

Moray Citizens' Panel

Survey 6: Investing in Children and Young People

Draft Report

by

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EXECUTIVE SUMMARY

The Children and Young People's Integrated Service Plan for Moray brings together all services for children/ young people to ensure positive outcomes for this part of the Moray population. The aim of the current survey was to gauge Panel members' experiences and views of issues related to children and young people in Moray. The survey was structured around the main themes of the Integrated Service Plan which are:

- children and young people are SAFE;
- children and young people are NURTURED;
- children and young people are HEALTHY;
- children and young people are ACHIEVING;
- children and young people are ACTIVE;
- children and young people are RESPECTED & RESPONSIBLE; and
- children and young people are INCLUDED.

Craigforth undertook this survey on behalf of Moray Community Planning Partnership during August and September 2007. The survey was issued to the full sample of Panel members, with reminder letters issued to non-respondents at the end of August 2007.

The Children and Young People's Integrated Service Plan

Awareness of the Integrated Service Plan was relatively low; only around 1 in 4 had seen or heard of the Plan. Nevertheless, respondents indicated that they both understood the Plan's themes and felt they were important to the children and young people of Moray.

The great majority of survey respondents understood each of the Plan themes at least in part, and most "wholly understood" the themes. Moreover, respondents overwhelmingly felt that each of the themes were important, and most rated each theme as "very important". The themes of "safe" and "healthy" were the best understood, and were also seen as the most important by survey respondents.

Safe

Panel members generally felt that children and young people in Moray are safe, although children were generally seen as somewhat safer than young people. In addition the majority of respondents felt that children and young people in Moray are safer than elsewhere in Scotland.

Most respondents saw road safety as a problem for children and young people in Moray. This was particularly the case for young people as drivers; more than 8 in 10 saw this as a major problem in Moray. Driver safety education and advanced driver training for young people were seen as the most effective approaches to road safety issues for children and young people.

Panel members generally rated play areas in Moray as good in terms of availability, quality of facilities, condition and safety. However, relatively few rated play areas as “very good”, suggesting that most Panel members see some room for improvement.

The majority of respondents had heard of the child protection helpline, although few knew its role. The great majority of those able to give a clear view felt that they would take some action if they suspected a child was being abused or at risk of abuse. Discussing the issue with a trusted friend was the most likely action for respondents to take, although a large majority also suggested that they would be likely to contact the Council or the Police.

Active

Panel members overwhelmingly felt that children and young people in Moray do not get enough physical exercise, with this feeling slightly stronger in relation to young people than children. In addition, Panel members also felt that levels of exercise amongst this group were lower than 5 years ago. Views were more divided on the question of whether children and young people in Moray get more exercise than those elsewhere in Scotland; most did not give a clear view.

The majority of respondents felt that there are sufficient activities for children and young people in their free time, with views again more positive on activities for children than for young people. Notwithstanding this positive rating the great majority would prefer more such activities in Moray. Indeed as many as 2 in 5 felt that more activities are “definitely” needed for young people specifically.

Lower cost sports and leisure centres were seen as by far the most effective approaches to encourage children and young people to be more active. Better public facilities for children/ young people and schemes to encourage more walking and cycling to school were also rated highly.

Healthy and Nurtured

Alcohol misuse was in the view of Panel members by far the most important issue affecting the health of children and young people in Moray - more than 3 in 4 felt this was one of the three main health issues for children and young people. Healthy eating and getting enough exercise were also ranked highly.

Panel members also felt that alcohol and drug use, lack of healthy eating, underage/unsafe sex and mental health were all problems for Moray’s children and young people which needed to be tackled. There was also general agreement that these had worsened as problems in the last 5 years. Alcohol misuse, along with drug use, again emerged as the main issues in Panel members’ view, both in terms of being problems and also having worsened in recent years.

Reflecting these views, action on the misuse of alcohol and drugs were the main ways in which Panel members felt the health of children and young people could be improved - indeed the five most commonly mentioned actions were all in this area. Preventing children/ young people drinking on streets, tackling drug supply/ use and drug/alcohol education in schools were the top priorities.

Awareness of healthy eating initiatives was generally low, with most indicating that they had never heard of the initiatives. Awareness was somewhat higher in relation to Health Promoting Schools and Hungry for Success, than the Food in Focus Strategy.

Most respondents had previously or were currently working with children and/or young people in a voluntary or paid capacity - work with children was notably more common than for young people. More appreciation shown to volunteers by the community and voluntary services being more pro-active in recruiting were the main ways in which Panel members felt volunteering with children and young people could be encouraged.

A significant minority of respondents - 1 in 3 - indicated that they would consider fostering, including a small number who had fostered previously. In terms of what might encourage more people in Moray to consider fostering the main suggestions were more information, support for potential foster carers and making the process of becoming a foster carer more easy.

Achieving

Qualifications and more general life skills/ knowledge gained through education were identified by respondents as the most valued aspects of their own education experience. Personal development was also a valuable part of education for a large majority of respondents.

Panel members felt that all aspects of education were important to some degree for children and young people in Moray today. Again qualifications and more general life skills/ knowledge were seen as the most important to children and young people in Moray. Relationships with school friends was also ranked highly in terms of importance for today's children and young people, despite few identifying this as one of the most valued aspects of their own education.

Around half of all survey respondents indicated that they had children who were currently or who had been educated in the Moray areas. Satisfaction with Moray's schools and colleges amongst these respondents was high with more than 4 in 5 satisfied overall.

Respondents were generally positive about all aspects of Moray schools and colleges listed, with at least half rating each aspect as good. The core curriculum and attainment of schools and colleges was rated highest by respondents; well over 4 in 5 felt that these were good. Values taught in schools and opportunities for parents to get involved were also rated highly. Behavioural standards in schools and extra curricular activities were rated lowest by respondents.

Respondents overwhelmingly felt that children and young people in Moray were more likely to leave their local area than those elsewhere in Scotland. More and better employment and education/ training opportunities outwith Moray were by far the most commonly cited reason for the perceived trend in young people leaving Moray.

Respected, Responsible and Included

Most respondents considered the behaviour of children and young people in Moray to be good, although there remained a significant minority who rated children and young people's behaviour as "poor". The behaviour of children was given a somewhat more positive rating than that of young people. Reflecting this mainly positive view, the great majority felt that the behaviour of children and young people was similar to or better than elsewhere in Scotland.

Alcohol misuse was identified as the main problem amongst children and young people; more than 9 in 10 saw this as a problem to some degree. Drinking in public was also a commonly mentioned problem, although this was less likely to be seen as a "major problem" amongst local children and young people than alcohol misuse. Young people hanging around and graffiti/ vandalism were the most commonly mentioned non-alcohol related problems.

The home was clearly identified by Panel members as the main contributing factors to problems among children and young people in Moray. Specifically, respondents were most likely to see a lack of parental control and lack of values at home as factors contributing to problems amongst children and young people.

Panel members generally agreed that children and young people need more information about their own lives. Moreover, there was strong agreement that children and young people should be more involved in decisions affecting the community. Views were more divided on the extent to which children/ young people would be interested in getting involved in local decision making, with most feeling that they would be unlikely to be interested.

1. INTRODUCTION

Background and Study Objectives

1.1. The Moray Citizens' Panel was established by the Moray Community Planning Partnership (MCP) in April and May 2005, and the MCP are also responsible for the ongoing management of the Panel. Current MCP members are:

- The Moray Council;
- Communities Scotland;
- Grampian Fire and Rescue;
- Grampian Police;
- NHS Grampian;
- Highlands and Islands Moray (formerly Moray Badenoch and Strathspey Enterprise);
- Joint Community Councils;
- Moray Citizens Advice Bureau;
- Moray Chamber of Commerce;
- Moray College;
- Moray Volunteer Service Organisation;
- Royal Air Force; and
- The Volunteer Centre Moray.

1.2. A total of 1329 Moray residents joined the Panel as a result of the recruitment process. There have been a small number of further additions and deletions since the initial recruitment; at the time of the survey the total Panel membership stood at 1150, spread across each of the seven main administrative areas:

- Buckie;
- Elgin;
- Fochabers;
- Forres;
- Keith;
- Lossiemouth; and
- Speyside.

Methodology and Response

1.3. Craigforth undertook this survey on behalf of Moray Community Planning Partnership during August and September 2007. The survey was issued to the full sample of Panel members; postal self-completion questionnaires were issued to all 1150 members at the end of July 2007. Reminder letters were sent to all non-respondents at the end of August 2007.

