

Results of the Community Plan Priorities for 2023/33 Consultation

July 2023

Contents

Overview	2
Enough Money to Live On.....	4
Economy, Skills and Learning	5
Enjoying Good Health and Wellbeing	6
A Good Place to Live, Grow Up and Enjoy a Full Life	7
Community Empowerment.....	8
Respondent Demographics	9
Appendix – Enough Money To Live On: Theme Suggestions.	11
Appendix – Economy, Skills and Learning: Theme Suggestions.	13
Appendix – Enjoying Good Health and Wellbeing: Theme Suggestions.	14
Appendix – A Good Place to Live, Grow Up and Enjoy a Full Life: Theme Suggestions.	15
Appendix – Community Empowerment: Theme Suggestions.	17

Overview

The consultation ran from 24/05/2023 to 16/07/2023. There were 136 responses, meaning that the results are not statistically significant, but informative.

There were 136 responses, of which 79% were from individuals and 21% were from groups/organisations. There were responses for both individuals and groups for each Scottish Borders locality, with Eildon having the most responses. The table below shows the number of responses by response type (Individual or Group/Organisation) and where the individual lives or where the group/organisation is based.

Where Based / Response Type	Group / Organisation	Individual	All Responses	% All Responses
Berwickshire	3	14	17	13%
Cheviot	2	12	14	10%
Eildon	12	48	60	44%
Teviot & Liddesdale	4	18	22	16%
Tweeddale	4	11	15	11%
Scottish Borders	3	5	8	6%
All Responses	28	108	136	100%
% All Responses	21%	79%		

The table below show the ranking of the identified priorities for each theme.

Enough Money to Live On	<ol style="list-style-type: none"> 1. Supporting children and young people from low income households to develop life skills to enable them to succeed in life. 2. Taking action to mitigate the effects of inflation and cost of living for those most affected. 3. Providing the opportunities and integrated support parents need to enter, sustain and progress in work. 4. Increase awareness and understanding of fair work.
Economy, Skills and Learning	<ol style="list-style-type: none"> 1. Increase the number and variety of jobs, learning and training opportunities within the Scottish Borders. 2. Maximise access and skills to digital/broadband and mobile connectivity for all ages through engagement with and participation in various initiatives. 3. Make sure that there are progression pathways throughout the various routes into employment or training.
Enjoying Good Health and Wellbeing	<ol style="list-style-type: none"> 1. Focusing on prevention and early intervention. 2. Improve access to health & care services. We will have a particular focus on equality groups i.e., older people, care experienced young people, those with disabilities, those living with poverty, those who are refugees or asylum seekers or those with any other equality characteristics. 3. Reducing inequalities in health.

A Good Place to Live, Grow Up and Enjoy a Full Life	<ol style="list-style-type: none"> 1. The right homes, in the right locations, which are affordable and meet people’s needs. 2. Improve travel options across the Scottish Borders. 3. Reduce number of people experiencing domestic abuse. 4. The Borders has a clear and planned pathway to Net Zero (cancelling out the greenhouse gases that are produced).
Community Empowerment	<ol style="list-style-type: none"> 1. Develop effective ways of working with all members of our community to empower them to be involved where, how and when they want to be in shaping their communities. 2. Improve the way we work with volunteers.

Respondents were asked if they thought the theme name was suitable, the results were:

- 49% for Enough Money To Live On
- 71% for Economy, Skills and Learning
- 74% for Enjoying Good Health and Wellbeing
- 66% for A Good Place to Live, Grow Up and Enjoy a Full Life
- 71% for Community Empowerment

Enough Money to Live On

Respondents were asked to rank the priorities identified for 'Enough Money to Live On', the results were:

1. Supporting children and young people from low income households to develop life skills to enable them to succeed in life.
2. Taking action to mitigate the effects of inflation and cost of living for those most affected.
3. Providing the opportunities and integrated support parents need to enter, sustain and progress in work.
4. Increase awareness and understanding of fair work.

The table below shows how respondents ranked the 'Enough Money to Live On' priorities.

