PERTH AND KINROSS COUNCIL

7 October 2015

Place Based Scrutiny

Report by Senior Depute Chief Executive (Equality, Community Planning and Public Service Reform)

PURPOSE OF REPORT

This report describes the Place Based Scrutiny pilot undertaken in early 2015 in collaboration with Community Planning Partners and national scrutiny bodies. This work aimed to devise and assess a methodology for the evaluation and scrutiny of how community planning is operating at a local level.

---

1. **BACKGROUND/MAIN ISSUES**

1.1 In early 2015, Perth and Kinross Council and its Community Planning Partners collaborated with national scrutiny bodies to devise and assess a methodology for the evaluation and scrutiny of how community planning is operating at a local level, with a particular focus on the four pillars of public service reform – prevention, partnership, people and performance.

1.2 This 'Place Based Scrutiny' pilot was undertaken on behalf of the national Strategic Scrutiny Group (SSG) at the request of the Chief Executive. The SSG, of which the Chief Executive is a member, comprises Scotland's main public sector scrutiny bodies, and was established in 2008 following publication of the Crerar Report to support better coordinated, more proportionate and risk-based scrutiny of public services in Scotland.

2. **PROPOSALS**

2.1 The paper attached in Appendix 1 describes in full the approach and activities undertaken as part of the Place Based Scrutiny, as well as the findings. The area that was chosen for this work was: Coupar Angus, Blairgowrie/Rattray, Alyth (Strathmore) and The Glens.

The focus of the work was to consider two main questions:

- What is it like to live in this community?
- How well are services collaborating to improve outcomes for people living there?

A subsidiary question that emerged was:

- Is our collective activity addressing/tackling inequalities?

2.2 Developing and learning from the methodology used in the pilot were equally important to the process. There is both learning for the national Strategic Scrutiny Group in terms of its approach to community based evaluations using collaborative enquiry rather than quality indicators. In Perth & Kinross we will be using the learning from this approach to assist in locality planning to test out how well our partners and the Council collaborative deliver services in communities, and to assist in establishing local priorities. A further report will be submitted to the Special Council meeting in November on Community and Locality Planning.

3. CONCLUSION AND RECOMMENDATIONS

3.1 The Place Based Scrutiny pilot has provided a model and template for evaluating community planning at local level. The pilot will inform our approaches to supporting community empowerment and participation.

3.2 It is recommended that the Council:

(i)   Notes the contents of the report and comments as appropriate;
(ii)   Shares the learning from the pilot with the SSG;
(iii)   Shares the findings from the pilot with those involved and uses these to further improve service delivery in Eastern Perthshire; and
(iii)   Uses the findings and methodology contained in this report to inform future approaches to locality planning for consideration by the Community Planning Partnership Board.

Author(s)

Name	Designation	Contact Details
Audrey May	Strategic Lead – Change and Improvement	AMay@pkc.gov.uk 01738 477849

Approved

Name	Designation	Date
John Fyffe	Senior Depute Chief Executive (Equality, Community Planning and Public Service Reform)	15 September 2015

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

1. **IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION**

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	**Yes**
Corporate Plan	**Yes**
Resource Implications	
Financial	**None**
Workforce	**None**
Asset Management (land, property, IST)	**None**
Assessments	
Equality Impact Assessment	**None**
Strategic Environmental Assessment	**None**
Sustainability (community, economic, environmental)	**None**
Legal and Governance	**None**
Risk	**None**
Consultation	
Internal	**Yes**
External	**Yes**
Communication	
Communications Plan	**None**

1. **Strategic Implications**

   Community Plan / Single Outcome Agreement

1.1 The report relates to the delivery of all priorities of the Perth and Kinross Community Plan / Single Outcome Agreement in terms of the following priorities:

   Corporate Plan

1.2 The Perth and Kinross Community Plan 2013-2023 and Perth and Kinross Council Corporate Plan 2013/2018 set out five strategic objectives**:**

   (i)   Giving every child the best start in life;
   (ii) Developing educated, responsible and informed citizens;
   (iii) Promoting a prosperous, inclusive and sustainable economy;
   (iv) Supporting people to lead independent, healthy and active lives; and
   (v)   Creating a safe and sustainable place for future generations.