1.4. The aim of the survey was to gauge Panel members' experiences and views of issues related to children and young people in Moray. The questionnaire was structured around the main themes of the Children and Young People's Integrated Service Plan for Moray. Panel members were asked about their awareness and understanding of the Integrated Service Plan and its themes, and were subsequently asked a series of questions under each theme:

- children and young people are SAFE;
 - children and young people are NURTURED;
 - children and young people are HEALTHY;
 - children and young people are ACHIEVING;
 - children and young people are ACTIVE;
 - children and young people are RESPECTED & RESPONSIBLE; and
 - children and young people are INCLUDED.
- 1.5. A copy of the questionnaire used in the survey is provided at Appendix 1.
- 1.6. A total of 742¹ returns were received by cut off in September 2007, representing an overall survey response rate of 65%. This is a good level of response comparing extremely favourably with other postal survey exercises, although it is somewhat lower than the c70% response rates achieved in previous Panel surveys. It is likely that some Panel members felt the survey topic was less relevant to them, for example those without children or young people.
- 1.7. The profile of survey respondents in terms of gender, age, housing tenure and administrative area is provided in Table 1 below.
- 1.8. The achieved sample was broadly representative of the Panel as a whole in terms of the five main indicators presented. However, there were some areas of over or under representation of specific sectors of the wider Moray population due to some imbalance in the current Panel membership. The most notable differences were:
- There was an under-representation of the male population (-8%) and corresponding over-representation females (+8%);
 - There was a significant under representation of under 40s (-14%). The only age groups notably over represented is those aged between 50 and 59 (+10%);
 - Owners are significantly over-represented (+15%), and households in social rented (-9%) and private rented/other accommodation (-7%) correspondingly under-represented; and
 - The achieved sample over-represented the Speyside (+8%) and to a lesser extent the Keith areas (+5%), and under-represented the Elgin population (-12%).
- 1.9. The Panel was constructed to achieve a relatively even number of members across the seven geographic areas in order to produce robust survey findings at a sub local authority level. This resulted in an over-representation of residents in the Speyside area and under representation of Elgin residents. Subsequent deletions from the Panel have accentuated this over/under representation and it may now be appropriate to refresh the Panel to address this imbalance.

¹ Of the 742 responses 718 were analysable. Figures throughout this report are based on these 718 completed analysable responses.

Table 1.1: Profile of Survey Respondents, Panel Members and Moray overall

	Survey Respondents (Total 718)		Panel Members (Total 1178)		Moray ²
	Num	%	Num	%	%
GENDER					
Male	302	42%	526	46%	50%
Female	412	58%	622	54%	50%
BASE	714		1148		-
AGE					
Under 40	144	20%	287	25%	34%
40-49	151	21%	258	23%	19%
50-59	195	27%	302	26%	17%
60+	222	31%	296	26%	29%
BASE	712		1143		-
HOUSING TENURE					
Owner occupied	593	83%	909	80%	68%
Social rented	73	10%	135	12%	19%
Private rented/ Other	45	6%	98	9%	13%
BASE	711		1142		-
GEOGRAPHIC AREA					
Buckie	92	13%	135	12%	16%
Elgin	86	12%	141	12%	24%
Fochabers	109	15%	163	14%	11%
Forres	105	15%	175	15%	18%
Keith	96	13%	161	14%	8%
Lossiemouth	101	14%	156	14%	14%
Speyside	124	17%	215	19%	9%
BASE	713		1146		-

Reporting Conventions

- 1.10. In the analysis we have focused on the questions asked in the survey form. Overall frequency counts and percentages are presented for each question, with the exception of open-ended questions where the main issues and suggestions are highlighted in the text of the report. Additional tables with data on questions not presented in tabulated form within the main report are included at Appendix 2.
- 1.11. We also conducted crosstabulations of all questions by key demographic indicators including gender, age and the residential location of respondents (based on the seven community planning areas in Moray). These variables offer helpful ways of understanding the survey data in greater detail and where significant differences between these groups were evident, these are highlighted in the report text.

² Gender and age based on GRO(S) population estimates as at 30 June 2006; housing tenure based on the 2003/ 04 Scottish Household Survey; geographic area based on the 2004 Moray Community Health Index (therefore not directly comparable to 2001 Census or GROS population estimates).

- 1.12. However, because of the relatively low sample numbers in some of the categories being used we must be cautious about generalising from some of the crosstabulated data. Overall numbers of respondents are sufficiently high to provide reliable analysis, and crosstabulations are only presented and reported on where numbers are high enough to ensure that results are reasonably robust.
- 1.13. Similarly, where the base number of responses is less than 30, percentage values are not provided. Where appropriate, the missing value is replaced by “-” throughout the report. Where presented, percentage values are rounded up or down to the nearest whole number; consequently for some questions percentages may not sum to 100%.
- 1.14. We produce “net” rating figures for some questions as a useful initial indicator of Panel views. These indicate the balance between positive and negative views amongst survey respondents, and are calculated by subtracting the percentage of “negative” responses (eg “dissatisfied”) from the positive (eg “satisfied”). The result is presented as a positive or negative percentage rating. Where there is a large number of neutral or not applicable responses these may be excluded from the base, and the percentage of positive and negative responses recalculated. We note in the report where this is the case.

2. CHILDREN AND YOUNG PEOPLE'S INTEGRATED SERVICE PLAN

2.1. The Children and Young People's Integrated Service Plan for Moray brings together all services for children/ young people to ensure positive outcomes for this part of the Moray population. The Plan is structured around a core of seven themes, seeking to ensure that Moray's children and young people are:

- safe;
- active;
- healthy
- nurtured;
- achieving;
- respected & responsible; and
- included.

2.2. The survey opened by asking Panel members about their awareness of the Service Plan itself, their understanding of its themes and how important they felt each theme was for the children and young people of Moray.

Awareness of Service Plan

2.3. Awareness of the Integrated Service Plan was generally low amongst Panel members. Only around 1 in 4 of respondents had seen or heard of the Plan (24%), including fewer than 1 in 10 who had "definitely" done so (8%). Overall more than 7 in 10 had "definitely not" seen or heard of the Plan (71%).

2.4. Perhaps surprisingly, there was no indication that awareness of the Plan was greater amongst Panel members with children in their household, and nor did awareness vary significantly across age groups. However area analysis suggests that awareness of the Plan was notably higher in the Keith area than elsewhere (32% aware) while Forres respondents were the least likely to be aware (19%).

Table 2.1 Awareness of the Integrated Service Plan

	Num	%
Definitely seen/ heard	58	8%
Probably seen/ heard	111	16%
Definitely not seen/ heard	498	71%
Don't know/ can't say	37	5%
Base	704	

Understanding of Service Plan themes

2.5. Despite their relatively low awareness of the Plan amongst the Panel, respondents generally felt that they understood the themes.

2.6. The great majority of survey respondents understood each of the Plan themes at least in part, and more than half "wholly understood" each of the themes. Understanding was highest in relation to the themes "healthy", "active" and "safe" with at least three quarters of respondents wholly understanding each of these themes (86%, 78% and 78% respectively).

- 2.7. Understanding was also high in relation to “Respected and Responsible” with 72% wholly understanding this theme. Panel members’ understanding was somewhat lower in relation to “achieving”, “included” and particularly “nurtured” (67%, 63% and 58% respectively). However as noted above the majority of respondents indicated that they wholly understood these themes and only around 1 in 20 did not understand the themes at all.

Table 2.2 Understanding of Service Plan Themes

	Wholly understand	Understand in part	Do not understand	Don't know/ can't say
Healthy	86%	12%	1%	1%
Safe	78%	19%	1%	1%
Active	78%	18%	2%	2%
Respected and Responsible	72%	22%	4%	2%
Achieving	67%	28%	3%	2%
Included	63%	29%	6%	2%
Nurtured	58%	34%	6%	2%

Importance of Themes

- 2.8. In addition to Panel members’ understanding of the themes, the survey also looked at how important each of the themes were seen to be.
- 2.9. Panel members overwhelmingly felt that each of the themes were important with well over 9 in 10 rating each as important to some degree. Moreover, at least 3 in 5 rated each theme as “very important”.
- 2.10. “Safe” and “healthy” seen as notably more important than other themes with around 9 in 10 ranking these as very important (91% and 89% respectively). It is also interesting to note that these were also the best understood themes amongst survey respondents, suggesting some link between the extent to which individuals understand a theme and the importance they assign it.
- 2.11. “Active” and ‘respected & responsible” were also seen as very important themes by a large majority of respondents (75% for each), although somewhat less so than “safe” and “healthy”. In particular it should be noted that while “active” was as well understood as “safe”, the former is seen as substantially less important than the latter.
- 2.12. “Achieving”, “Included” and “Nurtured” were assigned a lower importance by Panel members, although there remained a substantial majority of respondents rating these as very important (at least 63%).

Table 2.3 Importance of the themes

	Very important	Fairly important	Fairly unimportant	Not at all important
Safe	91%	9%	0%	0%
Healthy	89%	11%	1%	0%
Active	75%	24%	1%	0%
Respected and Responsible	75%	23%	3%	0%
Achieving	64%	34%	2%	0%
Nurtured	63%	34%	2%	1%
Included	63%	34%	3%	1%

- 2.13. While there were no significant differences across ages and areas in ranking of themes, significant differences were evident between genders.
- 2.14. In particular females tended to better understand themes, and assigned themes greater importance, than males. Differences between genders in relation to children and young people being “nurtured”; females were much more likely than males to understand this theme (+23%), and to rate it as very important (+27%).
- 2.15. There was also a notable difference in understanding and importance assigned to the “included” theme with females again reporting better understanding (+17%) and higher importance (+18%).
- 2.16. In terms of importance only a further two themes saw significant gender differences; “respected & responsible” and “achieving”. Females were more likely than males to see these as important themes for Moray’s children and young people, despite gender differences in understanding of these themes being small.

Table 2.4 Gender differences in understanding and importance of themes

	Wholly understand			Very important		
	Female	Male	+/-	Female	Male	+/-
Safe	82%	73%	9%	92%	86%	6%
Nurtured	68%	45%	23%	72%	45%	27%
Healthy	88%	82%	6%	90%	84%	6%
Achieving	69%	64%	5%	68%	55%	13%
Active	81%	74%	7%	77%	69%	8%
Respected and Responsible	74%	68%	6%	77%	66%	11%
Included	70%	53%	17%	68%	50%	18%

3. SAFE

- 3.1. The safety of Moray's children and young people is the first Service Plan theme addressed by the survey. Here Panel members were asked for their views on issues related to ways in which the lives of children and young people in Moray could be made safer.