Enough money to live on - Priorities / Rank	Rank				Not Answered	All Responses
	1	2	3	4		
Increase awareness and understanding of fair work	9	13	28	83	3	136
Providing the opportunities and integrated support parents need to enter, sustain and progress in work	10	44	58	20	4	136
Supporting children and young people from low income households to develop life skills to enable them to succeed in life	54	46	24	9	3	136
Taking action to mitigate the effects of inflation and cost of living for those most affected	60	30	23	18	5	136

49% of respondents agree that Enough Money To Live On is a suitable theme name. 34 respondents had suggestions, and these are some:

- Enough money to enjoy life.
- 'Enough money to live on' is so nebulous - could argue that we never have enough money how about a ' high quality of life for all'
- It should be called Do you cope on your income, or Can you cope on your income?
- Living well
- Poverty. Partners do not have the resources to do everything in this space. They must focus on poverty - the most vulnerable - to maximise impact.
- I think we should aspire to more than just 'getting by'... although I recognise that it is important to raise living standards for those most at need.
- add "happily" at the end.
- the priority is very broad and subjective, perhaps financial security would be more appropriate.
- Fair income for all

Economy, Skills and Learning

Respondents were asked to rank the priorities identified for 'Economy, Skills and Learning', the results were:

4. Increase the number and variety of jobs, learning and training opportunities within the Scottish Borders.
5. Maximise access and skills to digital/broadband and mobile connectivity for all ages through engagement with and participation in various initiatives.
6. Make sure that there are progression pathways throughout the various routes into employment or training.

The table below shows how respondents ranked the 'Economy, Skills and Learning' priorities.

Economy, skills and learning - Priorities / Rank	Rank			Not Answered	All Responses
	1	2	3		
Increase the number and variety of jobs, learning and training opportunities within the Scottish Borders	75	39	20	2	136
Make sure that there are progression pathways throughout the various routes into employment or training	21	58	54	3	136
Maximise access and skills to digital/broadband and mobile connectivity for all ages through engagement with and participation in various initiatives	38	36	59	3	136

71% of respondents agree that Economy, Skills and Learning is a suitable theme name. 19 respondents had suggestions, and these are some:

- Opportunities for skills and learning in the Borders economy.
- Economy, Skills and Access to Learning
- No, I don't think this should be one of the priorities in the Community Plan. It is more appropriately addressed elsewhere e.g. the SoS Regional Economic Strategy and the City Region RPF.
- Employment, Skills and Connectivity
- Maybe with the emphasis on Learning and skills?
- Building better futures
- Too bland, where is the emotional connection. Needs to connect and motivate, not merely state.

Enjoying Good Health and Wellbeing

Respondents were asked to rank the priorities identified for 'Enjoying Good Health and Wellbeing', the results were:

4. Focusing on prevention and early intervention.
5. Improve access to health & care services. We will have a particular focus on equality groups i.e., older people, care experienced young people, those with disabilities, those living with poverty, those who are refugees or asylum seekers or those with any other equality characteristics.
6. Reducing inequalities in health.

The table below shows how respondents ranked the 'Enjoying Good Health and Wellbeing' priorities.

Enjoying Good Health and Wellbeing - Priorities / Rank	Rank			Not Answered	All Responses
	1	2	3		
Focusing on prevention and early intervention	66	48	19	3	136
Improve access to health & care services. We will have a particular focus on equality groups i.e., older people, care experienced young people, those with disabilities, those living with poverty, those who are refugees or asylum seekers or those with any other equality characteristics.	53	38	43	2	136
Reducing inequalities in health	15	49	69	3	136

74% of respondents agree that Enjoying Good Health and Wellbeing is a suitable theme name. 21 respondents had suggestions, and these are some:

- I agree that Health should be one of the key priorities in the Community Plan. The other 2 interrelated to Health are Climate and Poverty.
- Achieving Good Health and Well Being
- Better Health For All
- Sounds more like a keep fit rather than health and care issue (i know they are connected but just not targeted enough)
- Wellbeing, Health and Care
- Not everyone has good health but making the most of what we have is important. Maybe Health and Wellbeing is more suitable. I found the rating of this difficult as they are all of importance.
- The right to good health and wellbeing
- Relate it to the individual. Make it personal be it individual or community.

