

Summary of Keith ASG/LMG

The Keith ASG includes the town of Keith, and the Grange and Rothiemay, and Botriphnie and Newmill areas. The town is one of Moray's five main towns and there are some notable differences between its profile and that of the rural areas of this ASG. Population levels vary throughout the ASG, ranging from 1061 in the Botriphnie and Newmill area to 4734 in the town of Keith.

Main issues

It is possible to split the wider ASG area into two distinct parts where outcomes for those living rurally appear to be more positive than those living in the town of Keith. The town is one of Moray's most traditionally Scottish areas in terms of ethnicity. It has relatively lower levels of attainment in the adult population and less availability of higher level occupations. The inference that this results in lower levels of income may be substantiated by the fact that home ownership is below average here: instead, a significantly higher proportion of the population rent accommodation from the council.

In contrast, the rural parts of the Keith ASG have a more diverse population. Levels of adult qualification are higher than average here and this appears to translate into the positive outcome of higher rates of self-employment and home ownership, both of which suggest higher levels of income.

Education and post-school destinations are themes that are relevant across the ASG. Recent levels of educational attainment are positive throughout – although the town of Keith fares less well in relation to achieving multiple higher level exams. With the exception of Grange and Rothiemay where a significantly higher percentage of school leavers go onto Higher Education, entry to both Higher and Further Education is below average and there is, instead, a higher uptake of employment.

A second theme of relevance to the overall ASG is the trend towards an aging population which has implications for the provision of and access to older people's services.

Minor issues

Transport and access to services, including multiple car ownership/reliance upon public transport a relevant issue for the Keith ASG. In addition, the evidence suggests a lack of diversity in the local economy which is demonstrated by reliance upon the manufacturing industry and rates of employment in skilled trade occupations.

Population

The age profile of the Keith ASG may result in both short and long term demand for older people's services. The demographic is in line with the national trend towards an aging population. Over half of the population in each of the ASG's three areas is aged 45 and over. There are proportionately more households in the town of Keith where the residents are aged 65 and over. In addition the town has the lowest percentage of residents in Moray who are married or in a registered same-sex civil partnership, and there are proportionately more people living alone in Keith than the Moray 'norm'. In the long term, an aging population together with more people living alone may have consequences for the availability of unpaid care and the need for paid services both of which would have an impact upon public expenditure.

Identity

The town of Keith has the highest percentage of residents who describe themselves as 'White – Scottish', and also who were born in Scotland, in comparison with Moray as a whole. There are also fewer mixed nationality households here than anywhere else in Moray. In contrast, the Grange and

Rothiemay area has a higher percentage of 'White – Other British' residents when compared with both Moray and Scotland. Of those residents born outside the UK and who now live in the wider Keith ASG area a substantial proportion have been resident in the UK for 10 years or more.

While Keith appears to be one of the most traditional in the sense of its 'Scottishness' than any other area in Moray, it could also be inferred that the population is relatively static. Although there is more in the way of an incoming population to the surrounding area, the length of their stay suggests contentment with the area.

Housing

Housing is one area where there are differences between the town of Keith and the rural parts of the ASG. The Grange and Rothiemay area has the highest percentage of households in Moray that live in detached buildings. Across the rural parts of this ASG there are significantly higher percentages of houses/bungalows than the rest of Moray and also more home owners. The town of Keith has a significantly higher percentage of the population that rents from the council and who live in terraced houses.

Due to the rural nature of the area as a whole, there is a greater need for private transport: more households in Grange and Rothiemay own two cars or vans than anywhere else in Moray, and the Botriphnie and Newmill area has the most households with three or more cars or vans. Significantly, there are more households in the town of Keith have no car/van when compared to the rest of Moray.

While the rates of home ownership might suggest higher levels of income, Keith's more rural areas do have the added expenditure of multiple car/van ownership which impacts upon their income/expenditure. Those living rurally who cannot afford private transport will rely heavily on public transport to access services. This has implications for the location of public services and also for the availability of public transport to those services.

Economy and labour

Although there are some differences between the town/rural areas of the Keith ASG in relation to employment there are also some areas of commonality. There are above average levels of employment in skilled trade occupations across the ASG. In fact, parts of the area have a higher proportion of its workforce employed in this sector than is the case anywhere else in Moray. In addition, more people are employed in manufacturing here than in any other sector. However, employment in public administration and defence is relatively low throughout across the ASG and the town of Keith has the lowest percentage of people in Moray employed in this sector.