Safety of Children and Young People in Moray

- 3.2. First we asked about Panel members' perception of how safe children and young people were in Moray.
- 3.3. Panel members generally felt that children and to a lesser extent young people in Moray are safe; more than 9 in 10 felt children were safe (92%) and more than 8 in 10 that young people were safe (83%). However it is notable that relatively few felt that children and young people were "very safe", suggesting that most had some reservations about the safety of children and young people in Moray.
- 3.4. Panel members also felt there are significant differences in the safety of children and young people. In particular Panel members were twice as likely to feel that children were unsafe (20% compared to 9% for young people). Panel members were correspondingly much more likely to feel that young people were unsafe (14% compared to 6% for children).
- 3.5. Perhaps surprisingly there were no significant differences in safety ratings across areas, nor between those with or without children.

Table 3.1 Safety of children/ young people in Moray

	Very safe	Fairly safe	Fairly unsafe	Very unsafe	Don't know
Children (under 16)	20%	72%	5%	1%	2%
Young people (16-24)	9%	74%	13%	1%	3%

- 3.6. Reflecting Panel members' view that children and young people in Moray are generally safe, most also felt that children/ young people are safer than elsewhere in Scotland. In particular 3 in 4 felt that Moray was safer for children (75%) while 2 in 3 felt Moray was safer for young people (66%).
- 3.7. Moreover, between 1 in 5 and 1 in 4 felt that Moray was "much safer" for children and young people than elsewhere in Scotland (27% for children, 21% for young people). Very few respondents felt that Moray was less safe for children and young people.
- 3.8. In terms of area it is notable that Panel members in Keith were least likely to think of Moray as safer than elsewhere, both for children (69%) and for young people (54%).

Table 3.2 Safety of Children/ Young People Compared to Elsewhere in Scotland

	Much safer	A little safer	About the same	A little less safe	Much less safe	Don't know
For children (under 16)	27%	48%	16%	1%	0%	8%
For young people (16-24)	21%	45%	24%	2%	0%	8%

Road Safety

- 3.9. Further to Panel members' views on the general safety of children and young people in Moray, the survey also looked at views on road safety in particular for this section of the Moray population.
- 3.10. The great majority of respondents saw road safety as a problem for children and particularly young people in Moray. Nearly 9 in 10 felt road safety was a problem for children (88%), although only 2 in 10 of these felt this was a "major" problem (20%).
- 3.11. Fewer felt road safety was a problem for young people **as pedestrians**; 8 in 10 felt it was a problem to some degree (80%) but just 1 in 10 felt it was a major problem (11%).
- 3.12. However, road safety was seen as a major issue for young people **as drivers**. As many as 8 in 10 respondents felt that road safety was a major problem for young people as drivers (81%). This rose to as many as 9 in 10 in the Keith area where road safety for young drivers was seen as more of a problem than elsewhere.

Table 3.3 Road safety as a problem

	Major problem	Minor problem	No problem at all	Don't know/
Children (under 16)	20%	68%	8%	4%
Young people (16-24) - as pedestrians	11%	69%	17%	3%
Young people (16-24) - as drivers	81%	16%	2%	1%

- 3.13. Panel members were next asked to consider a number of options to address road safety problems for children and young people in Moray. Respondents were first asked to select **all** options they felt would improve road safety, and then to identify the **single most effective** option.
- 3.14. Speed restrictions around schools and nurseries, and more driver education/ training for young people were the most commonly mentioned options amongst Panel members:
- 86% mentioned speed restrictions around schools and nurseries.
 - 83% mentioned driver safety training and 78% mentioned advanced driver courses for young people.
- 3.15. However it is notable that speed restrictions were ranked much lower in terms of the **most effective** options to address road safety. Here driver education and training for young people was seen as a much more effective approach to road safety problems for children and young people; between 1 in 4 and 1 in 5 identified these as the single most effective option.

- 3.16. Other commonly mentioned options to address road safety included speed restrictions in residential areas more broadly (68%), better roads (62%) and cycling proficiency training for children/ young people (60%). However, relatively few respondents felt these were the single most effective option to address road safety.

Table 3.4 Options which could improve road safety

	All		Single Most Effective		Rank
	Num	%	Num	%	
Speed restrictions around schools/ nurseries	618	86%	36	5%	1
More driver safety education - for young people	595	83%	137	20%	2
More advanced driving courses for young drivers	547	76%	161	24%	3
Speed restrictions in residential areas	485	68%	64	10%	4
Higher standard of roads, better surface, dual carriageways	447	62%	53	8%	5
More cycling proficiency training for children/ young people	426	60%	3	0%	6
More training on pedestrian safety for children/ young people	413	58%	27	4%	7
More pedestrian/ car free zones outside schools/ nurseries	408	57%	25	4%	8
More driver safety education - for other drivers	384	54%	20	3%	9
More cycle lanes/ routes to schools	383	54%	12	2%	10
Walking/ cycling buses	343	48%	9	1%	11
More traffic calming/ speed control measures	292	41%	34	5%	12
More speed cameras/ traffic police patrols	237	33%	41	6%	13
More crossing patrols at schools/ nurseries	216	30%	3	0%	14
Better/ more prominent road signs	164	23%	2	0%	15
Other	132	19%	-	-	-
	716		672		-

- 3.17. In addition to these specific options, Panel members were given the opportunity to make their own suggestions about what might improve road safety. Around 1 in 5 suggested other approaches to road safety, and these included:

- restrictions on young drivers including restricted passenger numbers, limiting engine size, "P" plates for all drivers under 24 and raising the age at which young people can drive.
- greater policing of the roads including monitoring of speeding, traffic around schools and more marked police cars on the roads.
- Improved road signage including notification/ reminders of speed restrictions and parking restrictions.
- more road safety provision specifically for pedestrians and cyclists such as crossings, cycle lanes and foot paths.
- specific road improvements such as upgrading of the A96, a bypass for Lhanbryde and more generally better verge cutting in summer.

- 3.18. Looking across the seven areas within Moray there were notable differences in prioritising of options to address road safety and these are summarised in the table below.

- More cycle lanes and routes to school was seen as particular priority in the Elgin and Fochabers areas. Buckie and Keith area respondents were least likely to suggest this option.
- Those in the Lossiemouth area were more likely than others to mention improvements to the quality and standard of roads, while this was less of a priority in the Forres and Buckie areas.
- Interest in walking and cycling buses (groups of children walked or cycled to school by adults) was strongest in the Elgin and Forres. This was seen as less effective in the Speyside area.
- Pedestrian safety training for children and young people was most commonly suggested in the Elgin area, and least in the Keith area.

Table 3.5 Areas with greatest differences between options to improve road safety

	ALL	Highest	Lowest
More cycle lanes/ routes to schools	53%	Elgin (67%) Fochabers (62%)	Buckie (42%) Keith (44%)
Higher standard of roads (eg better road surface, more dual carriageways)	62%	Lossiemouth (72%)	Forres (52%) Buckie (54%)
Walking/ cycling buses	48%	Elgin (57%) Forres (56%)	Speyside (40%)
More training on pedestrian safety for children/ young people	58%	Elgin (67%)	Keith (51%)

- 3.19. It is also interesting to note that there was a significant difference in ranking across genders, with females more likely than males to identify nearly all options. Females were particularly likely to suggest:
- more driver safety education for other (not younger) drivers;
 - more advanced driving courses for young drivers;
 - speed restrictions in residential areas; and
 - more crossing patrols at schools and nurseries.

Play Areas

- 3.20. Moving on from a focus on road safety, panel members were asked to rate play areas in Moray on the following criteria:
- availability;
 - quality of facilities;
 - condition; and
 - safety.
- 3.21. Overall, respondents rated play areas as good on all four criteria, with at least 3 in 4 rating play areas as very or fairly good on each criteria. Indeed there was very little difference in respondent ratings across the criteria with “good” ratings ranging from 76% for quality of facilities to 81% for safety of play areas. Across all four criteria around 1 in 5 respondents gave a rating of very or fairly poor.

- 3.22. While overall “good” ratings were very high, it is notable that relatively few rated play areas in Moray as “very good” on any of the criteria; availability of play areas was the most likely to be rated as very good, by a little over 1 in 4 respondents (28%). With the majority of respondents rating play areas as “fairly good” or poor, this suggests that Panel members see some room for improvement in play areas across Moray.

Table 3.6: Rating aspects of local play areas

Criteria...	Very Good	Fairly Good	Fairly Poor	Very poor
Availability	28%	49%	16%	7%
Quality of facilities	23%	53%	17%	6%
Condition	22%	57%	15%	6%
Safety of	23%	58%	13%	6%

- 3.23. There was some significant variation in views on play areas across the seven local areas, with ratings generally higher in Lossiemouth, Speyside and Forres areas. It is notable that Buckie respondents gave lower ratings for play areas across all criteria, with the Elgin area also giving low ratings on availability and condition of play areas.

Table 3.7: Play areas Very/Fairly Good by Area

Criteria...	ALL	Highest	Lowest
Availability	77%	Speyside (87%) Forres (84%)	Buckie (66%) Elgin (68%)
Quality of facilities	76%	Lossiemouth (86%) Speyside (85%)	Buckie (65%)
Condition	79%	Lossiemouth (84%) Fochaber (84%)	Elgin (73%) Buckie (74%)
Safety of	81%	Speyside (90%) Forres (86%)	Keith (73%) Buckie (75%)

Child Protection

- 3.24. Finally on the safety of children and young people in Moray the survey asked a series of questions related to child protection issues, starting with Panel members’ awareness of the new child protection helpline.
- 3.25. More than half of survey respondents had heard of the child protection helpline (58%), although only a little over 1 in 3 knew what the helpline was (36%). Moreover, as many as 2 in 5 respondents had never heard of the child protection helpline (40%). Perhaps surprisingly, respondent awareness of the helpline did not vary significantly between those with and those without children in their household.