A Good Place to Live, Grow Up and Enjoy a Full Life

Respondents were asked to rank the priorities identified for 'A Good Place to Live, Grow Up and Enjoy a Full Life', the results were:

5. The right homes, in the right locations, which are affordable and meet people's needs.
6. Improve travel options across the Scottish Borders.
7. Reduce number of people experiencing domestic abuse.
8. The Borders has a clear and planned pathway to Net Zero (cancelling out the greenhouse gases that are produced).

The table below shows how respondents ranked the 'A Good Place to Live, Grow Up and Enjoy a Full Life', priorities.

A good place to live, grow up and enjoy a full life - Priorities / Rank	Rank				Not Answered	All Responses
	1	2	3	4		
Improve travel options across the Scottish Borders	43	42	29	18	4	136
Reduce number of people experiencing domestic abuse	16	30	47	38	5	136
The Borders has a clear and planned pathway to Net Zero (cancelling out the greenhouse gases that are produced).	22	20	31	57	6	136
The right homes, in the right locations, which are affordable and meet people's needs	51	39	24	17	5	136

66% of respondents agree that A Good Place to Live, Grow Up and Enjoy a Full Life is a suitable theme name. 24 respondents had suggestions, and these are some:

- Too clunky and wordy. Doesn't have flow. How about... "Scottish Borders: Empowering Individuals, Enriching Communities", "Scottish Borders: Where Emotions".
- A good place to grow up and enjoy life.
- These priorities are all important - addressing transport also addresses greenhouse gas emissions, suggest that priorities listed here do not fit e.g. domestic.
- A great place to grow up, live and thrive.
- Improving the Quality of Life in the Scottish Borders
- No, this sounds quite bad. "... grow up and enjoy a full life" you want to people to connect with this and see themselves in the statement - what you think is a full life.
- A good place to enjoy life, grow and live.
- No, this is trying to cover far too much ground. Clarity and simplicity is needed. The priority is Climate. The other items identified under this head should be addressed elsewhere, not in the Community Plan. It can't cover everything. The 3 priorities for the Community Plan going forward should be Climate, Poverty and Health.

Community Empowerment

Respondents were asked to rank the priorities identified for 'Community Empowerment' the results were:

3. Develop effective ways of working with all members of our community to empower them to be involved where, how and when they want to be in shaping their communities.
4. Improve the way we work with volunteers.

The table below shows how respondents ranked the 'Community Empowerment', priorities.

Community empowerment - Priorities / Rank	Rank		Not Answered	All Responses
	1	2		
Develop effective ways of working with all members of our community to empower them to be involved where, how and when they want to be in shaping their communities	103	30	3	136
Improve the way we work with volunteers	30	102	4	136

71% of respondents agree that Community Empowerment is a suitable theme name. 20 respondents had suggestions, and these are some:

- It's not very imaginative. More options could have been provided such as working with existing community groups to increase their effectiveness. Also encouraging networking between like-minded groups & SBC.
- These are both important priorities and if the first is addressed correctly it will encompass the second priority. this should not be a priority. It should be a way of working.
- How does this theme correlate to the Placemaking agenda which is ongoing in communities?
- Involved and engaged communities.
- We're stuck with this name because it's in the law, but really it means listening to what the community needs.
- No, this is a matter of how we work with people. Yes, we want communities and citizens to be empowered, but this should not be a priority in the Community Plan. It is a method for how we will work to deliver to the Community Plan.
- Community Empowerment and Mobilisation.
- Communities making changes.
- Communities Working Together
- I think that I see older, affluent retired on full pension people making sure that there are hanging baskets and great floral displays, I don't see many people under 50, young people for example seeing themselves here, but its saved the council a few quid. the council is supposed to be a service provider not getting volunteers to subsidise what they should be doing. Many enjoy this, that's why there are awards like 'in bloom ' but the majority don't feel it's for them. council meetings are and historically can be quite boring so maybe figuring out how to be more inclusive?

