

# Moray Council

The council's [Corporate Plan](#) sets out the strategic priorities between now and 2029.

Our vision is that Moray can be a place where people prosper, free from poverty and inequality.

That means:

- Our young people grow up safe, well-educated and reach their full potential
- People lead healthy lives and have access to quality care when they need it
- Our businesses and communities prosper
- Our natural environment thrives for the betterment of all

To make this vision a reality, we have identified three core strategic priorities which the Council will work to deliver:

- Tackle poverty and inequality
- Build a stronger, greener vibrant economy
- Build thriving, resilient, empowered communities

With a population of 95,520, Moray is one of Scotland's smaller councils, although the 8th largest council in Scotland by geographic area. We have over 5,000 employees (approx. 3,800 Full Time Equivalent) located throughout the region.

Moray Council has eight electoral wards with twenty six elected members comprising ten Scottish Conservatives, four Independent, seven Scottish National Party, three Scottish Labour Party and one Scottish Conservatives (non-aligned), and one Scottish Green. The minority Administration Group (Conservative) is committed to delivering high quality and cost-effective services to the Moray community.

The Leader of the Council is [Councillor Kathleen Robertson](#) (Scottish Conservative and Unionist).

[View our Committee structure](#)

Further reading:

- [Corporate Plan](#)
- [Local Outcome Improvement Plan](#)
- [Moray Economic Strategy](#)
- [Transformation Strategy Appendix 1](#)

# Our Values

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## Fair



- Tackle inequalities
- Treat people fairly
- Promote equalities and awareness
- Consider our impact on others

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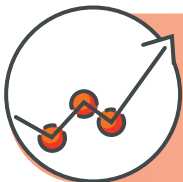
## Ambitious



- Be outward looking
- Promote and celebrate Moray
- Be a great place to work
- Ensure sustainable and efficient council services

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## Improving



- Drive improvement
- Encourage innovation
- Take commercial opportunities
- Invest in transforming to meet future needs

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## Responsive



- Be open and transparent
- Promote community participation and involvement
- Listen to and involve our communities

## Strategic Objectives and Priorities

In an increasingly challenging financial climate, set against pressures of demands and expectations, the council's strategic priorities focus on improving the quality of life and opportunities for all citizens of Moray.

We will also continue to develop and deliver transformation, the aim of which is to enable the Moray Council to become an exemplary customer-focused authority, delivering services more effectively and more efficiently. The council has identified guiding principles which are designed to help all leaders to act collectively, consistently and with clarity to navigate the Council's improvement journey – they are Customer Experience, Leadership, Culture, Resources, Business Processes and Governance.

Current priorities are set out at three levels:

- the Local Outcomes Improvement Plan (LOIP) involving the Community Planning Partnership
- council priorities set by the Council
- and service priorities contained in the relevant service plans linking to the overarching Corporate Plan

There is a common theme running through these driving towards improving the outcomes for the people of Moray.

## Local Outcomes Improvement Plan

Strategic priorities for the Council are detailed in the [Local Outcomes Improvement Plan](#) agreed by the Moray Community Planning Partnership. The outcomes will be delivered through partnership working which focuses on the delivery of four agreed strategic objectives: developing a diverse, inclusive and sustainable economy; building a better future for our children and young people in Moray; empowering and connecting communities and improving wellbeing of our population.

This agreement reflects the real commitment in Moray that the Community Planning Partnership and the Scottish Government will work together to deliver better outcomes for our community in harmony with national outcomes. By focusing more closely on the outcomes of our approaches and investments we will become more responsive to local needs.

The Council is committed to working with its partners to make optimal use of resources and expertise for the benefit of the community. More information about shared objectives can be found in the Moray Community Planning Partnership's [Local Outcome Improvement Plan](#).