Table 3.8 Awareness of child protection helpline

	Num	%
Fully aware, know a lot about	33	5%
Aware of, know a little about	216	31%
Heard of, but unsure what it is	150	21%
Never heard of	280	40%
Don't know	29	4%
Base	708	

- 3.26. Next Panel members were asked to indicate how likely they would be to take one or more of a series of actions if they suspected a child was being abused or was at risk of being abused. In particular we asked how likely Panel members would be to:
- Contact a specific Council service such as Social Work or Education;
 - Contact a dedicated helpline such as the child protection helpline;
 - Contact the Police;
 - Contact someone in the Health Service;
 - Discuss their concern with a trusted friend/colleague;
 - Do nothing.
- 3.27. It is notable that the great majority of respondents gave a clear view on what action they would take if they suspected child abuse - only around 1 in 20 indicated that they did not know how likely they would be to take the listed actions.
- 3.28. Moreover, almost all of those giving a clear view felt that they would take **some** action in that situation; only 2% indicated that they would be fairly likely to do nothing.
- 3.29. In terms of specific actions, it is interesting to note that respondents would be somewhat more likely to discuss the issue with a trusted friend or colleague rather than contact a specific agency. More than 4 in 5 indicated that they would be likely to speak to a friend or colleague (81%), although most of these respondents also indicated that they would be likely to contact one or more agencies.
- 3.30. A specific Council service and the Police were by some margin the most likely agencies for respondents to contact. Around 3 in 4 indicated that they would be likely to contact these agencies (78% a Council service and 74% the Police), including up to around half who would be “very likely” to do so.
- 3.31. In addition, around 3 in 5 would be likely to contact a dedicated helpline such as the child protection helpline (59%) and a little over 2 in 5 would be likely to contact someone in the Health Service.
- 3.32. There were a small number of variations in Panel members’ likelihood of taking specific actions across key demographic groups, including:

- Females would be more likely than males to contact someone in the Health Service, while males would be somewhat more likely to contact the Police.
- Those aged 60 and over would be most likely to contact the Police.
- Those with children were generally more likely to indicate that they would take a specific action, and in particular would be more likely to contact the Police.
- Respondents in the Speyside and Lossiemouth areas are the most likely to contact someone in the Health Service or a dedicated helpline - those in Keith would be particularly unlikely to contact the Health Service. Forres area respondents are the most likely to contact a specific Council service.

Table 3.9 Likelihood of Action if Child Abuse Suspected

	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know
Contact a specific Council service (eg Social Work, Education services)	48%	30%	12%	6%	4%
Contact a dedicated helpline (eg child protection helpline)	29%	30%	24%	10%	6%
Contact the Police	44%	30%	15%	7%	4%
Contact someone in the Health Service	18%	25%	34%	17%	6%
Discuss with a trusted friend/colleague	45%	36%	8%	8%	3%
Do nothing	0%	2%	12%	81%	5%

4. ACTIVE

- 4.1. Here we asked Panel members for their views on how active Moray's children and young people are, including the availability of activities and how the level of activity amongst children and young people in Moray could be increased.

Level of Exercise

- 4.2. First the survey looked at Panel members views on children and young people's level of exercise in Moray. Panel members were asked the extent to which they agreed that children and young people:
- do not get enough physical exercise;
 - get less physical exercise than 5 years ago; and
 - get more physical exercise than children elsewhere in Scotland
- 4.3. Panel members overwhelmingly felt that children and young people in Moray do not get enough physical exercise, with this feeling slightly stronger in relation to young people (81% agreeing) than children (78%). More than 1 in 3 "strongly agreed" that children and young people don't get enough exercise.
- 4.4. In addition to the view that children and young people do not get enough exercise, Panel members also felt that levels of exercise amongst this group were lower than 5 years ago. Agreement here was somewhat lower than in relation to absolute exercise levels, but there remained a large majority who agreed that today's children and young people took less exercise than 5 years ago (70% for children and 70% for young people).
- 4.5. Panel members were more divided on the question of whether children and young people in Moray get more exercise than those elsewhere in Scotland. Indeed a large majority of respondents did not give a clear view, with 67% selecting "neither more nor less than elsewhere" for children and 70% for young people. Views were split amongst the minority who did give a clear view; the proportion agreeing with the statement was broadly similar to that disagreeing.

Table 4.1 Levels of exercise amongst youngsters in Moray

	Net	Strongly agree	Agree	Neither/nor	Disagree	Strongly disagree
Children in Moray...						
do not get enough physical exercise	+71%	32%	46%	16%	6%	1%
get less physical exercise than 5 years ago	+61%	24%	46%	22%	7%	1%
get more physical exercise than children elsewhere in Scotland	0%	1%	16%	67%	15%	2%
Young people in Moray..						
do not get enough physical exercise	+77%	39%	42%	14%	4%	0%
get less physical exercise than 5 years ago	+65%	24%	46%	25%	5%	0%
get more physical exercise than young people elsewhere in Scotland	-4%	1%	12%	70%	15%	2%

Activities Available

- 4.6. Next Panel members were asked whether they felt that were enough activities in Moray available to children and young people in their free time.
- 4.7. The majority of respondents felt that there are sufficient activities for children and young people in their free time, with views more positive on activities for children than for young people. In total 65% of respondents felt there are sufficient activities for children, and 53% for young people.
- 4.8. Notwithstanding this positive rating, the great majority of respondents would prefer more such activities in Moray; 66% would prefer more for children and 71% for young people. Indeed up to as many as 2 in 5 who felt that more activities are “definitely” needed, 39% indicating this for young people and 28% for children.
- 4.9. In terms of local areas, those in Keith and to a lesser extent Buckie were most likely to feel that more activities were needed for children and young people. Indeed more than 3 in 4 Keith area respondents would prefer more for both children and young people.

Table 4.2 Availability of Free Time Activities

	Plenty of activities	Sufficient, but prefer more	Not enough, definitely need more	Don't know/ Can't say
Children	27%	38%	28%	8%
Young people	21%	32%	39%	8%

Improving Activity Levels

- 4.10. Finally on “active” children and young people, Panel members were asked to identify ways in which children and young people in Moray could be encouraged to become more active. First individuals were asked to identify **all** approaches they thought would make a difference, and then to identify the **single most effective** approach.
- 4.11. In terms of “all” options selected by survey respondents, lower cost sports and leisure centres was by some distance the most commonly mentioned; as many as 3 in 4 felt that this would be an effective approach (74%). More and better public facilities for children/ young people and schemes to encourage more walking and cycling to school were also rated highly by respondents; 61% and 60% mentioning respectively.
- 4.12. Other commonly mentioned approaches were:
- More routes for leisure cycling (57%)
 - More local sports clubs and teams (55%); and
 - More and better local sports and leisure centres (54%).
- 4.13. Looking more specifically at Panel members’ selection of the single more effective approaches, it is notable that lower cost sport and leisure centres is by an even larger margin the most commonly mentioned. With 29% mentioning it is nearly twice as likely to be selected as the most effective measure than any other approach.

- 4.14. Ranking of approaches in terms of being the most effective was broadly similar to that for “all” approaches discussed above. The one notable exception was more and better local sports/ leisure centres, seen as the single most effective approach by 16%. This was ranked second in terms of “most effective” approach, despite being ranked only sixth overall.
- 4.15. Ranking of these approaches was similar across Moray with lower cost sports and leisure facilities the top ranked suggestion across all areas. However, there were notable differences in ranking of the need for leisure facilities such as cinemas and bowling - those in Buckie and Keith saw the greatest need for these, with Elgin and Speyside the lowest.

Table 4.3: Encouraging Children and Young People to be more Active

	All		Single most effective		Rank
	Num	%	Num	%	
Lower cost sports and leisure centres	523	74%	181	29%	1
More/ better “public” facilities for children/ young people (eg play parks, skateboarding)	433	61%	79	13%	2
Schemes to encourage more walking or cycling to school/ college	422	60%	86	14%	3
More routes for cycling (for leisure)	401	57%	23	4%	4
More local sports clubs/ teams	392	55%	48	8%	5
More/ better local sports and leisure centres	384	54%	96	16%	6
More other clubs (eg music, arts)	293	41%	12	2%	7
More/ better other leisure venues locally (eg cinemas, ten-pin bowling)	262	37%	31	5%	8
More pathways for walking	247	35%	12	2%	9
Other	97	14%	50	8%	-
Base	709		618		-

- 4.16. A total of 97 respondents put forward their own suggestions on what would encourage youngsters to be more active. The most common suggestions were:
- more clubs both within and outwith school, such as sport, drama/ dance, art, music and youth clubs.
 - ensuring that family activities are available all year round rather than only in the summer.
 - encouraging less use of computers, games consoles and television for children and young people.
 - encouraging local residents and especially parents to make more use of facilities that are currently available, including outdoors (eg fishing, shooting) and indoors. Extending opening times and more facilities open at weekends were suggested in relation to indoor activities.
 - improving transport to, and cost of facilities.
- 4.17. A number of Panel members also suggested that young people in particular should be asked what they think would encourage or enable them to become more active.