Respondent Demographics

Of the 136 responses 54% identified as female, 32% identified as male and 13% prefer not to say or did not answer. 65% of respondents were between the ages 45 and 74. The table below shows the number of responses by age group and identity.

Age / Identity	Female	Male	Not Answered / Prefer not to say	All Responses	% All Responses
A. Under 45	19	5	1	25	18%
B. 45 to 59	26	13	2	41	30%
C. 60 to 74	26	19	3	48	35%
D. 75 or Older	3	7	1	11	8%
E. Not Answered / Prefer not to say			11	11	8%
All Responses	74	44	18	136	100%
% All Responses	54%	32%	13%	100%	

None of the respondents identified as transgender.

Of the 136 responses, 3% identified as LGBTQ+, 79% identified as heterosexual (straight) and 18% did not answer or preferred not to say, as seen in the table below.

Sexual Orientation	All Responses	% All Responses
Heterosexual (straight)	108	79%
LGBTQ+	4	3%
Not Answered / Prefer not to say	24	18%
All Responses	136	100%

14% of respondents reported having a disability, as seen the in table below.

Disability	All Responses	% All Responses
Yes	19	14%
No	99	73%
Not Answered / Prefer not to say	18	13%
All Responses	136	100%

Of the 136 respondents, 51% identified as Scottish, 22% as British and 9% as English, as seen in the table below.

Ethnic Group	All Responses	% All Responses
Scottish	69	51%
British	30	22%
English	12	9%
Irish / Northern Irish	4	3%
Other white	3	2%
Mixed	2	1%
Not Answered / Prefer not to say	16	12%
All Responses	136	100%

Of the 136 respondents, 46% have no religion or belief, 33% are Christian, 5% have another belief and 15% did not answer or preferred not to say.

Religion	All Responses	% All Responses
No religion or belief	63	46%
Christian	45	33%
Other Belief	7	5%
Not Answered / Prefer not to say	21	15%
All Responses	136	100%

Appendix – Enough Money To Live On: Theme Suggestions.

The table below shows the suggestions for ‘Enough Money To Live On’, grouped by respondents thinking the theme was suitable.

Suitable	Enough Money To Live On - Theme Suggestions
Yes	It would be helpful to have more context for this statement, but I think the statement should use the word 'thrive' not 'live'
	No point in spending time and money wondering whether a name is suitable. Delivery of the services is important
No	A fair income to live on
	Access for all to more and better paid work
	Encouraging self financial sustainability
	Enough money to enjoy life
	Enough money to live a full life is a better approach
	Enough money to live on appears to be supporting a 'just making it' whereas it should be enough money to lead a dignified life where people have choices
	Enough money to live on- implies bare minimum.
	'Enough money to live on' is so nebulous - could argue that we never have enough money how about a ' high quality of life for all'
	Enough money to thrive
	Essentials
	Fair income for all
	Finance for a thriving community
	Find something that includes the responsibility to the individual to seek opportunities
	if the plan is about employability, access to services and support - money to live on is not ideal is it? money is important but not everything this plan should be about. the majority of young people have no idea about money, its worth and the cost of items
	I'm not sure the proposed actions will lead to the outcome of people having enough money to live on, so the label seems wrong
	it means different things to different people. Enough money to live on for one person may mean scraping by and paying the bills, keeping their head above water. For another it may mean living a fairly lavish lifestyle, as in having the latest gadgets, having a good social life etc. as well as the basics
	It should be called Do you cope on your income, or Can you cope on your income
	It takes some thinking about, but anything that has dignity or respect built in - the current title is bit too coarse and direct
	Living well
	Minimum cost of living
Money Makes a better life	
Not what I expected with that title. Better would be Ensuring good access to good quality, fairly paid work.	
People need enough to live on but also money to enjoy many of the things life has to offer, such as holidays, activities, sport etc	
Poverty. Partners do not have the resources to do everything in this space. They must focus on poverty - the most vulnerable - to maximise impact.	

