunities associated with green jobs			Number of messages shared	

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			
Stretch Outcome				
Year 1 Action	Who is the action carried out by?	Resources allocated	How impact will be assessed?	Timescale
6.10 Increase opportunities for those with a disability or neurological condition to access meaningful employment opportunities by both funding and commissioning this activity within the third sector and providing work placement opportunities within the Council.	Third Sector Partners Perth and Kinross Council			
6.11 Develop upskilling programme for those with No Recourse to Public Funds	PKAVS Perth and Kinross Council (Welfare & Benefits)			

PERFORMANCE MANAGEMENT – SKILLS, LEARNING, DEVELOPMENT AND EMPLOYABILITY

Performance Indicator	Source	Update Timescale	PK 2018	PK 2019	PK 2020	Scotland
Leaver Destinations	Education Scotland	Annual			95%	94.4%
Percentage of looked after school leavers attaining literacy and numeracy at SCQF level 4	Education Scotland/ ECS	Annually	86%	90%	89%	90% (Target)
Average educational tariff score for pupils within deprivation areas (SIMD 1&2)	Education Scotland/ ECS	Annually	520	510	n/a	n/a
Gross Weekly Pay	NOMIS/DWP	Annual	-6.0%	-7.2%	-14.2%	0%
Claimant count	NOMIS/DWP	Annual	1.4%	1.9%	4.7%	6%
Participation Rate for 16-19	SDS	Annual		94	96	91.6%
Employment Rate	NOMIS DWP	Quarterly			79.2%	75.9%