The town of Keith, where construction, manufacturing and retail are the main employment sectors, has fewer opportunities for work in higher level positions. It has the lowest percentage of people in Moray employed in associate professional and technical positions as well as proportionately fewer people employed in professional occupations. Instead, there is a higher percentage employed as process, plant and machine operatives and in elementary occupations. This would suggest lower levels of income which may link to lower levels of home and car ownership in this part of the ASG. However, the comparatively lower cost of council rents in comparison to, for example mortgages or private renting, may go some way to reduce the impact of low income.

There are significantly higher percentages of people working for themselves and also from home in the more rural parts of the Keith ASG. It is therefore not surprising that these areas have the lowest rates in Moray for travelling to work by bus and on foot. Given the high levels of multiple car ownership in these areas, this would highlight the need for private transport for all aspects of rural

living i.e. not just for work but also accessing services. Individuals living rurally who cannot afford private transport therefore need to rely on public transport to access services. This has implications for the location of public services and also for availability of public transport.

Education

Education is another area which highlights differences between the town of Keith and the ASG's two more rural areas. Performance is better than the Moray average across the ASG at both S4 and S5 level. However, students in the town of Keith fare less well than those living rurally in relation to gaining more than one higher level exam. While attainment levels in the town fall below the Moray average at this point, those living elsewhere in the ASG remain above average in achieving between three and five higher level exams.

As might be anticipated, the areas where students attain a greater number of higher level awards are the same areas where a higher proportion of school leavers enter a Higher Education destination. This is particularly noticeable in the Grange and Rothiemay area. There may also be a correlation between career opportunities and positive destinations in one particular part of the Keith ASG. Botriphnie and Newmill have the highest percentage of people in Moray employed in skilled trade occupations and also of school leavers choosing 'training' as their next step after school. In addition, more school leavers living in this particular area go straight from school to employment than is the average for Moray.

Despite relatively high levels of school attainment in recent years, the overall adult population (aged 16-64) of the town of Keith hold low levels of qualifications. In fact, there are fewer adults studying full-time here than anywhere else in Moray and fewer people hold higher level, HNC or degree level qualifications. There are proportionately more adults in the Grange and Rothiemay area that are educated to degree level or above. Linking this with more recent exam results, there may be a correlation the educational aspiration of young people and the attainment of their parents.

A higher percentage of people from the town of Keith enter directly into employment after leaving school compared to Moray. The availability of low skill jobs in the construction and manufacturing sectors provides employment opportunities without the need for high level qualifications. With attainment levels in the adult population being relatively low it could be inferred that the work rather than further or higher education has been a traditional post-school route for the town's young people. However, more recent exam results show an improved level of attainment in Keith and this provides an opportunity to challenge the traditional expectations of and for young people. There are also a slightly higher percentage of unemployed young people here in comparison with Moray which suggests a potential reduction in employment opportunities in the area.

Given that it is home to two primary schools and the ASG's secondary school it is perhaps not surprising that over half of pupils in the town of Keith walk to school. As might be expected, those living in the more rural areas are more than twice as likely to take the bus as the Moray average. This illustrates a heavy reliance on the availability of public transport to enable students reach their place of study.

Health and social care

The top four health conditions, as recorded by the Keith Medical Practice, were smoking, hypertension, obesity and asthma – all of which are above Moray and Scotland rates. The two rural areas of the Keith ASG have significantly fewer emergency admissions for all ages but Keith town has a slightly higher rate of admissions.

The number of unpaid carers in this ASG is similar to Moray as a whole but, as above, the Keith area has an older population demographic and also more people living alone than is average for Moray. This highlights a potential gap, which may widen in the longer term, between the need for and provision of care for the older population.

Anti-social behaviour / crime

The town of Keith has the highest incidence of vandalism and crime rates are significantly higher per 1,000 residents per year than Moray.

Access to services

This ASG has dramatic differences when looking at access to services. As mentioned above, the two rural areas of the ASG have the highest rate of car ownership hinting that this may be the most efficient way to travel given its limited public transport services. On the contrary, the town of Keith has a good transport network, including a railway station - it has one of the lowest rates of car ownership in Moray. Being one of Moray's five main towns, Keith has a range of services located within it including GP surgeries and shopping facilities. Therefore, whereas the rural areas of this ASG are ranked in the Scottish Index of Multiple Deprivation as having limited access to services, the town of Keith has shorter travel times to various services: in fact it has the shortest travel times in Moray for accessing shopping facilities.