   This report relates to all objectives.

2. **Resource Implications**

   Financial

2.1 N/A

Workforce

2.2 N/A

Asset Management (land, property, IT)

2.3 N/A

3. Assessments

3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties. The proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome: Assessed as **not relevant** for the purposes of EqIA.

Strategic Environmental Assessment

3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. However, no action is required as the Act does not apply to the matters presented in this report. This is because the Committee are requested to note the contents of the report only and the Committee are not being requested to approve, adopt or agree to an action or to set the framework for future decisions.

Sustainability

3.3 N/A

Legal and Governance

3.4 N/A

Risk

3.5 N/A

4. Consultation

Internal

4.1　A range of officers within the Council were involved in the planning and delivery of the scrutiny process. Elected Members were consulted on the process, including via a specific briefing session.

External

4.2　Residents and organisations from the scrutiny area were involved in the process, as were external bodies as part of the Community Planning Partnership.

5.　Communication

5.1　N/A

2.　BACKGROUND PAPERS

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

3.　APPENDICES

Appendix 1: Place-Based Scrutiny Report, East Perthshire January – April 2015

Place-Based Scrutiny

East Perthshire

January – April 2015

Place-based Scrutiny – East Perthshire

Introduction and Background

The place based Scrutiny pilot was an exciting piece of collaborative work carried out on behalf of the Strategic Scrutiny Group (SSG). Perth and Kinross Council (PKC) and its Community Planning Partners willingly signed up to work with the national scrutiny bodies collectively to try to devise and assess a potential methodology for the evaluation and scrutiny of how community planning is operating at a local level.

This pilot process took place over two phases; the acclimatisation and scoping phase, week beginning 23rd February 2015 and the fieldwork, week beginning 30th March 2015.

The area that the council chose for this work was in the Eastern Perthshire: Blairgowrie/ Rattray, Alyth, Coupar Angus (Strathmore) and The Glens. It is significant to note that this is not an electoral ward. The wards covered by this area are Ward 2 – Strathmore (Eastern), Ward 3 - Blairgowrie and Glens (Southern) and a very small part of Strathtay.

The External Evaluation Team was made up of the following people:

Clare Lamont	Education Scotland (Lead Facilitator)
Ken McAra	Education Scotland
Emma McWilliam	Care Inspectorate
Heather Dall	Care Inspectorate
Lynn Sweeney	Scottish Housing Regulator
Gordon Neill	Audit Scotland
Mark Aggleton	Healthcare Improvement Scotland
Tina Yule	HMICS
Paul Considine	Fire Inspectorate
Professor C Chapman	University of Glasgow (Academic Advisor)

The Internal Evaluation Team was made up of the following people:

Audrey May	Strategic Lead – Change and Improvement (PKC) (Lead Facilitator)
Peter Marshall	Strategy and Policy Manager, The Environment Service (PKC)
Peter McAvoy	Head of Secondary and Inclusion (PKC)
Sandra McColgan	Quality Improvement Officer (PKC)
Keith McNamara	Head of Environmental and Consumer Services (PKC)
Kenny Ogilvy	Service Manager, Housing & Community Care (PKC)
Jacquie Pepper	Head of Children and Families' Services (PKC)
David Stokoe	Service Manager – Communities (PKC)
Scott Symon	Scottish Fire & Rescue Service
Fiona Hetherington	Police Scotland
John Corrigan	Senior Community Capacity Worker (PKC)
Julie Flynn/Chris Lamont	NHS
Jennifer Kerr	PKAVS

Community Planning Partners worked together to collate and analyse data to allow us to profile the area. This profile was shared with the scrutiny bodies and informed our acclimatisation phase and our plans for further enquiry during the fieldwork.

The scrutiny bodies also identified any data/evidence/intelligence that their organisations had available relating to this particular geographical area.

The SSG asked us to avoid becoming bogged down in processes and to avoid being drawn towards 'auditing'. We did not use a formal quality indicator framework.

The big questions we attempted to answer were:

- What is it like to live in the local community?
- How well do public services collaborate to improve outcomes for people living there?

The SSG encouraged us to answer the questions by spending time in the locality and engaging with the community. We were expected to have fun, take risks with the methodology and to be bold enough to make the paradigm shift from always being consistent to being valid.