	Resource rather than money. People can have big salaries but big spends and debt so not necessarily have enough money to live on. It's a difficult one...
	Stop buying things you don't need - how to take a grown up approach to spending
	Sustainable income to achieve a good quality of life
	Taking responsibility for our won lives
Not sure	Enough money to live well
	I think we should aspire to more than just 'getting by'... although I recognise that it is important to raise living standards for those most at need.
	Liveable Income
	the priority is very broad and subjective, perhaps financial security would be more appropriate
Not Answered	add "happily" at the end

Appendix – Economy, Skills and Learning: Theme Suggestions.

The table below shows the suggestions for ‘Economy, Skills and Learning’, grouped by respondents thinking the theme was suitable.

Suitable	Economy, Skills and Learning - Theme Suggestions
Yes	Maybe with the emphasis on Learning and skills?
	This is much better
No	And progression and development
	Building better futures
	Could be more specific such as: Employment and skills development
	Employment, Skills and Connectivity
	Learning should always be first the rest will follow
	Learning, Skills and getting Connected
	Make yourself employable - how to learn the skills that we need and land the job you want
	No, I don't think this should be one of the priorities in the Community Plan. It is more appropriately addressed elsewhere e.g. the SoS Regional Economic Strategy and the City Region RPF.
	Not sure what it should be called but Skills and Learning should not be reliant on the economy
	People may not understand what you mean by economy, or relate economy to work etc.
	Too bland, where is the emotional connection. Needs to connect and motivate, not merely state.
Not sure	employment, learning and connectivity?
	I would like more emphasis on a progressive approach that promotes skills that will be useful for the future
	Learning, Skills and Progression
	Opportunities for skills and learning in the Borders economy
Not Answered	Economy, Skills and Access to Learning
	Opportunity through Work and Learning

Appendix – Enjoying Good Health and Wellbeing: Theme Suggestions.

The table below shows the suggestions for ‘Enjoying Good Health and Wellbeing’, grouped by respondents thinking the theme was suitable.

Suitable	Enjoying Good Health and Wellbeing - Theme Suggestions
Yes	<p>I agree that Health should be one of the key priorities in the Community Plan. The other 2 interrelated to Health are Climate and Poverty.</p> <p>Impossible to rank these in order as they all interlinked</p>
No	<p>Achieving Good Health and Well Being</p> <p>Add something like 'following a lifestyle to promote good health and wellbeing'</p> <p>Better Health For All</p> <p>Developing and maintaining Good Health</p> <p>Ensuring Good Health and Wellbeing</p> <p>Good Health and Wellbeing for All</p> <p>Health and Wellbeing</p> <p>Sounds more like a keep fit rather than health and care issue (i know they are connected but just not targeted enough)</p> <p>Stop bingeing - a guide to being healthier (bonus - it will save you money as well)</p> <p>Wellbeing, Health and Care</p>
Not sure	<p>2 and 3 are the same really and there's nothing about 'wellbeing' in the questions. 'Good Health' is better.</p> <p>Access for all to good health and wellbeing</p> <p>Good Health and Wellbeing</p> <p>Health and Wellbeing</p> <p>its ok but maybe improving good health and wellbeing may be better</p> <p>Not everyone has good health but making the most of what we have is important. Maybe Health and Wellbeing is more suitable. I found the rating of this difficult as they are all of importance.</p> <p>Relate it to the individual. Make it personal be it individual or community.</p> <p>Would like the addition of 'dependable'</p>
Not Answered	<p>The right to good health and wellbeing</p>

Appendix – A Good Place to Live, Grow Up and Enjoy a Full Life: Theme Suggestions.

The table below shows the suggestions for ‘A Good Place to Live, Grow Up and Enjoy a Full Life’, grouped by respondents thinking the theme was suitable.