5. HEALTHY AND NURTURED

- 5.1. This section looks at Panel member views on issues relating to health and the nurturing of children and young people in Moray.
- 5.2. Panel members were asked to identify what they considered to be the main issues affecting the health of children and young people, the extent to which these issues/ problems have been getting worse and what could be done to address these issues. The survey also looked at voluntary and paid work with children and young people, and views on fostering.

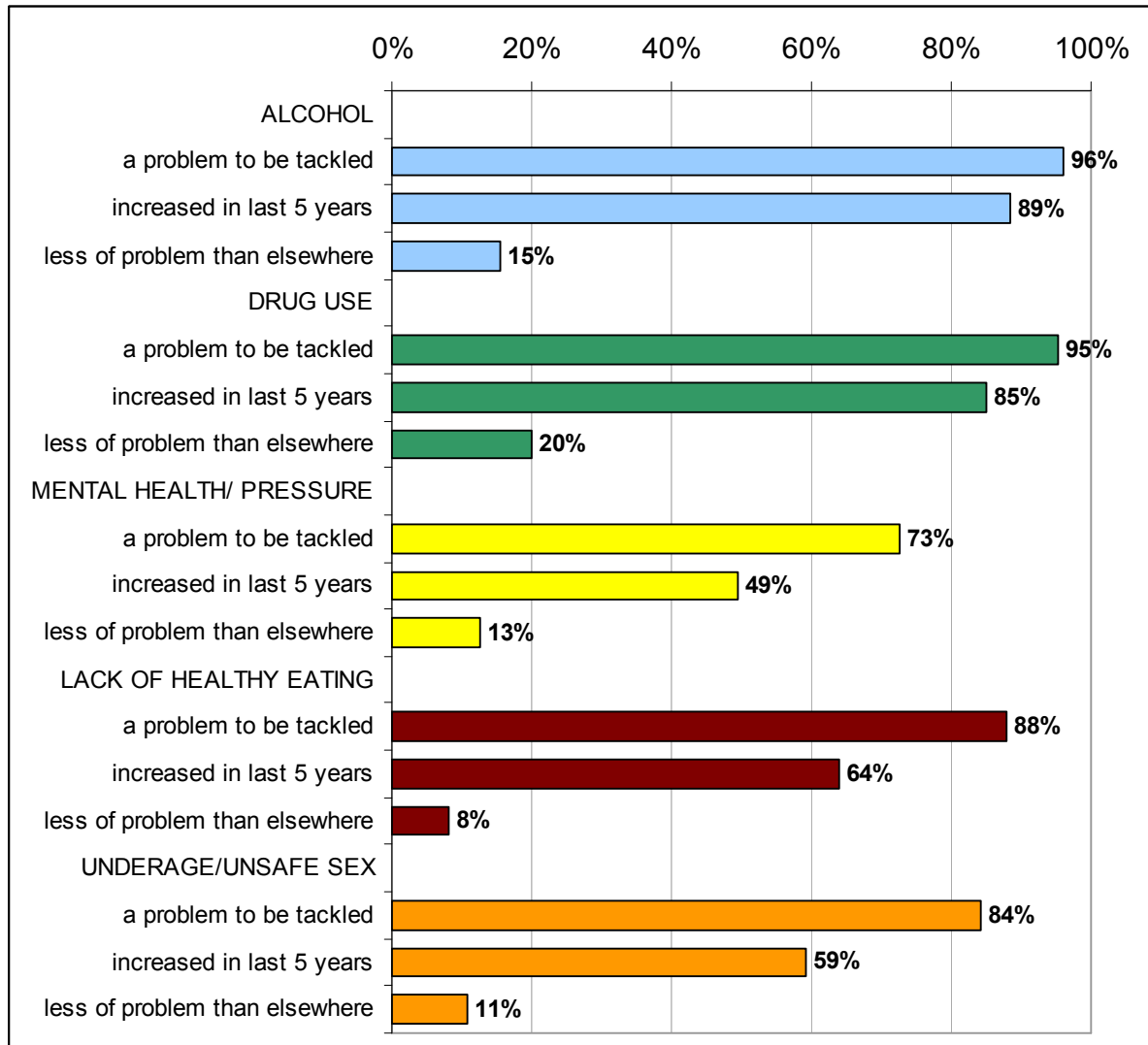
Health Issues

- 5.3. Looking first at Panel members' views on health issues affecting children and young people in Moray, alcohol misuse emerged as by some margin the main issue. More than 3 in 4 identified this as one of the main three issues affecting the health of children and young people in Moray (77%) including 1 in 3 who felt it was the most important issue (33%).
- 5.4. Healthy eating and getting enough exercise were also ranked highly by panel members, with a little over half identifying each of these as one of the main three issues for children and young people (53% for each). Indeed these were the only other issues mentioned by more than half of respondents.
- 5.5. Although somewhat less commonly mentioned, a significant minority also identified smoking and drug misuse as one of the top three health issues for children and young people in Moray; 41% and 38% respectively selecting these. Respondents were significantly less likely to identify sexual health as being an important issue for children and young people in Moray, although there remained around 1 in 5 who mentioned one or more of underage sex, teenage pregnancy or STDs as issues.
- 5.6. There were no significant variations in the priority given to health issues across the main demographic groups.

Table 5.1 Main issues affecting health

	1st	2nd	3rd	ALL		Rank
	%	%	%	Num	%	
Alcohol misuse	33%	24%	22%	517	77%	1
Eating healthily	22%	23%	9%	355	53%	=2
Getting enough physical exercise	27%	15%	13%	355	53%	=2
Smoking	7%	14%	21%	275	41%	4
Drug misuse	9%	17%	13%	258	38%	5
Underage sex	2%	4%	8%	91	14%	6
Stress/ depression	1%	2%	9%	75	11%	7
Teenage pregnancy	0%	2%	5%	46	7%	8
Sexually transmitted diseases	0%	0%	2%	14	2%	9
Base	667	667	658	673		

- 5.7. Panel members were next asked to consider the extent to which a range of health problems for children and young people in Moray:
- are problems that need to be tackled;
 - have increased in the last 5 years; and
 - are less than elsewhere in Scotland.
- 5.8. Figure 5.1 below presents the percentage of respondents agreeing with each of the statements in relation to alcohol, drug use, mental health and pressure, lack of health eating and underage or unsafe sex. A table presenting more detail results is presented at Appendix 2.
- 5.9. Panel members generally agreed that all of the issues listed were problems that needed to be tackled, overwhelmingly so in relation to alcohol and drug use. The issues listed were also seen by Panel members as having increased over the past 5 years.
- 5.10. However Panel members were again less clear on the extent to which these problems were worse than elsewhere. Most respondents could not give a clear view on this, but it should be noted that the majority of those giving a clear view felt that they were at least as much of a problem in Moray as elsewhere.
- 5.11. In terms of specific issues, alcohol and drug use was seen as by far the most significant for children and young people in Moray. Well over 9 in 10 respondents agreed that these were issues that needed to be tackled in Moray (96% and 95% respectively). Moreover, well over 8 in 10 felt that alcohol and drug use had become more of a problem for Moray's children and young people over the last 5 years. Views were less strong on whether this was more of a problem than elsewhere, but most of those giving a clear view felt that alcohol and drugs were at least as much of a problem as elsewhere in Scotland.
- 5.12. A lack of health eating and underage/ unsafe sex were also seen as significant problems for Moray's children and young people, with well over 8 in 10 identifying them as problems to be tackled (88% and 84% respectively). Respondents were less likely to feel these problems had worsened over the past 5 years than in relation to alcohol and drug use, although it should be noted that most felt they had worsened.
- 5.13. It is interesting to note however that respondents were more likely to feel that health eating and underage/unsafe sex are bigger of a problem in Moray than elsewhere, than was found for alcohol and drug use. In particular, up to around 4 in 5 of those giving a clear view felt that healthy eating was worse in Moray than elsewhere, compared to around 3 in 5 for drug use.
- 5.14. Mental health and pressure on children and young people was somewhat less likely to be seen as a problem, although there remained as many as 3 in 4 identifying this as a problem to be tackled (73%). However, this was the only issue which a minority of respondents felt had increased in the past 5 years (49% indicating this).

Figure 5.1: % Agreeing on Health Issues for Children/ Young People

Improving the Health of Children and Young People

- 5.15. Next Panel members were asked for their views on how health and nurturing amongst children and young people in Moray could be improved.
- 5.16. Reflecting views reported above on health problems in Moray, action on the misuse of alcohol and drugs were the most commonly mentioned - indeed the five most commonly mentioned actions were all in this area. The most commonly mentioned were action to prevent children/ young people drinking on the street action to tackle drug supply and use amongst children/ young people; around 4 in 5 mentioned these (81% and 79% respectively).
- 5.17. Also on alcohol and drug use, a large majority wanted to see more action on the sale of alcohol to underage young people (76%), better education in schools on alcohol and drugs (71%) and confidential alcohol and drug advice specifically for children and young people (61%).

5.18. It is notable that actions on alcohol and drug use were also seen as the most effective measures to improve the health and nurturing of children and young people in Moray. However, here it is notable that alcohol/drug education in schools and action on the sale of alcohol to underagers were the most likely to be rated as the most effective measures - this is despite these being ranked 3rd and 4th in terms of all measures.

5.19. Other commonly mentioned measures were:

- More/ better informal activities for children/ young people such as community centres and clubs (61%);
- More healthy eating options provided in schools, colleges and universities (54%);
- More/ better education on healthy eating in schools (49%);
- More/ better publicity and awareness campaigns on drug and alcohol use (49%); and
- More/ better promotion of safe sex targeted at children and young people (48%).

Table 5.2: Measures to Improve Health of Children/ Young People

	1 st	2 nd	3 rd	ALL		Rank
Action "on the ground" to prevent children/ young people drinking on the streets	13%	15%	12%	577	81%	1
More action to tackle drug supply and use amongst children/ young people	9%	16%	14%	564	79%	2
More action to prevent sale of alcohol to underage children/ young people	18%	15%	7%	541	76%	3
More/ better education in schools on drug and alcohol use	23%	8%	7%	502	71%	4
Confidential advice for children/ young people on drug and alcohol use	7%	7%	5%	436	61%	5
More/ better informal activities for children/ young people	5%	8%	9%	430	61%	6
More healthy eating options provided in schools/ colleges/ universities	3%	4%	4%	384	54%	7
More/ better education on healthy eating in schools	1%	3%	5%	347	49%	8
More/ better publicity and awareness campaigns on drug and alcohol use	5%	7%	3%	346	49%	9
More/ better promotion of safe sex targeted at children/ young people	1%	4%	7%	340	48%	10
More sex advice and information services for children/ young people	1%	1%	5%	317	45%	11
More/ better sex education in schools	1%	3%	6%	315	44%	12
More support for parents and families to care for children/ young people	3%	4%	7%	310	44%	13
More/ better healthy eating publicity campaigns targeted at children/ young people	1%	2%	3%	247	35%	14
More/ better "formal" support services for children/ young people	1%	2%	4%	225	32%	15
Less pressure put on children/ young people in education	3%	3%	2%	170	24%	16
Other	4%	1%	0%	66	9%	17
Base	692	685	679	711		

- 5.20. There were notable variations in mentioning of these measures across genders. In particular, female respondents were significantly more likely than males to suggest the following:
- More/ better “formal” support services for children and young people such as counselling;
 - Confidential advice for children and young people on drug and alcohol use;
 - More support for parents and families to care for children and young people; and
 - Less pressure put on children and young people, for example in school, college, university.

Awareness of Health Eating Initiatives

- 5.21. Panel members were next asked the extent of their awareness of current health and healthy eating initiatives in Moray and the wider Grampian area, specifically the Hungry for Success school meals initiative, Health Promoting School scheme and NHS Grampian Food in Focus strategy.
- 5.22. It is notable that the majority of respondents indicated that they had not heard of each of the three initiatives listed. Awareness was highest in relation to the “Health Promoting School” scheme with around 2 in 5 having heard of the scheme (41%), although fewer than 1 in 5 indicated that they knew a lot about it (18%). Awareness was similar - if slightly lower - in relation to the “Hungry for Success” school meals initiative; 2 in 5 having heard of the initiative (40%) but only around 1 in 7 knowing a lot about it (14%).
- 5.23. Respondents were least aware of the NHS Grampian “Food in Focus” strategy. Only a little over 1 in 4 had heard of the strategy (26%) and only around 1 in 20 knew a lot about it (6%).
- 5.24. It is interesting to note that awareness was not significantly higher amongst Panel members with children in their household. However, awareness did vary somewhat across genders and local areas:
- Females were generally more aware of the initiatives than males, particularly in relation to the Health Promoting School scheme (+18%)
 - Awareness of the Hungry for Success initiative was highest in the Speyside and Fochabers areas, and lowest in Lossiemouth and Elgin
 - Keith area respondents were most likely to have heard of the Food in Focus strategy, while those in the Elgin area were least likely.

Table 5.3 Level of awareness of Council and NHS health/food initiatives

	Fully aware, know a lot about	Heard of, unsure what it is	Never heard of	Don't know
Hungry for Success school meals initiative	14%	21%	60%	6%
Health Promoting School scheme	18%	23%	54%	5%
NHS Grampian Food in Focus strategy	6%	20%	69%	6%

Voluntary Work with Youngsters

- 5.25. The survey next looked at Panel members' involvement with children and young people, asking whether they were involved in voluntary or paid work with children and/or young people.
- 5.26. Most indicated that they were currently, or had in the past worked with children and/or young people whether as a volunteer or paid member of staff (56%). Work with children under 16 was most common; more than half of survey respondents had done this (54%), more than twice the level of those involved with young people (25%).
- 5.27. This level of involvement indicates that survey respondents are more likely to be involved in work with children/ young people than the wider Grampian population. The 2005/06 Scottish Household Survey suggests that 32% of Grampian households had taken part in volunteering activity within the past 12 months. This includes volunteer work with adults as well as children/ young people.
- 5.28. It is notable that working with children and/or young people was much more common amongst female respondents. As many as 2 in 3 females had worked in a voluntary or paid capacity with under 25s, although it should be noted that a significant minority of males had also done this (44%).

Table 5.4 Involvement in voluntary or paid work with youngsters

	Num	%
Yes	399	56%
<i>with children (under 16)</i>	379	54%
<i>with young people (16-24)</i>	179	25%
No	310	44%
Base	709	

- 5.29. Members were also asked how people in Moray might be encouraged to get involved in voluntary work with children and young people.
- 5.30. More appreciation shown to volunteers by the community and voluntary services being more pro-active in recruiting were most commonly mentioned as ways of encouraging volunteering with children and young people; each were mentioned by 53%. Indeed these were the only approaches suggested by more than half of respondents.
- 5.31. Other approaches suggested by a substantial proportion of respondents were:
- more advertising of voluntary services for children/young people (44%);
 - financial and other incentives for people to volunteer, such as help with travel and childcare costs (43%);
 - employers doing more to encourage and allow volunteers to work (43%); and
 - more services to support local volunteers such as travel and childcare services (43%).

Table 5.5: Factors to encourage involvement in voluntary work

Factors	Num	%
Voluntary services being more pro-active in recruiting volunteers	365	53%
More appreciation shown to volunteers by the community	365	53%
More advertising of local voluntary services for children/ young people	300	44%
Financial/ other incentives for volunteers (eg help with travel/ childcare costs)	297	43%
Local employers do more to encourage/ allow workers to volunteer	296	43%
More services to support local people to volunteer (eg travel, childcare)	293	43%
More promotion of the value/ contribution made by volunteers to children/ young people	290	42%
More appreciation shown to volunteers by voluntary services	248	36%
More appreciation shown to volunteers by the children/ young people involved	246	36%
Other	75	11%
Base	687	

- 5.32. The overwhelming majority of respondents felt that one or more of these measures would have some degree of impact on the number of people volunteering to work with children and young people in Moray (92%). However, there was some scepticism around the likely extent of this impact; relatively few felt that these measures would result in many more people volunteering (30%).

Table 5.6 Likely impact of encouragement measures

	Num	%
Major impact - many more volunteering	204	30%
Minor impact - few more volunteering	420	62%
Little/ no impact on number of people volunteering	55	8%
Base	679	

Fostering

- 5.33. Finally on nurturing and health, the survey asked Panel members whether they had or if they would consider fostering a child or young person. Panel members were also asked to give their own suggestions on how people in Moray might be encouraged to consider fostering.
- 5.34. A significant minority of respondents (33%) indicated that they would consider fostering, including a small number who had fostered previously (3%). Variations in willingness to foster across the main demographic groups were relatively small, although it is notable that females were somewhat more likely than males to consider this (+15%). Overall around 2 in 3 respondents indicated that they would never consider fostering (68%).

Table 5.7 Consideration of Fostering Children/ Young People

	Num	%
Currently/ previously fostered	20	3%
Not fostered, but might consider	198	30%
Would never consider fostering	452	68%
	670	

- 5.35. Around 1 in 5 survey respondents gave their own suggestions on what might encourage more people in Moray to consider fostering. The most common suggestions are highlighted below.
- 5.36. The most common was the need for more information, mentioned by nearly half of those making a suggestions. In particular individuals wanted to know more about what was involved in fostering, and would like to see case studies publicised to show how valuable fostering can be. Information on finance, qualifications and the practical support available was also suggested.
- 5.37. Around 1 in 5 made suggestions in relation to support for potential foster carers. It was suggested that more people may consider fostering if there were better practical support available, particularly when things get tough.
- 5.38. Some were concerned about difficulties in the process involved in becoming a foster carer, where experience or stories 'heard of from others' were a disincentive. Some felt that the process was intrusive, lengthy, bureaucratic and overwhelming, and it was felt that a simpler approach may encourage fostering.
- 5.39. A number of specific concerns were also raised in relation to specific rules and legislation. These included:
- lack of protection against false accusations made by troubled children;
 - regulations on the standard and size of accommodation for foster children including arrangements for foster children to share rooms;
 - insisting on maintaining 'religious obligations'
 - parents' rights over foster children and foster parents.

6. ACHIEVING

- 6.1. Under the theme of Moray's children and young people being "achieving" the survey focused on Panel members' experience of and views on education generally and in Moray specifically, and also on transitions out of the education system.

Valued Aspects of the Educational Experience

- 6.2. First we asked Panel members asked to think about their own education, and in particular to indicate the aspects of their experience they valued most. Respondents were asked to identify the three aspects they valued most in order of preference; these responses are totalled under "all" in table 6.1 below and ranked accordingly.
- 6.3. The qualifications and more general life skills and knowledge gained through education were identified by respondents as the most valued aspects of their education. Around 3 in 4 respondents selected each of these aspects in their three most valued (77% for qualifications, 75% for life skills).
- 6.4. In addition, as many as 7 in 10 included their personal development for example through social skills and confidence (69%). Although less obvious or tangible than the two aspects mentioned above, it is clear that personal development was still a valuable part of education for a large majority of respondents.
- 6.5. However, personal development was significantly less likely to be seen as the **most** valuable aspect of education. Rather Panel members were much more likely to see qualifications or life skills as the most valuable aspects; around half identified qualifications (48%) and around a third life skills (32%).