In terms of reporting, we were not aiming to write an overview or strategic report across themes, rather we tried to find some things that the local authority didn't know or didn't realise about the area in question.

Professor Christopher Chapman from Glasgow University provided support and advice to us in relation to the use of Collaborative Enquiry.

It was important for us to remember that our focus was on the scrutiny/evaluation methodology. We kept a log of the process to assist with professional reflection and an evaluation of the efficacy of this approach to place-based scrutiny.

This paper captures the headlines from this exciting joint venture.

It is accompanied by appendices which contain:

- the templates developed throughout the process;
- the locality profile and links the presentation of that profile; and
- a short film which tells the story of the people we met in this place.

There is also a slideshow of cartoons generated as part of the process.

Introduction to East Perthshire

Geography; Population; Economy; Jobs; Health; Housing and Community Safety.

East Perthshire covers a geographical area of approximately 468km^2. The locality includes Blairgowrie and Rattray, Perthshire's largest town and where nearly half of all of East Perthshire residents live. There are also a number of smaller towns and villages including Alyth, Coupar Angus and Burrelton.

The area is renowned for the growing of soft fruit and its rich past in textile weaving, supporting the creation of a series of textile mills built along the banks of River Ericht in Blairgowrie.

Figure 1: Keathbank Mill, as a working mill and as an apartment building

Although the demise of the weaving industry has led to the ruin of the mills, some, like Keathbank Mill in Blairgowrie, have now been converted into private residences. The area's past has inspired some local people to recognise and celebrate the area's past. Warpweftweave is a local enterprise by artisan weaver Ashleigh Slater who in the summer of 2014 created a tartan to reflect the area's two most famous exports, woven textiles and soft berries.

Figure 2: Berries & Cherries Tartan

The soft fruit industry and agriculture in general still prosper today and accounts for nearly 7%[1] of the area's employment. This is a higher proportion than Perth and Kinross as a whole (at 4%) and nearly three and a half times the Scottish proportion of 2%.

The agricultural nature of East Perthshire has meant that it has always had a transient population particularly in the summer months. The music of the travelling people reflect this in two of the most famous songs from these parts, 'When Yellow's on the Broom' and 'The Berryfields o' Blair'.

These migrations have given the area a unique character in cultural background as some of these groups have eventually settled in and around East Perthshire. This tradition continues to the present day although the migrant workers now come from further afield, namely Central and Eastern Europe. Residents born in Poland account for the second highest proportion of those born out with Scotland, after England[2].

---

[1] Census 2011, Table KS605SC – Industry – Category A Agriculture, forestry and fishing

[2] Census 2011, Table QS203SC- Country of Birth

What does the data say about East Perthshire?

Around 19,000 people are resident in the East Perthshire area which is the subject of this profile. On average they are a **slightly older** population than in Perth and Kinross and in Scotland for similar places of population size and geography. There is a higher **dependency** ratio with more non-working dependents to each working age resident. A fair proportion of residents were **born elsewhere**, most notably EU accession countries, from where recent in-migration has been significant.

The area includes communities that are included in the **20% most deprived** within Scotland, and are the only ones outside urban North Perth. Using ACORN segmentation[3] to describe the household types within East Perthshire, the two largest groups are *Comfortable Communities (37%)* and *Financially Stretched (28%)* as well as a number of affluent and more deprived households, indicating the very diverse nature of what is a relatively small population area. In order to understand the profile of this area, we considered these household types, their particular needs, priorities and how they interact with services.

Looking at the life stage of **school-age children**, inspection performance for schools is generally very good, and attainment in SQA examinations at Blairgowrie High School has improved recently, to match that of the wider authority. The proportion of school leavers going to positive destinations has increased steadily in recent years, but remains a little behind PKC and Scotland. Evidence2Success[4] survey work indicated that pupils are slightly less engaged with their education than elsewhere and may report more physical and mental health problems.

Focusing on the **economy** of the area, and the **working-age** people that support and drive it, there are slightly lower levels of economic activity in East Perthshire compared to PKC, with greater proportions of retirees and those who are long term sick or disabled. Student numbers are lower, and there is greater reliance on self-employment. Although the overall picture is similar to PKC, there is a higher reliance on industries such as manufacturing and agriculture, forestry and fishing for residents of the area. There is greater reliance on skilled trades and process, plant and machine operatives, and fewer people employed in professional occupations.