Suitable	A Good Place to Live, Grow Up and Enjoy a Full Life- Theme Suggestions
Yes	I think the domestic abuse statement should be captured under another category. You cannot ignore it but this section is not the correct place.
	The ranking for this section is very difficult as there is such variance. Its not that Net Zero is not important but to reduce people experience violence, isolation and financial abuse would be above meeting government targets and for instance having a solar panel installed.
No	A good place to enjoy life, grow and live
	A great place to grow up, live and thrive
	A great place to live and enjoy life
	Beautiful Borders
	Domestic abuse is an odd selection within this question - have a word with your survey writer.
	Given the issues with drugs, offenders etc you would be lucky to have a full life! A good place to live and grow
	Good place to live, work and thrive. I would also not put domestic abuse in this theme. Whilst extremely important, it seems misplaced compared to the other priorities.
	Improving the Quality of Life in the Scottish Borders
	Living the Best Borders Life
	no this sounds quite bad. ". grow up and enjoy a full life" you wan to people to connect with this and see themselves in the statement - what you think is a full life may be completely different to mine or on someone in poverty, living in poor housing , escaping domestic abuse with children - just getting through the day is an achievement ... no choose another title
	No, this is trying to cover far too much ground. Clarity and simplicity is needed. The priority is Climate. The other items identified under this head should be addressed elsewhere, not in the Community Plan. It can't cover everything. The 3 priorities for the Community Plan going forward should be Climate, Poverty and Health.
	the themes above are all important in their own way and ranking them makes difficult because they are different in nature. Domestic abuse, transport issues, housing and net zero needs to be separated
These priorities are not either or	
Too clunky and wordy. Doesn't have flow. How about... "Scottish Borders: Empowering Individuals, Enriching Communities", "Scottish Borders: Where Emotions Thrive and Success Flourishes", "Scottish Borders: Enriching Lives, Inspiring Connections"	
Very odd to see domestic abuse grouped with environmental/transport policy. I'd prefer a stronger theme just on environment/low carbon/sustainability. Feels watered down	
Not sure	A good place to grow up and enjoy life
	A place to live, a place to grow, a place to thrive
	Bit long winded
	Improve wellbeing - particularly for those less well off

	Obviously not chosen by someone who is a victim of Domestic Abuse
Not Answered	These priorities are all important - addressing transport also addresses greenhouse gas emissions, suggest that priorities listed here do not fit e.g. domestic violence could be in health & well being.
	Why not just "A good place to live and grow up."

Appendix – Community Empowerment: Theme Suggestions.

The table below shows the suggestions for ‘Community Empowerment, grouped by respondents thinking the theme was suitable.

Suitable	Community Empowerment- Theme Suggestions
Yes	Again, not either or, a false dichotomy
	I think it would be for the first part. Volunteering can be varied and is more about cohesive/connected or compassionate communities.
	It's not very imaginative. More options could have been provided such as working with existing community groups to increase their effectiveness. Also encouraging networking between like-minded groups & SBC.
	or Community Empowerment and Mobilisation
No	Communities leading
	Communities making changes.
	Communities Working Together
	Community engagement and employment
	Empowering Communities to... is the focus we need.
	Involving People
	It's a CLD phrase and is well overused as a title. Typical people don't know what that means, so you need to help them feel community empowerment and connect to the idea. Something like... "Strengthening and Enabling Our Communities". If you need support with your community engagement communications, I am a freelance comms and PR consultant and an Accredited Practitioner of the Chartered Institute of Public Relations. I specialise in community development and communications. I'd love to help you connect Borderers to your campaigns. My name is XX and my website is www.dynamite.scot - happy to chat.
	Maybe with some explanation. Some people may not think that option is open to them and is only for the select few.
Not sure	Building capacity for community empowerment
	How does this theme correlate to the Placemaking agenda which is ongoing in communities?
	Involved and engaged communities
Not Answered	Again, these are both important priorities and if the first is addressed correctly it will encompass the second priority. this should not be a priority. It should be a way of working.
	I think that I see older, affluent retired on full pension people making sure that there are hanging baskets and great floral displays, I don't see many people under 50 , young people for example seeing themselves here, but its saved the council a few quid. the council is supposed to be a service provider not getting volunteers to subsidise what they should be doing. Many enjoy this, that's why there are awards like 'in bloom ' but the majority don't feel its for them. council meetings are and historically can be quite boring so maybe figuring out how to be more inclusive?
	People Power