Table 6.1 Most valued aspects of panel members' own education

	1 st	2 nd	3 rd	ALL		Rank
Gaining qualifications	48%	17%	15%	525	77%	1
Gaining more general life skills/ knowledge	32%	32%	14%	515	75%	2
Personal development (eg social skills, confidence)	13%	28%	30%	470	69%	3
Relationships with school friends	4%	14%	15%	215	31%	4
Involvement in out of school clubs/ activities	0%	4%	12%	135	20%	5
Sports/ leisure/ arts activities in school	2%	6%	13%	104	15%	6
Other	-	-	-	21	3%	-
Base	673	664	660	683		

- 6.6. Panel members were then asked to consider how important each of these aspects were to children and young people in Moray today. Panel members felt that all of the aspects listed were important for children and young people, with at least 2 in 3 rating each as important to some degree.
- 6.7. However as was found in relation to members' own education, qualifications and more general life skills/ knowledge were also seen as the most important to children and young people in Moray. Indeed more than 9 in 10 rated each as important aspects of education (95% and 91% respectively), including more than half who felt these were "very important".

- 6.8. It is interesting to note that in terms of overall importance, Panel members ranked relationships with school friends third for today's children and young people (90% ranked this as important to some degree). This is despite fewer than 1 in 3 respondents identifying this as one of the three most valued aspects of their own education. Personal development was ranked highly for respondents' own education but was slightly less likely to be seen as important for today's children and young people (88%). However, personal development was significantly more likely to be identified as "very important" (53% compared to 40% for relationships with friends).
- 6.9. A substantial majority of respondents felt that sports/ leisure activities and out of school clubs were important to children and young people in Moray (78% and 68% respectively). However, relatively few felt these aspects were "very important" and this is reflected in the small proportion identifying these these as one of the three most valued aspect of their own education.
- 6.10. Respondents were also able to write in aspects of education which they thought were important for children and young people. These fell into five broad areas:
- **learning to relate to people** (across generations, within school and the world beyond)
 - **discipline** and **respect**
 - **work and vocational related** (experience, learning a trade, part-time work)
 - **self-esteem** (learn for pleasure, freedom to be oneself, fitting in, not being bullied)
 - **support** (from parents, a stable environment for troubled youngsters, being encouraged)

Table 6.2 Importance of aspects of education

	IMPORTANT			UNIMPORTANT	
	ALL	Very	Fairly	Fairly	Not at all important
Gaining qualifications	95%	56%	39%	5%	1%
Gaining more general life skills/ knowledge	91%	55%	36%	8%	1%
Relationships with school friends	90%	40%	50%	8%	1%
Personal development (eg social skills, confidence)	88%	53%	35%	10%	1%
Sports / leisure / arts activities in school	78%	19%	59%	20%	2%
Involvement in out of school clubs/ activities	68%	18%	51%	26%	5%

Satisfaction with Aspects of Education in Moray

- 6.11. The survey moved on to look at Panel members' views more generally on schools and colleges in Moray.
- 6.12. In total around half of all survey respondents indicated that they had children who were currently or who had been educated in the Moray areas (52%). This included a little over 1 in 5 of all respondents whose children were currently in school or college within Moray (22%). A substantial proportion of those whose children had completed their education within Moray had done so more than 5 years ago (22% of all), reflecting the older age profile of survey respondents.

Table 6.3: Have children educated in Moray?

	Num	%
Yes	367	52%
<i>currently at school in Moray</i>	150	21%
<i>currently at college in Moray</i>	10	1%
<i>completed education within last 5 years</i>	50	7%
<i>completed education within 5-10 years</i>	43	6%
<i>completed education 10+ years ago</i>	114	16%
No	335	48%
Base	702	

- 6.13. Those whose children had completed or were currently in education within Moray were asked about their satisfaction with education in Moray's schools and colleges.
- 6.14. Satisfaction with Moray's schools and colleges was high with more than 4 in 5 satisfied (81%), including a little over 1 in 5 who were very satisfied (22%). However, it is notable that the majority of respondents indicated that they were "fairly satisfied" with schools and colleges in Moray; research elsewhere has indicated that these individuals are likely to have at least one significant reservation about Moray's schools and colleges. A total of 1 in 10 respondents indicated that they were dissatisfied with schools and colleges in Moray (10%).

Table 6.4 Satisfaction with Moray's schools and colleges

	Num	%
Very satisfied	80	22%
Fairly satisfied	214	59%
Neither/ nor	27	8%
Fairly dissatisfied	29	8%
Very dissatisfied	7	2%
Don't know/ can't say	3	1%
Base	360	

- 6.15. Further to this overall view, Panel members were asked to rate Moray's schools and colleges on specific aspects of their operation. It should be noted here that respondents include any Panel member whose children have been educated within Moray, around half of whom have children **currently** in education within Moray. The table below therefore presents ratings for all those who answered the question, and separately for those whose children are currently in education within Moray.
- 6.16. Respondents were generally positive about all aspects of Moray schools and colleges listed, with at least half rating each aspect as good. It is also notable that those with children currently in Moray schools were somewhat more positive than those whose children had already completed their education. However, differences are relatively small for most aspects and are not statistically significant - we therefore focus on the views of all those answering the question.
- 6.17. The core curriculum and attainment of schools and colleges was rated highest by respondents; nearly 9 in 10 felt that the curriculum and range of subjects was good (88%) and well over 8 in 10 rated education standards as good (85%). However, it is worth noting that relatively few rated these aspects as "very good" (around 1 in 4) suggesting that despite the very high overall rating, most saw some room for improvement.
- 6.18. Values taught in schools and opportunities for parents to get involved were also rated highly with around 7 in 10 indicating that these were good (71% for each). However, the proportion identifying these aspects as poor was notably higher than in relation to curriculum and attainment; between 1 in 4 and 1 in 5 rated values taught and opportunities for parental involvement as poor.
- 6.19. Behavioural standards in schools and extra curricular activities were rated lowest by respondents, despite more than half rated these as good. As many as 2 in 5 (41% and 39% respectively) rated these as poor.

Table 6.5 Rating of aspects of Moray's schools/ colleges³

	ALL ⁴		Children currently in school	
	Good	Poor	Good	Poor
Curriculum/ range of subjects taught	88%	5%	92%	6%
Education standards/ attainment	85%	11%	86%	11%
Values/ attitudes taught in school	71%	23%	82%	16%
Opportunities for parents to get involved	71%	21%	80%	17%
Communication with parents	66%	26%	70%	27%
Equipment/ resources	60%	30%	62%	32%
Behavioural standards in schools	56%	41%	67%	31%
Extra-curricular activities	51%	39%	52%	43%

³ Ratings combine "very good" and "fairly good", and "very poor" and "fairly poor" respectively. A full detailed table for all respondents is appended to this report.

⁴ Note "all" refers to those whose children have completed their education in Moray and those whose children are currently in education within Moray.

Transition for Education in Moray

- 6.20. Finally on the theme of “achieving”, panel members were asked for their views on children/ young people’s movement on from education in Moray, and in particular about their movement out of Moray.
- 6.21. First the survey asked the extent to which Panel members felt that Moray’s children and young people were more or less likely than those elsewhere in Scotland to:
- go straight from school into work rather than further or higher education;
 - leave the area for education or training; and
 - leave the area for employment.
- 6.22. Respondents overwhelmingly felt that children and young people in Moray were more likely to leave their local area than those elsewhere in Scotland. Around 3 in 4 felt Moray’s children/ young people were more likely than others to leave for education or training (73%), and 2 in 3 felt they were more likely to do so for employment (65%). Only around 1 in 20 respondents felt Moray’s children and young people were less likely than others to stay in their local area after school/ college.
- 6.23. Survey respondents were less clear in their views on how likely children/ young people in Moray are to go straight from school into work rather than seek further or higher education. The largest group felt Moray’s children/ young people were similar to others in their propensity to do this (42%). Nevertheless, respondents who felt they were more likely than others to go straight into work (33%) significantly outnumbered those who felt they were less likely (9%).

Table 6.6 Likely future of Moray young people compared with elsewhere

	MORE LIKELY		About same	LESS LIKELY		Don't know
	Much	A little		A little	Much	
go straight from school into work	10%	23%	42%	7%	2%	16%
leave the area for education/ training	44%	29%	14%	3%	1%	11%
leave the area for employment	33%	32%	17%	5%	1%	11%

- 6.24. Panel members who felt that children and young people were likely to leave Moray for education, training or employment were asked for their views on why this is. The survey asked for all potential reasons, and also the single main reason causing young people to leave Moray.
- 6.25. More and better opportunities outwith Moray were by far the most commonly cited reason; around 9 in 10 mentioned better employment opportunities (89%), and a similar proportion better education or training opportunities (88%). These were also by some distance the most commonly cited “single main” reason for young people leaving Moray (41% mentioning each). Indeed they were more than six times more likely to be mentioned as a single main reason than any other factor.

- 6.26. In addition to these top perceived reasons for children/ young people leaving Moray, a substantial proportion also mentioned better facilities such as shops/ leisure (56%) and difficulties for young people trying to find accommodation within Moray (41%). These were much less likely to be seen by Panel members as the main reason for young people leaving the area, but were clearly felt to be significant factors.

Table 6.7: Reasons why young people will leave the area

	All		Main Reason	
	Num	%	Num	%
More/ better employment opportunities elsewhere	602	89%	242	41%
More opportunities for education/ training elsewhere	598	88%	239	41%
More/ better facilities available elsewhere (eg shops, leisure, social life)	382	56%	36	6%
Difficulties finding/ affording accommodation in Moray (to buy or rent)	277	41%	27	5%
Just prefer to leave home/ live elsewhere	242	36%	25	4%
Better quality of life available elsewhere	86	13%	5	1%
Other	35	5%	11	2%
Base	680		585	

7. RESPECTED, RESPONSIBLE AND INCLUDED

- 7.1. The final theme addressed by the survey is that of Moray's children and young people being "respected, responsible and included".
- 7.2. The focus here was Panel members' views on the behaviour of children and young people and the extent to which these are seen as problems in the local area.

Behaviour of Children and Young People

- 7.3. First Panel members were asked to rate the behaviour of children and young people in Moray.
- 7.4. The majority considered behaviour to be good, with the behaviour of children given a somewhat more positive rating than that of young people (68% good for children, 55% for young people). Nevertheless, few rated this behaviour as "very good" and there remained a significant minority who rated children and young people's behaviour as "poor" (19% children, 26% young people).
- 7.5. There were no significant variations across age groups or those with and without children in terms of views on the behaviour of children/ young people. However, it is notable that female respondents were more positive about this behaviour than males, both in relation to children and young people.

Table 7.1 Behaviour of children and young people

	GOOD	Very good	Fairly good	Neither/ nor	Fairly poor	Very poor
Children (under 16)	68%	8%	60%	14%	15%	4%
Young people (16-24)	55%	4%	51%	19%	19%	7%

- 7.6. Reflecting the mainly positive rating of behaviour in Moray, the great majority felt that the behaviour of children and young people was similar to or better than elsewhere in Scotland.
- 7.7. The largest group felt this behaviour was broadly similar to elsewhere (41% children, 44% young people), but a significant minority rated behaviour as better. Again children were rated somewhat more positively than young people; 37% rated children's behaviour as better than elsewhere compared to 32% for young people.

Table 7.2 Behaviour of youngsters in Moray compared with elsewhere

	Much better	A little better	About the same	A little worse	Much worse	Don't know
Children (under 16)	7%	30%	41%	1%	0%	21%
Young people (16-24)	5%	27%	44%	2%	0%	22%

Problems Amongst Children and Young People

- 7.8. Further to views on general behaviour, Panel members were asked the extent to which a range of issues were a problem amongst children and young people in their local area.
- 7.9. It is notable that across all issues listed the majority of respondents felt that these were problems in their local area to some degree. However, there were significant differences in the extent to which they were seen to be “major” problems.
- 7.10. Alcohol misuse was identified as the main problem amongst children and young people with more than 9 in 10 mentioning this as a problem to some degree (92%). Moreover, this was the only issue which a majority of respondents identified as a “major problem” in their local area (59%).
- 7.11. In addition, drinking in public was the second most likely issue to be seen as a problem amongst local children and young people (88% mentioning). However, this is significantly less likely to be seen as a “major problem”, indeed at 39% it is ranked only fourth in terms of being a major problem.
- 7.12. Young people hanging around and graffiti/ vandalism were the most commonly mentioned non-alcohol related problems; more than 4 in 5 mentioned each of these (86% for each). However, young people hanging around is more likely to be seen as a “major problem” for Panel members; 47% mentioned this as a major problem compared to 30% for graffiti/ vandalism.
- 7.13. Drug misuse was the fifth most commonly mentioned problem overall with 83% mentioning. However, again this is particularly likely to be seen as a major problem for Panel members (41%); it is one of only three issues where the number identifying as a “major” problem is similar to or higher than those identifying as a “minor” problem.

Table 7.3 Problems amongst youngsters in local areas

	Major problem	Minor problem	No problem at all	Don't know/ can't say
Alcohol misuse	59%	33%	3%	5%
Drinking in public	39%	49%	8%	5%
Young people “hanging around”	47%	39%	13%	2%
Graffiti/ vandalism	30%	56%	11%	3%
Drug misuse	41%	42%	3%	14%
Threatening behaviour	26%	47%	22%	6%
Violence	16%	53%	20%	12%
Other crime	12%	50%	12%	27%

7.14. A closer analysis suggests that specific issues among children and young people are perceived to be more of a problem in some areas than in others. In particular:

- Area variations were most marked in relation to the most serious problems of violence and other crime. Although the least commonly identified problems overall, it is notable that those in the Elgin and Keith areas were most likely to mention these as problems, while those in Speyside were the least likely.
- Those in the Keith area were also the most likely to identify young people hanging around and threatening behaviour as problems. Again those in Speyside were the least likely.

Factors Contributing to Problem Behaviour

7.15. Panel members were also asked which of a range of factors they felt contribute to problems amongst children and young people identified above.

7.16. The home was clearly identified by Panel members as the main contributing factors to problems among children and young people in Moray. Specifically, respondents were most likely to identify a lack of parental control and lack of values at home as factors contributing to problems amongst children and young people (91% and 91% respectively). Indeed these were up to +35% more likely to be identified as contributing factors than any others listed.

7.17. Other commonly identified contributory factors were a lack of good role models for children/young people (57%) and not enough for children/young people to do in their free time (53%). These were the only other factors mentioned by a majority of respondents.

Table 7.4 Factors contributing to problems among youngsters

Contributory factors	Num	%
Lack of parental control of children/ young people	649	92%
Values not instilled in children/ young people at home	643	91%
Lack of good role models for children/ young people	407	57%
Not enough for children/ young people to do	373	53%
Values not taught in schools	259	37%
Too many children/ young people not in school, college or employment	265	37%
Not enough support for families and parents caring for children/ young people	160	23%
Other	89	13%
Base	707	

Including Children and Young People

7.18. The final section of the survey sought Panel members' views on whether and how children and young people could be better involved in local community decisions. In particular Panel members were asked to indicate the extent to which they agreed with three statements. The statements began: "children and young people in Moray..."

- ...need more information to make decisions about their own lives (eg support they may need, education choices)
 - ...should be more involved in decisions affecting the community (eg forums, consultation)
 - ...are unlikely to be interested in getting involved in local community decision
- 7.19. Panel members generally agreed that children and young people need more information about their own lives. As many as 7 in 10 agreed with this statement (71%) and only around 1 in 20 disagreed (6%).
- 7.20. Moreover, there was strong agreement that children and young people should be more involved in decisions affecting the community. Again around 7 in 10 agreed with this (69%), and only 8% disagreed.
- 7.21. However, views were somewhat more divided in terms of the extent to which children and young people would be interested in getting involved in local decision making, although the majority agreed that they would be unlikely to be interested (52%). Nevertheless, there remained more than 1 in 4 who disagreed (28%).
- 7.22. In terms of variation across key demographic groups, the following main points emerged:
- Females were generally more positive than males about children and young people's involvement in community decisions. Females were more likely than males to feel they needed more information, should be more involved and would be interested in being involved.
 - Across age groups, under 40s were somewhat more likely than others to feel that children and young people should be more involved in local community decisions. Nevertheless, the majority across all ages felt they should be more involved.

Table 7.5: Agreement with statements related to involving youngsters

Children / young people in Moray ...	Net	Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree
... <i>need more information</i> to make decisions about their own lives	+65%	25%	46%	23%	5%	1%
...should be <i>more involved in decisions</i> affecting the community	+61%	15%	54%	22%	7%	1%
...are <i>unlikely to be interested</i> in getting involved in local community decisions	+29%	11%	41%	25%	20%	3%

APPENDIX 1: SURVEY FORM

APPENDIX 2: ADDITIONAL TABLES

Table A1: Agreement with statements on health issues for children and young people in Moray

	Strongly agree	Agree	Neither/ nor	Disagree	Strongly disagree
ALCOHOL					
a problem to be tackled	62%	34%	4%	0%	0%
increased in last 5 years	50%	39%	10%	1%	0%
less of problem than elsewhere	2%	13%	53%	25%	6%
DRUG USE					
a problem to be tackled	59%	36%	4%	1%	0%
increased in last 5 years	48%	37%	14%	1%	0%
less of problem than elsewhere	3%	17%	52%	22%	6%
MENTAL HEALTH/ PRESSURE					
a problem to be tackled	28%	44%	24%	3%	0%
increased in last 5 years	17%	32%	45%	5%	0%
less of problem than elsewhere	2%	11%	67%	18%	3%
LACK OF HEALTHY EATING					
a problem to be tackled	44%	44%	11%	1%	0%
increased in last 5 years	29%	35%	30%	5%	1%
less of problem than elsewhere	1%	7%	61%	29%	3%
UNDERAGE/UNSAFE SEX					
a problem to be tackled	40%	44%	14%	1%	0%
increased in last 5 years	30%	30%	36%	5%	0%
less of problem than elsewhere	2%	9%	64%	23%	3%

Table A2: Rating of aspects of Moray's schools/ colleges

	Very good	Fairly good	Fairly poor	Very poor	Don't know/ can't say
Curriculum/ range of subjects taught	27%	61%	4%	1%	6%
Education standards/ attainment	19%	66%	8%	3%	5%
Values/ attitudes taught in school	22%	49%	20%	3%	7%
Behavioural standards in schools	11%	45%	32%	9%	4%
Extra-curricular activities	7%	44%	31%	8%	10%
Equipment/ resources	6%	54%	24%	6%	10%
Communication with parents	13%	53%	18%	8%	8%
Opportunities for parents to get involved	21%	50%	17%	4%	8%