In terms of **jobs** provided in the area, the picture is similar, with a greater reliance on manufacturing, retail and wholesale sectors, which again tend to be lower wage, but have attracted EU migrant workers who contribute significantly to the local workforce. The proportion of the population claiming job-seekers allowance (a good proxy for unemployment) has been consistently higher in East Perthshire than the wider Council area and this is especially the case for the 16-24 age group.

There is some variation in the **health** performance of the areas within East Perthshire, but across East Perthshire all areas have generally poorer health outcomes than Perth and Kinross as a whole, with many indicators closer to the Scottish average.

Housing pressures in East Perthshire are similar to those experienced elsewhere. There is demand for more affordable housing, although affordability varies significantly across the urban and rural parts of the area. **Community safety** in the area is good – reported crimes are lower than the wider Council area and have been falling faster.

---

[3] ACORN is a classification tool which segments at postcode level the UK's population into 6 categories, 18 groups and 62 types, based on a range of data sources. http://acorn.caci.co.uk/

[4] A collaborative project between Perth and Kinross Community Planning Partnership (CPP) and the Dartington Social Research Unit (SRU) that aims to enhance the safe and healthy development of children and young people in Perth and Kinross.

Methodology and Learning from the Process

1. The Place-based Scrutiny focussed on two key questions:

1. What is it like to live in this community?
2. How well are services collaborating to improve outcomes for people living there?

A subsidiary question that emerged was:

3. Is our collective activity addressing/tackling inequalities?

1   Methodology

The two teams described in the introduction were brought together to carry out this pilot.

The pilot exercise began with the creation of the locality profile by the PKC team. As well as highlighting the demographics and relevant data for this area, it was also important to illustrate how we are delivering our Strategic Objectives in our Corporate Plan through case studies.

The scoping exercise took place 23-25 February 2015 when the PKC team shared the information in the profile with our partners from the scrutiny bodies. Through discussion focussing on the Acorn data segmentations of the area, we formed ourselves into five mixed teams, made up of PKC staff and members of the various scrutiny bodies. We organised our fieldwork to map our Strategic Objectives against the different household groups we agreed would be the focus for further enquiry. It was also important that the teams were enquiring into areas that were not necessarily their own area of expertise or background. During the scoping we had input from Professor Chris Chapman and his researchers to keep our focus on a collaborative enquiry approach. (See below).

The fieldwork was carried out during the week beginning 30 March 2015 when groups spent their time out and about in the community, engaging with residents across all life stages. The teams came together three times over the course of the week to check in and continue to develop templates and methods to capture the findings. Our base was the community campus building in Blairgowrie, which allowed the teams to be situated in the centre of the locality. On Friday 3 April all groups to came together at Police Scotland HQ in Perth to provide feedback and sharing their findings.

Continuing the theme of being creative and dynamic, presentations were in various forms: transcripts of interviews, cartoon drawings, film, presentations. As a group we agreed that we would try to distil our conclusions into a film which is linked to this report.

2   Collaborative Enquiry

The approach does not use the usual approach to scrutiny such as quality or performance indicators. It offers participants a systematic way to explore issues and determine resolutions through shared enquiry, reflection, and dialogue. It enables those involved to make better informed, evidence based decisions about issues that are directly related to improvement.

Collaborative enquiry presented the opportunity for members of the local community to share their own experiences and to participate and have ownership of the process through their help in devising meaningful questions to jointly reflect on the achievements and successes, issues and challenges of living in this locality.

(See appendix 4).

3   Learning from the Methodology - What went well?

Importance of a Locality Profile
- The scrutiny bodies all commented favourably on how the locality profile provided a wealth of evidence upon which to build the process. ACORN segmentation presented a different way of looking at priority sub-communities and their needs. Further refining the data throughout the process was invaluable, with analyst involvement throughout to refine and restructure the data the teams were able to consider the issues the profile was highlighting, use the analyst's expertise to focus in on a specific area/street, then further refine with local knowledge to identify families and groups of residents to engage with. Data however, was only the start of the process. **The profile was the start of the conversation.**

Team Location
- The team being based in 'the place' and with the availability of local knowledge/ local workers to bring it further to life was seen as key. This local understanding was able to build on the profile data presented and bring it to life, focusing more on assets to balance the deficits usually presented in profile data. Local understanding was also vital in brokering links with the local existing contacts to engage with people and communities.

Community Participation
- There was good 'buy-in' and engagement from Community Planning Partners and from elected members.

Locality Teams
- The collaboration that occurred across teams and the skills exchange of the various individuals/ professionals involved was invaluable. The teams involved were well engaged and enjoyed the work. There was honesty and openness in the process. The people involved were on a journey using new approaches and they developed their understanding and comfort with the process over the two phases- the scoping phase and the fieldwork.

Collaborative Enquiry
- Collaborative enquiry presented more meaningful questions as opposed to the QI/PI approach because we were asking local people directly about their experiences and challenges living in this place. This led the process towards meaningful community engagement. The method provided good opportunities for professionals to meet and engage with people and communities.
- There is a wealth of evidence of how well our local planning is delivering outcomes for people in this particular locality – this will feed into future improvement planning. Our CPPs will look at how this might be developed in the future. The place-based scrutiny developed a framework and templates that can be used again/further developed for others/used in future work.

High Quality Dialogue
- The richness of the data and the wide range of perspectives led to high quality dialogue and robust support and challenge between and across the internal and external teams. As a result we have a high level of confidence in the emerging themes and findings.

Frameworks and Templates

- The framework which was developed for the teams to organise their findings and to identify the questions that needed to be asked and of whom, provided a helpful structure to use for reporting purposes. It also assisted in bringing order to the process and allowed the team to make sense of large amounts of data which would otherwise have been unwieldy.

Production of a core script

- The agreement of a core script for engagement (see appendix 3) and shared values which were 'signed up to' by all participants was helpful in ensuring a degree of consistency when interfacing with local people and service users.

Customising the methodology to meet local needs

- The overall methodology was flexible and could be customised for use in individual settings (for example focusing on individual themes/clusters of themes, or on single household groups/ clusters of groups). It also allows for flexibility in terms of the timing and scheduling of activities.

4   What would have made it even better?

Organisation of the data

- The importance of organising and presenting a wide range of data was crucial in building understanding of the area and the activities/ responses already in place. However, the complexity of gathering and interpreting this from across complex organisations and partners presented challenges. The pilot will influence our thinking going forward about how we might develop a hub approach to holding data from all community planning partners.
- This issue was similar for scrutiny bodies whose information resources were disparate and not aligned or focused on place. Whilst this is not surprising, scrutiny bodies may also wish to consider how they hold data linked to 'place'.
- Despite some of the difficulties in compiling the information timeously, making the locality profile available for external partners earlier in the process would have been beneficial.

Early community engagement in the process

- Similarly, involvement of local people earlier in the process would have benefited by their input to the collaborative enquiry. However, time was limited in the pilot, but if this approach were to be replicated, we would recommend engaging with local people to inform the scoping exercise.
- There were some concerns over the consistency of participation across participants, in what is a focused collaborative effort. Involving schools more would have been beneficial.
- It may be helpful to link this approach to the work of the Local Area Network in future and to clarify whether this work will be based on assessed risk or will form part of a rolling programme.

7

5   Findings

What is it like to live in this community?

(Words highlighted in **Bold** indicate the key themes that emerged over the course of the fieldwork)

- **Housing –** the need for more affordable and locally available housing was highlighted, as well as questions raised about the allocation policy. There is a growth in the building of private sector houses, but many people reported that they could not afford these houses and there was a lack of available housing for families returning to the area. There were issues around security for families in tied housing arrangements in rural areas.
- **Transport –** the high cost and infrequency of transport into Perth and Dundee were raised as key issues preventing people accessing training or employment opportunities and family entertainment.
- **Cost of living** – many families complained of the high cost of food in this area, with no large discount supermarket available.
- **Employment opportunities –** the need for better quality, better paid employment opportunities for local people was highlighted by many groups.
- **Rural issues –** people from Kirkmichael (in the rural north of the area) reported that they had restricted access to services of several kinds including delivery of prescriptions.
- **Community safety issue –** many young people commented on the lack of community police presence. Police were only present if there was 'trouble' meaning they had no positive contact with police or on-going positive relationships
- There was a very strong sense of community pride / spirit in this area and people are very proud to be part of these communities.
- People reported feeling safe in this area.

How well are services collaborating to improve outcomes for people living there?

- **Childcare –** although there was provision for Early Learning and Childcare (including for eligible 2 year olds – 'Strong Start 2s'), parents reported this was not flexible enough and other childcare was too expensive thus preventing access to education, training or employability opportunities.
- **Aspects of Health –** in general people in the area were aware of their health issues and were being well cared for. However, some young women reported gaps in their care during pregnancy, in particular for breastfeeding and smoking cessation.
- The Locality Profile supported by the many case studies provided by the different Community Planning Partners demonstrates that Perth and Kinross Council knows itself really well. The scrutiny groups were able to triangulate information quickly using the scrutiny data, the profile, and the further enquiry during the fieldwork.
- We have good evidence for future improvement planning.
- People feel very well supported by the services in this area (in particular by frontline staff).
- People are very much community assets and are keen to be part of local solutions. People of all ages are genuinely interested in co-production. Occasionally 'council bureaucracy' can be seen as a barrier.
- Well thought-out activities such as those at the Number 5 project[5] were supporting children's social skills, language development and helping them to be active in their play.

---

[5] The No 5 Project is situated within the local neighbourhood of Rattray and offers informal support to children and families and runs a number of activity groups for children and families over the week.

Parents were enthusiastic about a recent pilot for 3-5 year olds in the afternoon which is arranged to support children in their transition to nursery and school.

- There was evidence of good partnership working and a willingness to build on it.
- There was evidence of joint resourcing and a willingness to build on it.
- Local peoples' views about the importance and quality of frontline staff were very positive eg care wardens. Some older groups commented very positively about how they add significant value to addressing local people's care needs.
- There are perceived difficulties in accessing some aspects of services in 'The Council' and 'The Health Service'. Examples cited were 'gaining access to the decision makers' eg to discuss asset transfer, decisions such as the maintenance of the Petrol pump in Kirkmichael, and the impact on the local shop, gaining permission for the community to maintain grass verges, accessing healthcare during pregnancy as many classes are only on offer in Perth.
- Staff at Strong Start 2s were not clear about the available support for parenting locally.
- Employment opportunities for parents of very young children are extremely difficult because the main employer in the area has reduced contracted hours and flexible, affordable childcare is limited. Money is a lot tighter as a result.
- Local services can lack resilience, for example, by depending on single individuals (a local youth club no longer exists as the volunteer club leader withdrew from it). A local petrol pump is about to close due to lack of funds to upgrade equipment, threatening the survival of a community shop which is made viable by the sale of fuel.

Is our collective activity addressing/tackling inequalities?

- **Isolation-** several young women reported that they felt isolated, especially when their children were in nursery and in particular if English was not their first language.
- People spoke very highly of the positive impact of local community groups.
- The comparatively high cost of food and the impact of food prices.
- The cost of transport and the impact on quality of life and employability opportunities.
- During the fieldwork we raised questions about our understanding of the definition of a community? A Locality?
  - For example, the ESOL/EAL[6] groups we met were very diverse – some students on a gap year, some settled in relative poverty, isolated mums, Polish, Portuguese, Spanish, Latvian.
- The differences between rural and urban issues continued to be highlighted eg access to regular transport, the impact of stopping the postal delivery of prescriptions.
- Some of the local young people we met seemed to lack aspiration for their futures – they would prefer to work in the local Chicken Factory in low paid employment rather than in local agriculture which is perceived as being 'too hard' work.
- The migrant population is supporting local farming's labour requirements as local young people are not keen to support this employment opportunity.
- Local elected members engaged in the process commented that larger multi-member wards had resulted in them believing they don't know their local communities well enough.
- There were some questionable perceptions with regard to the prevalence of teenage pregnancies in this area and the link with housing allocation. The data indicate that the number of teenage pregnancies in this locality is no higher than in other areas of PKC.
- Parents reported that child care provision for vulnerable 2 year olds is not helping parents go into further training, education or work as it is not flexible enough.
- We discovered that Chiropody services are brought in privately in this area.

---

[6] English for Speakers of Other Languages/ English as an additional language

- The cancellation of the prescription postal service has had a significant impact on rural areas.
- Rural communities feel their voices are 'few' and therefore not so influential in wider community consultations.
- A few parents with babies under one year indicated that the information they received in pregnancy was limited. They were very positive about the care they had received from the midwifery service but had not had access to information about breastfeeding or smoking cessation for example. Discussions with the expectant mothers in Coupar Angus suggested a lack of pro-active work to help inform mothers about breast feeding and the need to reduce smoking in pregnancy.
- All parents indicated that there were few free/low-cost local opportunities for parents with children under the age of 3 years and this led to a feeling of being isolated and unable to access fun and leisure with the very young children. This was particularly important for those without family networks locally. The only alternative would be to travel to Perth or to purchase playgroup sessions which are described as too expensive at £9 per morning.
- Parents at Strong Start 2s felt that there was not enough free or low-cost opportunities for parents with young children under 3 years. They cited Rhyme Time in the library which is a half hour session per week, but that there was not much else in Rattray/ Blairgowrie.

6   Future considerations and questions

- How are services and elected members going to respond to these findings?
- How much do we support local people to build capacity?
- We must keep our focus on prevention.
- The language of professionals does not always connect with local people.
- What matters to people is the place where they live.
- Who does Scrutiny belong to?
- What can we learn to help us be prepared for the requirements of the Community Empowerment (Scotland) Act?

7   Next Steps/Improvement Actions

- Continue to ensure that children's and families' needs and abilities are at the centre of service design and delivery
- Develop our approaches to consulting communities to support genuine active participation of residents and communities
- Review processes for consulting and engaging rural communities
- Review how our services are delivered where they may restrict community co-production and active citizenship
- Use evidence based approaches, early intervention and prevention when allocating spending to tackle inequalities
- Raise awareness for all key stakeholders and partners of the key messages arising from evidence and data analysis in locality profiles, to improve understanding of local issues, identify priorities and plan joint action
- Ensure all partners across our Community Planning Partnership are focussed on improving attainment/achievement to close the poverty gap, including sharing all relevant data
- Develop collaborative service provision to prevent the isolation and loneliness of young women/young parents, in particular in the migrant population
- Enable the community to organise and provide more low cost or free opportunities for young people and families to meet and socialise
- Review ESOL support provision to ensure it meets the needs of the local community, including promoting community cohesion through improving cultural understandings across different groups within the locality
- Ensure all/as many as possible public notices, including bus timetables are translated into the languages of local people to support language development
- Work in partnership with local transport providers to review costs of public transport costs to/from East Perthshire thus increasing access to affordable, accessible transport
- Develop a more diverse retail offer in this area to meet local needs
- Support local people into better paid employment
- Provide support for small businesses to grow in this area
- Improve access to welfare rights advice and benefit entitlements
- Improve allocation/coordination of domestic help for elderly and vulnerable residents
- Through improved locality working, develop a 'named-person approach' (main point of contact) for all members of the community
- Improve access to suitable / affordable housing for all by developing a range of housing stock to meet local need
- Continue to increase the offer of nursery places for 2 year olds for the families meeting the criteria as set by the Scottish Government
- Work with our Community Planning Partners to develop a 'Hub' approach to improving and supporting affordable and flexible childcare and signposting employability

opportunities and thus plug gaps in child care provision to support targeted families (e.g. single mothers undertaking training/education)

- Work with our Community Planning Partners to support adult and family learning to meet the needs of targeted and vulnerable families
- Work collaboratively with business and other partners to deliver the outcomes in Developing Scotland's Young Workforce to increase the aspirations of young people in this area
- Reduce financial barriers for adults returning to education
- Support families to manage their finances in particular with regard to housing, food, fuel and transport costs
- Health services must respond to the increasing demand for community mental health service support and support for mothers during pregnancy
- Improve the profile of local policing, in particular by increasing contact and building positive relationships with young people
- Use the development of Open Data approaches to support the organisation of all relevant data for locality planning
- Build on the assets of individuals and communities and increase active participation
- Closely monitor the impact of increasing digital/centralised service delivery to ensure local knowledge and contact is not lost

Appendices

The following appendices are resources developed for the scrutiny process:

Appendix 1: Overall matrix of household types of interest and CPP strategic objectives
Appendix 2: Template for planning further enquiry/community engagement
Appendix 3: Agreed Script/Messages for Engagement
Appendix 4: Collaborative Enquiry Chris Chapman
Appendix 5: Fieldwork potential questions
Appendix 6: Planning timetable
Appendix 7: Results from further enquiry/community engagement

ACORN Household Types (Proportion of all households in the area)	Best Start for Every Child	Educated, responsible and informed citizens	Prosperous, inclusive and sustainable economy	Lead independent, healthy and active lives	Safe and sustainable place for future generations
1. Poorer Pensioners (15%)					
2. Young Hardship/Difficult Circumstances (12%)					
3. Striving Families/Modest Means (13%)					
4. Struggling Estates (3%)					
5. Countryside Communities (29%)					

External Evaluation Team Member/s:
Internal Evaluation Team Member/s:

Focus for further enquiry/ community engagement:

CPP Strategic Objective(s):   **Local Outcome(s):**

What we know already	What else we need to know	How will we find out (what we need to do/who we need to speak to)	Questions we need to ask	Other - existing or ongoing activity in our area of enquiry

Place Based Scrutiny

Agreed Script / Messages for Engagement

We are representing/ here on behalf of Perth and Kinross Council and other public organisations.

We are here to find out about what it's like to live/ work here/ in this area and how well services are working together for you, your family and your community.

We are interested in getting a range of views from across the area.

What you say will be treated confidentially. We won't report any individual's or organisation's views.

The findings will help inform:

- planning at a local level
- how we check that services are being properly delivered in the future

Collaborative Enquiry

Some examples of collaborative enquiry questions for CPP around preventative spend:

- Can we provide specific examples of where the local CPP has been effective in developing a preventative approach on a) a collaborative basis and b) an individual agency basis?

- To what extent are CPP partners able to pool their budgets, or even reallocate budgets to other agencies, and make joint spending decisions through initiatives such as the Integrated Resource Framework?

- What long term planning is carried out by the local CPPs to fully deliver on preventative spending strategies and how do they plan for this within more short term budget periods?

- To what extent has preventative spending been embedded within the CPPs work so that it focuses on trying to prevent social problems arising rather than on dealing with their consequences?

- To what extent is the local CPP effectively building local capacity to provide, improve, or expand services that address the needs of the local population?

- How do we individually and collaboratively integrate research and practice to improve the wellbeing of children?

Also see Professor Chris Chapman's School Improvement Partnership Programme, which although very basic sets out the approach – apologies as it is focussed on schools as he is from an education background, but it may still be helpful in understanding his approach.

Place Based Scrutiny

Potential Questions

Original questions group were asked to comment on:

- What is it like to live in Blairgowrie/Rattray? (place as a whole)

- How are Community Planning Partners working together to deliver outcomes locally? OR
  - How well do you feel organisations are working together in your locally area?

Questions that came from group(local people's input) discussion:

- If you moved, would you miss Blairgowrie/Rattray?
  - What would you miss about it?
  - What sort of place would you move to and why?

- What do you think about the local facilities, recreation, open spaces, shops etc.?
  - Is there anything missing that you think should be there?
  - Is there anything there that you think shouldn't be?

- How easy is it to access services locally and do you think the organisations communicate effectively between one another?
  - Education: Nursery, Primary, Secondary, College…..
  - Child Care.
  - Housing.
  - Etc.

- How easy is it to get around locally either on foot, by bus, by car etc.?
  - Parking?
  - What about links to nearby cities?

- What job opportunities are there locally?

- How safe do you and your family feel in Blairgowrie/Rattray?
  - Traffic.
  - Crime
  - etc.

- How do you feel people outside of Blairgowrie/Rattray perceive your area and the people within it? Do you think this perception matches the reality?

Master Timetable: Household Type A

Date	Time	Place	Who/What	Notes

External Evaluation Team Member/s:

Internal Evaluation Team Member/s:

Focus for further enquiry/ community engagement:

CPP Strategic Objective(s):
Local Outcome(s):

What we did:

What we found out: