Public Document Pack

ARGYLL AND BUTE COMMUNITY PLANNING PARTNERSHIP

Notice of meeting to be held on **FRIDAY, 5 MARCH 2004** from **10:30 AM – 13.00 PM** in the **COUNCIL CHAMBER, KILMORY, LOCHGILPHEAD.**

Coffee will be available from 10.15am

AGENDA

1. **WELCOME AND APOLOGIES**

2. **PRESENTATION BY IAN LOVE ON THE COUNCIL'S LOCAL PLAN**

3. **PRESENTATION BY ERIK JESPERSEN ON THE NEW GENERAL MEDICAL SERVICES CONTRACT**

4. **PRESENTATION BY THE SCOTTISH CENTRE FOR SOCIAL JUSTICE ON DEPRIVATION AND SOCIAL EXCLUSION IN ARGYLL AND BUTE**(Pages 1 - 90)

5. **MINUTES OF THE MEETING HELD ON 14 NOVEMBER 2003**(Pages 91 - 94)

6. **MATTERS ARISING**

7. **KEY MANAGEMENT COMMITTEE RECOMMENDATIONS**

   (a) Proposed CPP Transitional Structure (Andrew Campbell) (Pages 95 - 98)

   (b) Partnership Communications Plan (Andrew Campbell)

   (c) Draft 2004/2005 CPP Budget and Funding from the Scottish Executive for Developing Community Planning (Andrew Campbell) (Pages 99 - 106)

8. **COMMUNITY PLANNING ISSUES**

   (a) Launch of 'DRIVESafe' Campaign (Carl Olivarius) (Pages 107 - 110)

   (b) Update on New CPP Priorities (Theme Group Leaders) (Pages 111 - 140)

   (c) Citizens' Panel (Lolita Lavery)

   (d) Update on Joint Health Improvement Plan (John Mungall)

9. **ARGYLL & THE ISLES LOCAL ECONOMIC STRATEGY (ALAN MILSTEAD)**(Pages 141 - 166)

10. **AOCB**

11. **DATE OF NEXT MEETING**

A buffet lunch will be provided after the meeting

This page is intentionally left blank

Deprivation and social exclusion
in Argyll and Bute
Report to the Community Planning Partnership

**Nick Bailey, Jenny Spratt, Jon Pickering,
Robina Goodlad & Mark Shucksmith**

**Scottish Centre for Research on Social Justice
Universities of Glasgow and Aberdeen**

February 2004

Authorship and acknowledgements

Scottish Centre for Research on Social Justice

Department of Urban Studies	Arkleton Institute for Rural
University of Glasgow	Development Research
25-29 Bute Gardens	University of Aberdeen
Glasgow G12 8RS	Aberdeen AB24 3UF

http://www.scrsj.ac.uk

Tel: 0141 330 2094
Fax: 0141 330 2095
Email: enquiries@scrsj.ac.uk

Contents

Executive summary

Aims

The aim of this study is to develop an authoritative account of deprivation and social exclusion in Argyll and Bute. It provides robust evidence on the scale of need and its distribution between different places and between different groups. It also examines the causes and consequences of disadvantage for individuals, as well as offering some discussion of the implications of the research for policy. The work was commissioned by Argyll and Bute Community Planning Partnership (CPP).

Approach and methods

The study had two main elements. The first took a spatial focus, examining relative levels of need for different areas within Argyll and Bute. It starts with the Scottish Executive's Scottish Index of Multiple Deprivation (SIMD). This provides broad-based measures of area and individual deprivation for the local authority area and the wards within it. The SIMD data was also combined with Census data to provide estimates of deprivation scores for smaller areas, including Census Output Areas (OAs), Social Inclusion Partnership areas (SIPs), settlements and inhabited islands.

The second element provides a deeper understanding of some of the causes and consequences of exclusion, and of the variations in need between different groups. This used qualitative methods: in-depth interviews with over 60 individuals with direct experience of different aspects of deprivation and exclusion; and follow-up focus group meetings with professionals and volunteers who work directly with disadvantaged groups.

Definitions – deprivation and social exclusion

In theory, there is little separating the terms deprivation and social exclusion. Both are multi-dimensional concepts which focus on the (in)ability of individuals to play a full part in the life of their community or society. In practice, deprivation has been associated with a narrower emphasis on living standards and the financial or material resources which play a significant part in determining these. Social exclusion has been associated with a broader focus which emphasises the importance of relational aspects of life – social, cultural or political – as well as distributive or material. We follow this convention in this study.

Deprivation – scale and spatial distribution

Taking the first element of the study, the report argues that Argyll and Bute is not highly deprived in relation to other parts of Scotland. It is the 15th most deprived local authority area on the main SIMD measure, with high levels of access deprivation as would be expected for a rural authority, but notably low levels of education

deprivation. Even so, the area contains a substantial number of people in deprivation – an estimated 11,200 income deprived individuals on the SIMD measures.

A focus on deprived areas alone can give a misleading impression of the distribution of deprivation across the area. Deprived *areas* are concentrated into the larger urban areas but deprived *individuals* are found in urban and rural areas across the authority. There are some locations, however, which do have significantly higher levels of need than average. Dunoon, Rothesay, Campbeltown and Islay, in particular, have both high concentrations of deprived individuals and large numbers in absolute terms. Some smaller settlements and islands also have high concentrations though absolute numbers involved are much smaller.

Looking at a finer spatial scale, there are clusters of OAs where the concentration of deprived individuals is particularly high. Again, these are concentrated into the largest settlements. These clusters include many OAs already targeted by SIPs but also several others in addition.

Social exclusion – issues, groups and processes

In this element of the study, qualitative data was collected from three case study areas: a remote, rural part of one of the larger islands; an economically depressed town in a remote area of the authority; and a more rural part of the mainland. Social exclusion and deprivation were experienced in widely varying ways by different groups within these locations, with significant variations between them as well.

A number of factors contributed significantly to levels of social exclusion as well as influencing the experience of exclusion for those affected. The nature of the employment market trapped people in poverty through high unemployment in some parts and the low paid, unskilled nature of much of the work, some of which was seasonal. The housing systems contributed to exclusion in different ways. In the more rural areas, low incomes and a shortage of affordable housing resulted in people residing in temporary or unsuitable accommodation. Conversely in the town, there was an excess of housing, leading to areas of low demand where physical conditions were poor and where residents were stigmatised by others. Lack of education or training opportunities for school leavers led to a two-tier system. Well qualified youngsters left the area to enter higher education, while the less well-qualified remained, with many joining the local unskilled workforce or becoming unemployed. On health, access to specialist care was impeded in all areas by distance and poor transport links.

Three particularly vulnerable groups were much in evidence in the data collected. Young people faced specific problems in their transition to adulthood, as the issues of employment, housing, training and transport all acted as obstacles to their gaining independence. Older people were often increasingly dependent on public transport, health and benefit systems, and failures in these could impact heavily on their quality of life. Social exclusion for older people could be exacerbated by the isolation of living in remote areas. And people with disabilities, and those who cared for them, were often unable to access the specialist help and support necessary for social integration.

Conclusions and discussion

There are a number of issues for policy and for further discussion arising from this research. From the work on the spatial distribution of deprivation, one message for policy would be that services or actions to meet needs have to be accessible across the local authority area. Deprivation is not so highly concentrated that efforts can focus on one set of areas. A second message, however, is that there are some areas where needs are significantly higher than average and this is likely to lead to additional demands or stresses on some public services in these locations. A key issue for the CPP is ensuring that these needs are adequately reflected in the distribution of resources across the authority. Finally, for the clusters of deprived OAs within the larger settlements, the issue is whether the degree of concentration of deprived individuals into these areas warrants special actions through area-based initiatives and on what basis.

The diversity of experiences of social exclusion and deprivation both between different groups and between different types of area emphasises the importance of flexibility in service provision. Providers need to be aware of and be able to respond to the different contexts in which they work. Local consultation becomes particularly important. The evidence from this research is that it is also strongly welcomed, provided it is done in an inclusive manner. This means finding more ways of engaging with the most excluded groups directly.

1. Introduction

The aim of this study is to develop an authoritative account of deprivation and social exclusion in Argyll and Bute. This work has been commissioned by the Community Planning Partnership (CPP) to inform internal decision making processes, but also to assist in making the case for adequate resources to other bodies. The study is intended to provide robust evidence on the scale of need in Argyll and Bute, and its distribution between different places and between different groups. It also examines the causes and consequences of disadvantage for individuals, as well as providing some discussion of the implications of the research for policy.

There is of course a great deal of research on deprivation and social exclusion already available and this study seeks to draw on that work. Much of the existing work has been conducted in urban settings, especially in large cities. There is a concern that this may constrain our thinking about these problems in rural or small town settings as deprivation or exclusion may take different forms in these areas (Shucksmith, 2003). Previous research has also argued that exclusion in rural areas may be hidden because of associations between the "rural" and "idyllic" ways of life (Cloke et al, 1994 and 1995; Philo, 1997; Milbourne, 1997). While we are aware of these issues, our starting point is that the main dimensions of deprivation and exclusion are the same in urban and rural areas, and these include low income, unemployment, poor health and low educational attainment (Bailey et al, 2003).

The research has been commissioned to help the work of the CPP in tackling social exclusion. Following the Scottish Executive's Community Regeneration Statement, *Better Communities in Scotland*, local public services have a central role to play in narrowing the gap between more deprived areas and others. Community planning is the key mechanism for co-ordinating actions to improve these services. It is important, therefore, that partners start from a shared understanding of the nature of the problems they face. As an independent inquiry into the circumstances of people living in Argyll and Bute, we hope this report will provide part of the foundations on which such a shared understanding can be developed.

More specifically, CPPs are taking greater control over existing area-based actions to tackle social exclusion through Social Inclusion Partnerships (SIPs). In future, CPPs will be responsible deciding whether SIP programmes should continue largely as they stand, whether there should be significant changes or, indeed, whether an area-based approach is appropriate at all for a given authority. A key challenge for this work is to say something about the spatial distribution of need between different areas, the extent of concentration of households in need and the extent to which the existing SIPs successfully target those groups.

The first element of the work therefore provides a detailed picture of the distribution of needs across the whole authority. This requires a quantitative approach, making full use of existing data sources. The analysis starts with the new Scottish Index of Multiple Deprivation (SIMD) which was commissioned by the Scottish Executive (Noble et al, 2003). While the SIMD is useful for the range and quality of information it provides, it is of limited value in understanding the needs of different parts of the

authority as it is based on wards. The research therefore develops an innovative approach, combining the SIMD with data from the 2001 Census, to produce a measure of deprivation for much smaller areas.

The quantitative approach is essential for establishing relative levels of need in different areas on a consistent basis. There is a concern, however, that such an approach will provide only a partial picture of the nature and extent of problems in Argyll and Bute. The SIMD measures the characteristics of whole population of each area but does not distinguish between the needs of different groups. Nor does it allow us to say anything directly about the causes of problems or the consequences for individual lives. It is also constrained by the need to work with existing sources of data; it is "data driven" to some extent.

The second element of our research therefore provides a deeper understanding of some of the causes and consequences of exclusion, and of the variations in need between different groups, by using qualitative research methods. This element is primarily based on a great deal of original fieldwork carried out in Argyll and Bute over the summer and autumn of 2003. This included: in-depth interviews with over 60 individuals with direct experience of different aspects of deprivation and exclusion; and follow-up focus group meetings with professionals and volunteers who worked directly with disadvantaged groups.

The structure of the report is as follows:
- the second section sets out the definitions of deprivation and social exclusion on which the remainder of the report is based, as well as introducing some important points affecting the measurement of deprivation;
- the third section examines the SIMD data to see what picture of deprivation it provides for Argyll and Bute, down to the level of wards;
- the fourth section presents the analysis of deprivation for smaller areas (Census Output Areas, SIPs and settlements) to give a more detailed picture of deprivation in the authority;
- the fifth section summarises the results of the qualitative research, with an emphasis on the experiences of different groups of people and different parts of Argyll and Bute;
- the sixth section provides concluding comments about the implications for policy arising from this analysis.

Full details of technical and methodological issues for both elements of the work are provided in the appendices, along with more detailed results (tables of data from quantitative work in Appendix A and a detailed account of the interview and focus group material from the qualitative work in Appendix D).

2. Defining and measuring deprivation and social exclusion

People use terms like deprivation and social exclusion in different ways. It is useful to start by setting out the definitions we are working with in this report, highlighting the similarities and differences between the terms. In general, we would argue that there is significant overlap between them and the differences should not be overstated. It is also necessary to examine some of the practical barriers to measuring deprivation, particularly for small areas, and the consequences of these for this research.

2.1 Defining deprivation

Most of the research on deprivation starts from the definition given by Townsend (1993) and this has a very clear *social* dimension. In Townsend's view, people are deprived if they lack the resources to participate in the normal social life of their community:

> "*People are relatively deprived if they cannot obtain, at all or sufficiently, the conditions of life – that is, the diets, amenities, standards and services – which allow them to play the roles, participate in the relationships and follow the customary behaviour which is expected of them by virtue of their membership of society.*" (Townsend, 1993: p.36)

The major cause of deprivation is poverty (or a lack of financial resources), as the continuation of the above quote shows:

> "*If they lack or are denied resources to obtain access to these conditions of life and so fulfil membership of society, they may be said to be in poverty.*" (Townsend, 1993: p.36)

This definition is important because it highlights two issues which need to be taken into account when measuring deprivation. First, deprivation is a *relative* concept, defined in terms of the standards or customs of the society in question. As standards or expectations rise in society as a whole, so the threshold or cut-off point for identifying deprived individuals will rise. Second, deprivation is *multi-dimensional*. People may be deprived in different ways – some through lack of adequate diet, others through inadequate services and so on. To properly measure deprivation, we need to capture these different dimensions.

2.2 Defining social exclusion

Although there is a wider range of views about what the term social exclusion means, it tends to be defined in very similar ways to Townsend's view of deprivation. It is concerned with the ability of individuals to participate in the life of their community. Where deprivation research has emphasised lack of financial or material resources, however, social exclusion emphasises a wider range of factors – social, cultural and political as well as economic – which may lead to individuals or groups being

marginalised in society. There is a stronger emphasis in the exclusion literature on *social or relational* issues – "inadequate social participation, lack of social integration and lack of power″ (Room 1995, p5). To be "included" may therefore require not just adequate income (absence of poverty) but also access to work for those who want it, opportunities for social integration, cultural respect or esteem, or political empowerment. There have been attempts to measure exclusion on these various dimensions at national level (Gordon et al, 2000; Hills et al, 2002) but none can provide evidence for Argyll and Bute.

Some writers on social exclusion argue that it is difficult, if not impossible, to separate social, cultural or political dimensions from the economic. They argue that the poorest in society also tend to be most excluded in other terms. From this point of view, the gap between deprivation and social exclusion concepts should not be overstated.

The broader approach inherent in social exclusion is apparent when we look at the types of factor said to cause exclusion. For example, Reimer (forthcoming 2004) argues that resources are determined by four separate factors or systems. These are:
- "market" (private systems, such as labour markets);
- "bureaucratic" (systems involving allocations of rights and entitlements through authority structures and legal processes, such as welfare benefit systems);
- "associative" (including voluntary and collective action, such as voluntary services or trade unions); and
- "communal" (family and friendship networks).

Collectively the four systems act together to promote social inclusion, but the failure of any one of them can cause exclusion. The four systems should not be viewed as mutually exclusive but as overlapping and interdependent. At times, the boundaries between them may be quite unclear. Much associative or voluntary activity (such as housing associations) is underpinned by public sector support or funding, for example, while differences between public and private sectors have also become increasingly blurred by policies such as the "public-private partnerships" used to deliver large capital projects for transport, education and other areas.

We would also recognise that the wording Reimer chooses may be seen as overly value laden. In particular, the term "bureaucratic" is a rather negative way to refer to public services. Nonetheless, the concept of four interlinked systems provides a useful framework for our enquiry.

This type of framework is useful in drawing attention to a wider range of factors than deprivation studies. It is somewhat limited, however, as it fails to say anything about the relative importance of different systems or about how they interact. For example, are problems arising in market or bureaucratic systems the dominant problems in a place like Argyll and Bute, or are the problems mainly ones of (lack of) community or association? Can the presence of strong communal or associative systems compensate for unemployment or inadequate welfare benefits? On the other hand, are people with high incomes affected by bureaucratic systems or by the lack of associative or communal ties? Part of the objective of this work is to say something more about these sorts of question and so help guide the development of policies to tackle deprivation and exclusion in Argyll and Bute.

2.3 Individual and area deprivation measures

Ideally, measures of deprivation or exclusion would be based on *direct* measures of these problems. Following Townsend's definition, for example, a deprivation measure would capture the number of people who do not have access to those items or activities (the "conditions of life") regarded as necessary or customary in the society in which they live. This direct approach is possible when the focus is on the national or local authority level as surveys can be used to identify people who lack items or activities regarded as essential (see, for example, work by Gordon et al, 2000). This type of approach provides a measure of the *absolute* level of deprivation in the area, i.e. the number and proportion of people who deprived.

When the focus is on identifying levels of need for small areas, however, it is not possible to use direct measures. It would take a very large survey to be able to say what proportion of individuals was deprived in every ward of Argyll and Bute. Deprivation indices for small areas therefore rely on *indirect* measures. These focus on factors associated with deprivation. They may be causes of deprivation (low incomes, unemployment or poor access to services, for example), or they may be problems resulting from deprivation to a large extent (poor health or low educational attainment, for example). A single indirect measure might be biased so area deprivation indices tend to rely on a collection of indicators. The SIMD contains around 30 individual indicators, grouped into five domains (see Section 3 below).

It is important to realise that this type of area index cannot tell us how many people are deprived or where they live. An area deprivation score is a *relative* measure (ranking areas as more or less deprived relative to each other at a given point in time), not an absolute one. Looking at the places identified as "deprived" using the area approach, we cannot say whether these contain almost all the people who would be considered "deprived individuals", or even a majority of them. Yet this information might be very important when judging whether an area-based approach to tackling deprivation is useful or not. A high level of concentration suggests that targeting deprived areas would be an effective means of reaching a significant proportion of the most deprived individuals.

While area deprivation indices do not tell us about the distribution of deprived individuals, it is possible to get *some* information on this from the separate indicators which go into them. In the SIMD, for example, one indicator measures the number of people in each area who are "income deprived", i.e. on low incomes. This information can be used to identify the proportion of people "income deprived" in each ward, and hence the extent to which "income deprived" individuals are concentrated into "deprived wards". It is important to remember, however, that people regarded as "income deprived" would not all be regarded as "deprived individuals" and that some "deprived individuals" would not be "income deprived". Measuring the distribution of "income deprived" individuals between areas provides only a guide to the distribution of "deprived individuals", but it is very useful nonetheless.

2.4 Summary

In theory, there is little separating the terms deprivation and social exclusion. Both are multi-dimensional concepts which focus on the ability of individuals to play a full part in the life of their community or society. In practice, deprivation has been associated with a narrower emphasis on living standards and the financial or material resources which play a significant part in determining these. Social exclusion has been associated with a broader focus which emphasises the importance of relational aspects of life – social, cultural or political – as well as distributive or material. We follow this convention in this study.

Area deprivation indices rely on indirect measures of the level of deprivation. They provide relative rankings for different areas but do not enable us to identify the absolute number of deprived individuals in each area or the extent to which deprived individuals are concentrated into deprived areas. Some insight into the distribution of deprived individuals can be gathered by examining indirect indicators of deprivation, such as the distribution of people on low income ("income deprived"). While not a perfect measure of the distribution of deprived individuals, this is nevertheless a very useful guide.

3. The scale and distribution of deprivation

The aim of this section of the report and the next is to provide an analysis of the scale of deprivation in Argyll and Bute relative to other parts of Scotland, and of the relative levels of need in different parts of the authority. This section focuses on the local authority and ward levels, while the next takes the analysis down to a much finer spatial scale.

The SIMD is used as the basis for this work partly on pragmatic grounds. It is not only the official measure of deprivation but it is up-to-date and based on a robust, transparent methodology. The choice is also justified by the quality of the measure. In using a single measure of deprivation, however, there is a danger that a biased picture may emerge; the measure may pick up certain types of need but neglect others. The SIMD minimises this danger as it is so broadly based, with over 30 separate indicators from a range of different sources.

3.1 The Scottish Index of Multiple Deprivation (SIMD)

The SIMD was commissioned by the Scottish Executive and published in 2003 (Noble et al: 2003). It is the official measure of area deprivation for wards in Scotland. The methodology and data sources are very similar to those used for the corresponding indices in England, Wales and Northern Ireland. Unlike previous Scottish indices, the SIMD draws largely on non-Census data, allowing for regular updating. It is also based on more direct measures of the causes and consequences of deprivation than previous indices, particularly those reliant on Census data. As such, it represents a considerable advance on previous area deprivation measures (Bailey et al, 2003).

The SIMD is based on Townsend's model of deprivation, discussed in section 2, which sees deprivation as multi-dimensional. It covers five domains or aspects of deprivation:

- income;
- employment;
- health;
- education, skills and training; and
- geographical access to services.

The published data give an overall deprivation score for each ward in Scotland and rank them from most to least deprived. Data is also provided on the five domain scores for each ward so the nature or make-up of problems in each area can be examined. The income and employment domains are regarded as the most important contributors to deprivation and each make up 30 per cent of the final index. Health and education are afforded weightings of 15 per cent each, while access accounts for 10 per cent. The full list of indicators included in each domain is given in Appendix A. In most cases, the data for the SIMD is taken from 2001 data sets, although in some instances, earlier data is utilized.

The SIMD has the further advantage that it provides an estimate of the absolute number of people who are "income deprived" in each ward. While the overall deprivation score or ranking is a relative measure, the score for each ward on "income deprivation" (the income domain) measures the proportion of people on low incomes. This is based on the numbers claiming a specific means-tested benefit (see Noble et al, 2003 for details). This study uses both the (relative) overall deprivation score and the (absolute) income deprivation score.

In the past, there have been a number of criticisms made of area deprivation indices from a rural perspective as they were seen as being biased towards urban areas (Shucksmith et al., 1996). In indices based on Census data, for example, it was common to use car-ownership as a proxy for income levels. This tended to understate income deprivation in rural areas where private transport is often a necessity. In general, the SIMD marks a very substantial improvement in this respect (Bailey et al, 2003). There are direct measures of low income based on benefits data and a new domain has been added to capture an aspect of deprivation typical of rural areas (access to services). This is not to say that there are no residual problems of "urban bias" but their impact is likely to be minor.

One issue which is frequently raised is with the measure of "income deprivation" as it is based on the number of people *claiming* particular means-tested benefits. The concern is that this may underestimate the level of income deprivation in rural areas. The reason given is that the number of people *eligible* for benefits but not claiming them is thought to be higher in rural areas than urban. Research has shown, however, that under-claiming is most affected by the overall affluence of the areas rather than rurality per se (Bramley et al, 2000). In this sense, the benefits measure should still provide a good indication of the distribution of income deprived individuals across Argyll and Bute.

Shortly after publishing the SIMD, the Scottish Executive also commissioned work on a long-term strategy to develop the index in future (Bailey et al, 2003). This identified the need for additional data to cover a number of further aspects or domains of deprivation not captured by the current measure. An updated index will be published in 2004. This will incorporate measures of housing deprivation and extend the measure of access to services. Subsequent updates (from 2006) will add in measures of other aspects of financial resources, crime and social disorder, physical environment, and social relations and social capital. These changes are unlikely to produce a significant shift in overall rankings as the core elements of the index will be unchanged.

3.2. Argyll and Bute within Scotland

The first question the SIMD data can be used to address is the level of need in Argyll and Bute relative to other authorities in Scotland. Figure 3.1 shows one measure of deprivation for LAs, based on the average overall deprivation rankings for the wards in each. Glasgow has the highest average, followed by other predominantly urban LAs. The least deprived areas are suburban commuter areas together with Shetland and Orkney. Argyll and Bute is ranked the 15th most deprived local authority on this measure. It has a similar position to other rural areas such as Dumfries and Galloway, and Highland but it is also close to South Ayrshire, Fife and West Lothian.

Note
In the report on the SIMD published by the Scottish Executive, the most deprived ward has the highest deprivation score but the lowest deprivation ranking (i.e. "1" is the most deprived, "1222" the least deprived). In this report, the ranking scale has been inverted so that figures are easier to read. Here, the higher the ranking, the more deprived the ward, with 1222 being the most deprived. In the figures, a taller bar represents a higher level of deprivation.

Figure 3.1: Overall deprivation for local authorities

Average ward ranking on overall deprivation (1222=most deprived)
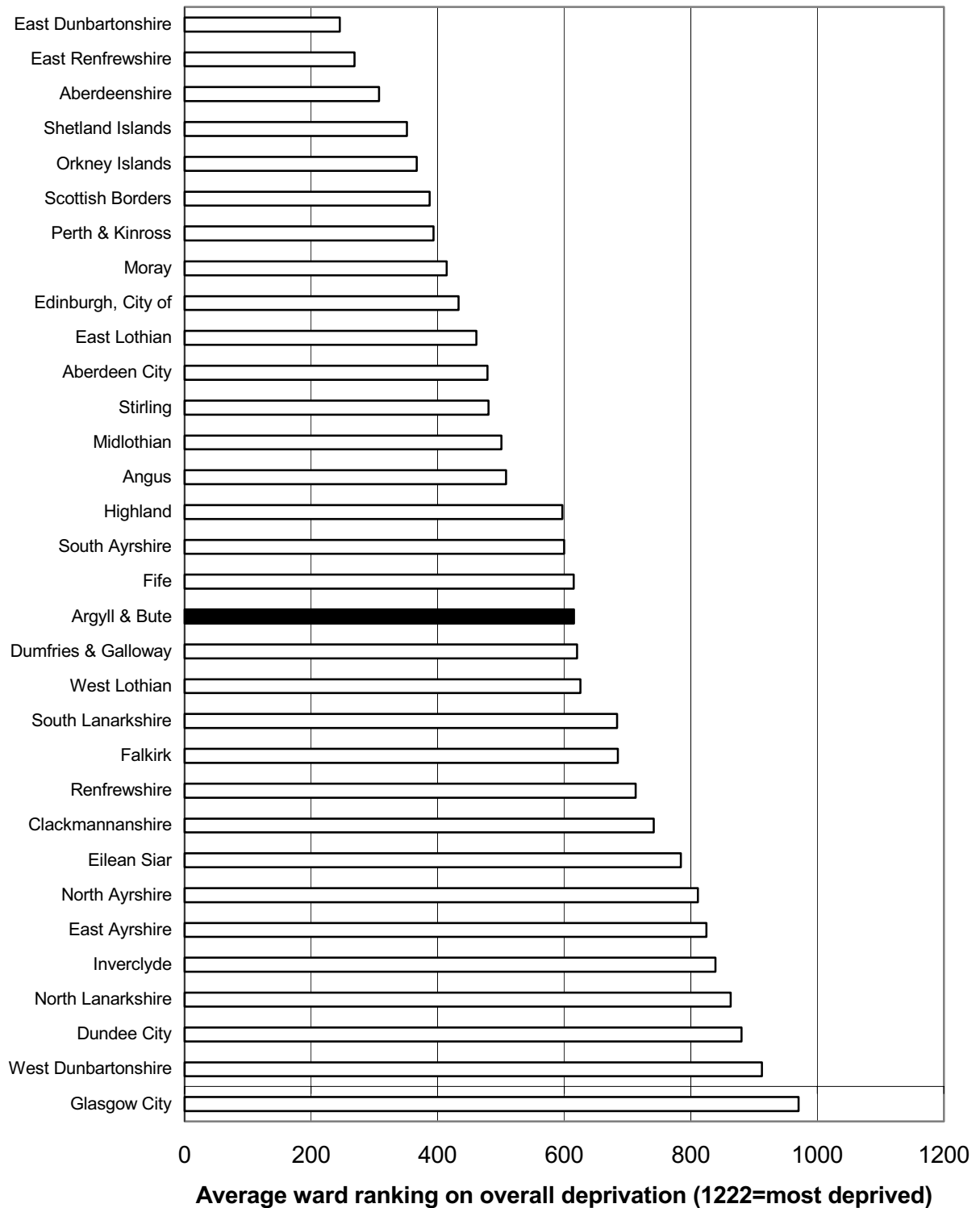
The SIMD can also tell us something about the nature of deprivation in Argyll and Bute by using average ward rankings for each of the five domains which make up the overall index (Figure 3.2). Levels of income, employment and health deprivation for Argyll and Bute are broadly in line with its overall score. As would be expected for a rural area, access deprivation is significantly higher (ranked 5th most deprived overall). Dumfries and Galloway and Highland show a similar pattern.

The most striking finding, however, is the low level of education deprivation in Argyll and Bute. While the authority ranks 15th most deprived on the overall measure, it ranks 27th on the education measure. Dumfries and Galloway and Highland also have lower levels of education deprivation than their overall ranking would suggest but the gap is nowhere near as great. In West Lothian and Fife, the situation is the opposite, with educational problems worse than the overall level of deprivation would suggest.

On the one hand, this can be seen as a positive story for Argyll and Bute. Attainment in school exams is a major element of the education deprivation score so this may suggest that the school system in the authority is working particularly well or that pupil and family attitudes to educational success are particularly positive. On the other hand, levels of adult qualifications are also a factor and, in this respect, the story may be more negative. It may suggest that, for some adults in Argyll and Bute, having qualifications is not sufficient to avoid unemployment or low income. A breakdown of the education score should be published with the revised deprivation data later this year and this may shed more light on this issue.

An alternative measure of the overall level of deprivation in Argyll and Bute is provided by the income deprivation measure, which shows the proportion of people income deprived in each authority in Scotland (Figure 3.3). The authorities are shown in the descending order of overall deprivation, as for Figure 3.1. This illustrates the very high level of correlation between income deprivation and overall deprivation. Glasgow has by far the highest proportion of people income deprived at 27 per cent. Argyll and Bute is ranked 18th on this measure with 13 per cent of people income deprived. In absolute terms, this means 11,200 people are on low income and claiming a means-tested benefit in the authority.

Figure 3.2: Nature of deprivation across Local Authorities
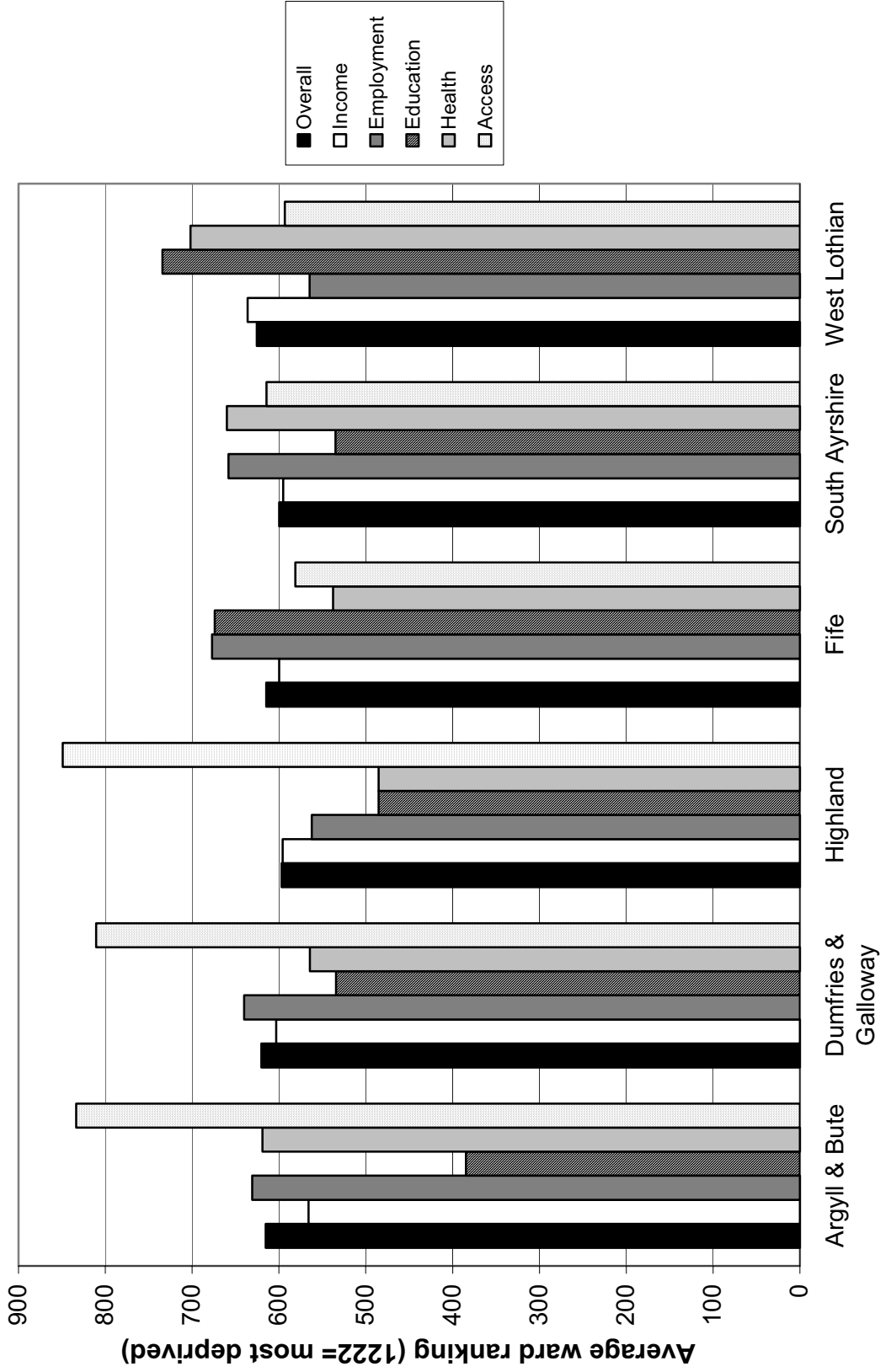
Figure 3.3: Income deprivation for local authorities

Average ward score for income deprivation
(per cent of population)
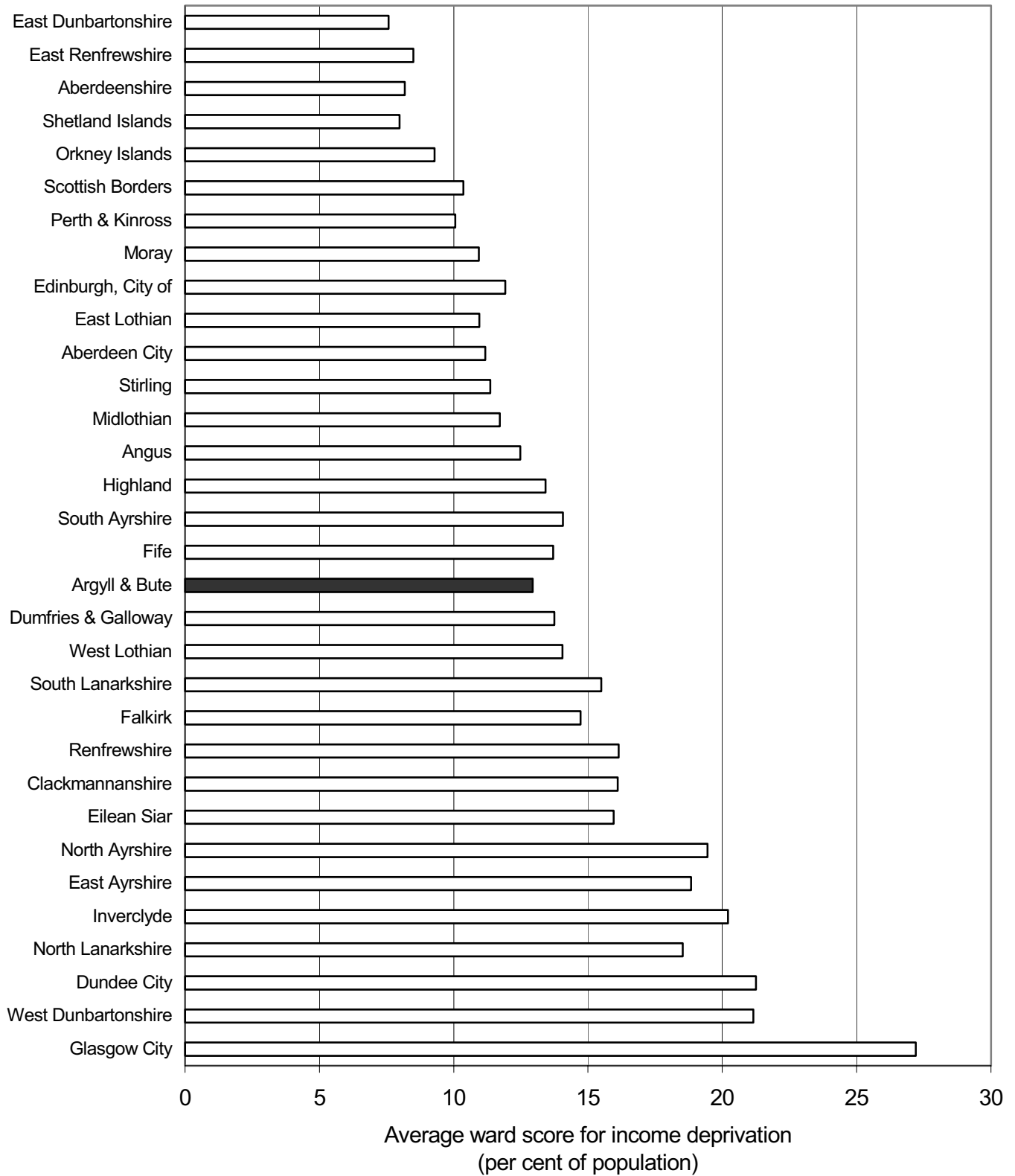
3.3 Areas within Argyll and Bute

Average ward rankings can also be used to provide an initial exploration of the different levels of deprivation within Argyll and Bute. This can be done by grouping together wards on the basis of geographical proximity or, in the case of the case of the more remote islands, geographical similarity. Thus, wards within Argyll and Bute have been categorised into seven broad areas:

- Campbeltown and Kintyre;
- Mid-Argyll;
- the Remote Islands;
- Oban, Loch Awe and Mull;
- Bute;
- Dunoon and Cowal; and
- Helensburgh.

Figure 3.4 shows the average overall deprivation rankings and the average domain rankings for wards in each of these areas. In general, the parts of Argyll and Bute which are more accessible by road to the rest of Scotland tend to have lower levels of deprivation (Helensburgh; Oban, Loch Awe and Mull; and Mid-Argyll). Helensburgh, in particular, is the least deprived across all the domains with the notable, and perhaps anomalous, exception of access. Educational deprivation is low in all seven areas with the exception of Bute.

Figure 3.4: Sub-areas of Argyll & Bute

Average ward rankings (1222 = most deprived)

Legend:
- ■ Income domain
- □ Employment domain
- ▨ Education domain
- ▨ Health domain
- ▨ Access domain

Sub-areas: Campbeltown/Kintyre, Mid-Argyll, Remote Islands, Oban/Loch Awe/Mull, Bute, Dunoon/Cowal, Helensburgh
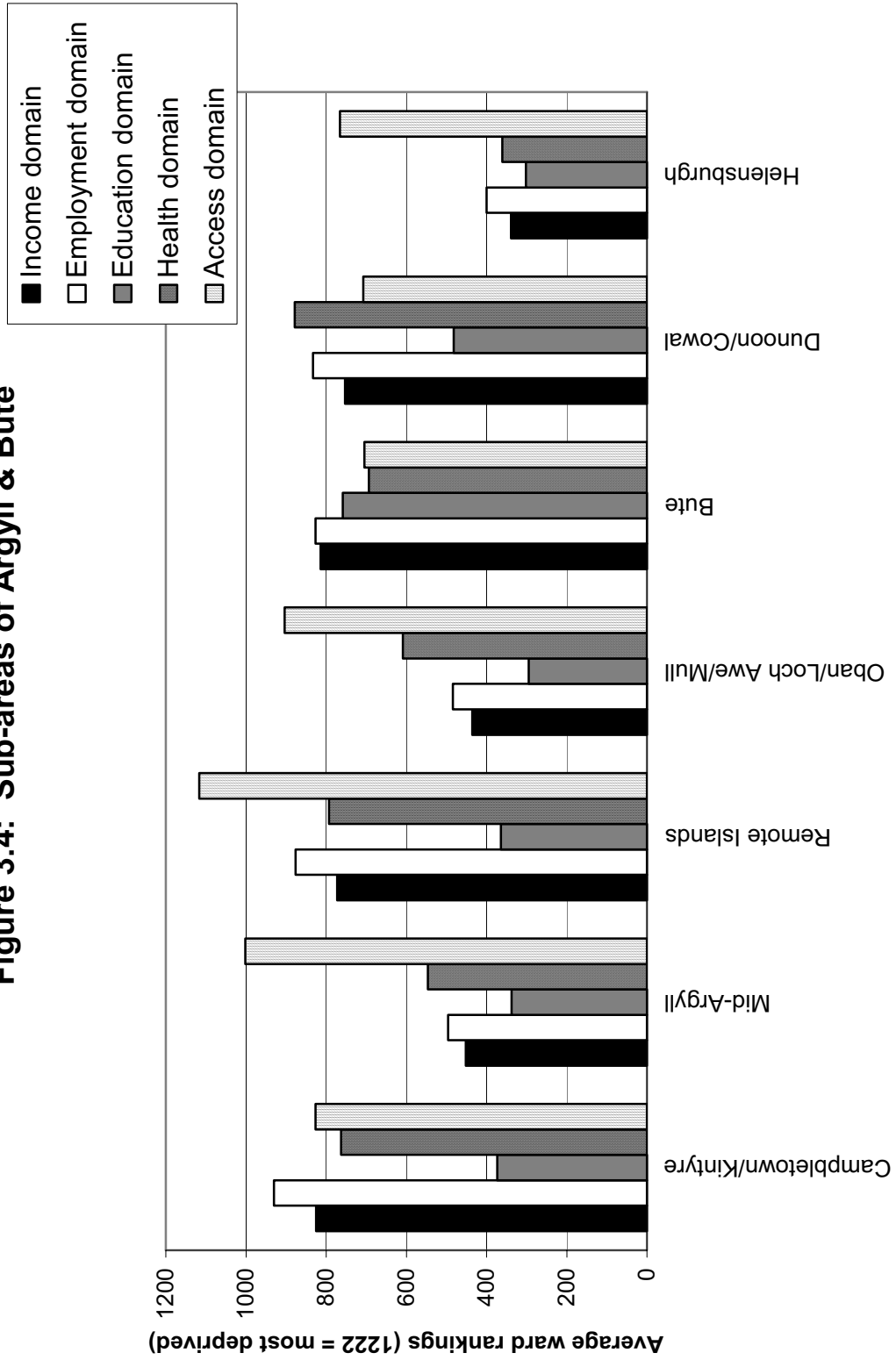
3.4 Deprivation at ward level

Going down to the level of wards, the SIMD can be used to identify the most deprived areas within Argyll and Bute and the extent to which deprived individuals are concentrated into these areas. Looking at overall deprivation rankings, none of the wards in Argyll and Bute is situated in the most deprived decile (the worst 10 per cent) in Scotland. There are six wards which feature in the second decile, however, and they appear distinctly more deprived than others in the authority (Figure 3.5). To put this in context, Ardenslate is ranked 1048 out of 1222 and is therefore more deprived than Parkhead in Glasgow (1041), an area which might commonly be thought to have a high level of deprivation. There are a further three wards in the third decile for Scotland while 21 wards are in the least deprived half.

The most deprived wards tend to be located in the larger urban centres across Argyll and Bute (Rothesay, Dunoon and Campbeltown) although two more remote wards also figure (Islay South, and Tiree and Coll). Of the six least deprived wards, four are located in or around Helensburgh.

Figures on income deprivation give some idea of the distribution of deprived individuals across the authority (Table 3.1). Wards are divided into six groups based on overall deprivation rankings (with "1" the most deprived group). There is significant variation between wards in terms of individual deprivation levels. In the most deprived groups of wards, the income deprivation rate is over three times higher than in the least deprived group (23 per cent compared with just 7 per cent). At the same time, the level of concentration appears relatively low. The most deprived six wards contain just 30 per cent of all the income deprived people but 17 per cent of the population as a whole.

Income deprivation rates for individual wards are shown in Figure 3.6. Wards are shown in descending order of overall deprivation, so the figure again illustrates the correlation between the two measures. The two most deprived wards have just over a quarter of residents regarded as "income deprived".

Table 3.1: Income deprivation for wards

Deprivation group	Popln.	Income deprived	% of popln.	% of all income deprived	% income deprived
1	14,634	3,373	17%	30%	23%
2	12,180	1,866	14%	17%	15%
3	15,262	1,853	17%	17%	12%
4	15,524	1,705	18%	15%	11%
5	14,321	1,366	16%	12%	10%
6	15,482	1,028	18%	9%	7%
All	*87,403*	*11,192*	*100%*	*100%*	*13%*

Notes: Wards grouped by level of overall deprivation, with "1" the most deprived.

Figure 3.5: Overall deprivation rankings for wards

Least deprived

Most deprived

SIMD Overall Rank (1222=most deprived)

Figure 3.6: Income deprivation rates for wards

Least deprived

Helensburgh North
Helensburgh West
Cardross
West Helensburgh & Rhu
Arrochar, Luss, Arden & Ardenconnel
Helensburgh Central
Garelochhead & Cove
Oban Central
Oban North
East Central Helensburgh
North Lorn
Knapdale
Ardconnel-Kilmore
Bute South
Lochgilphead
Mull
Roseneath, Clynder & Kilcreggan
Craignish-Glenaray
Helensburgh East
Auchamore & Innellan
Awe
East Lochfyne
South Kintyre
Oban South
North & West Kintyre
Kirn & Hunter's Quay
Islay North, Jura & Colonsay
Tiree & Coll
Holy Loch
Bute North
Milton
Campbletown Central
Islay South
East Central Kintyre
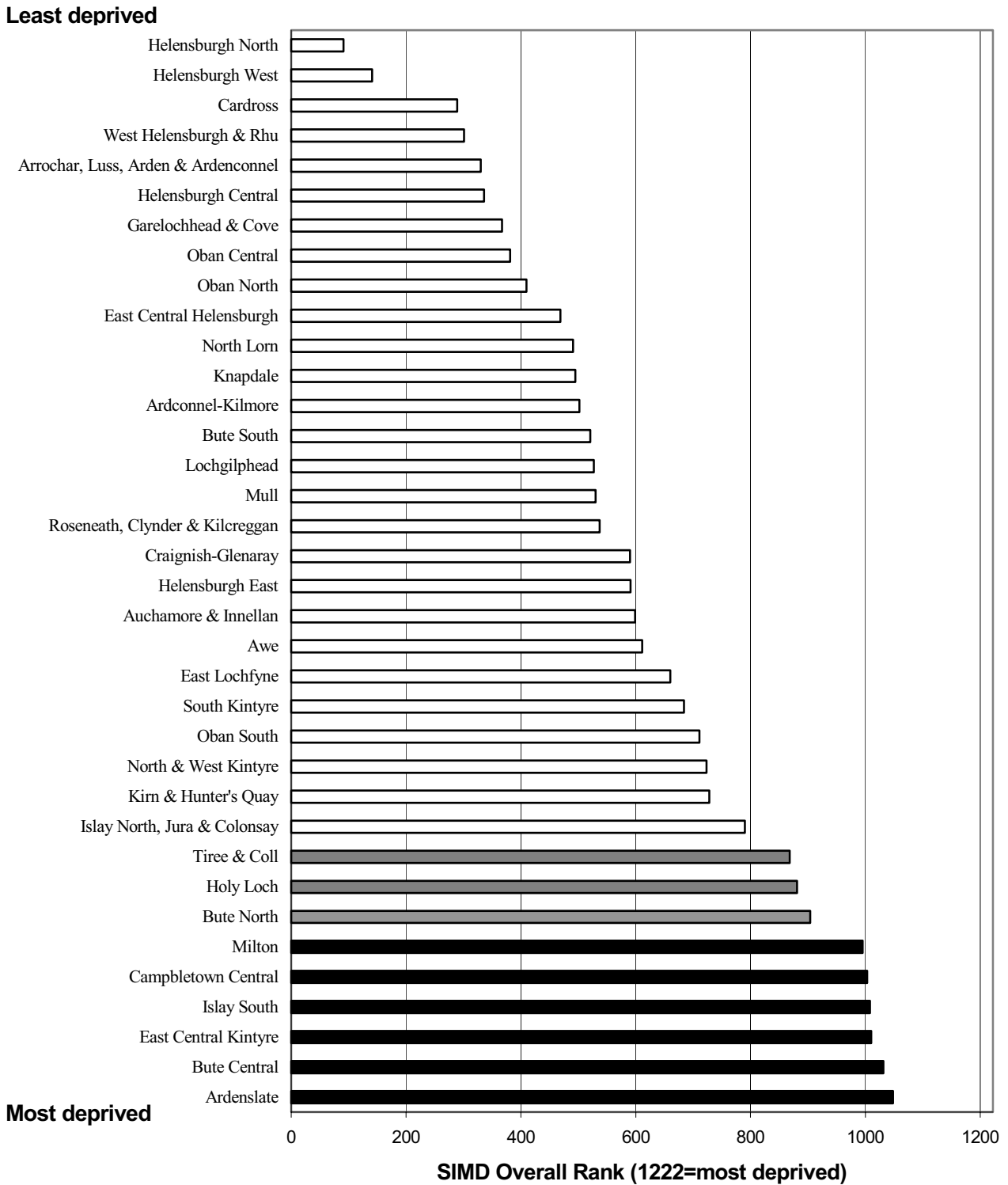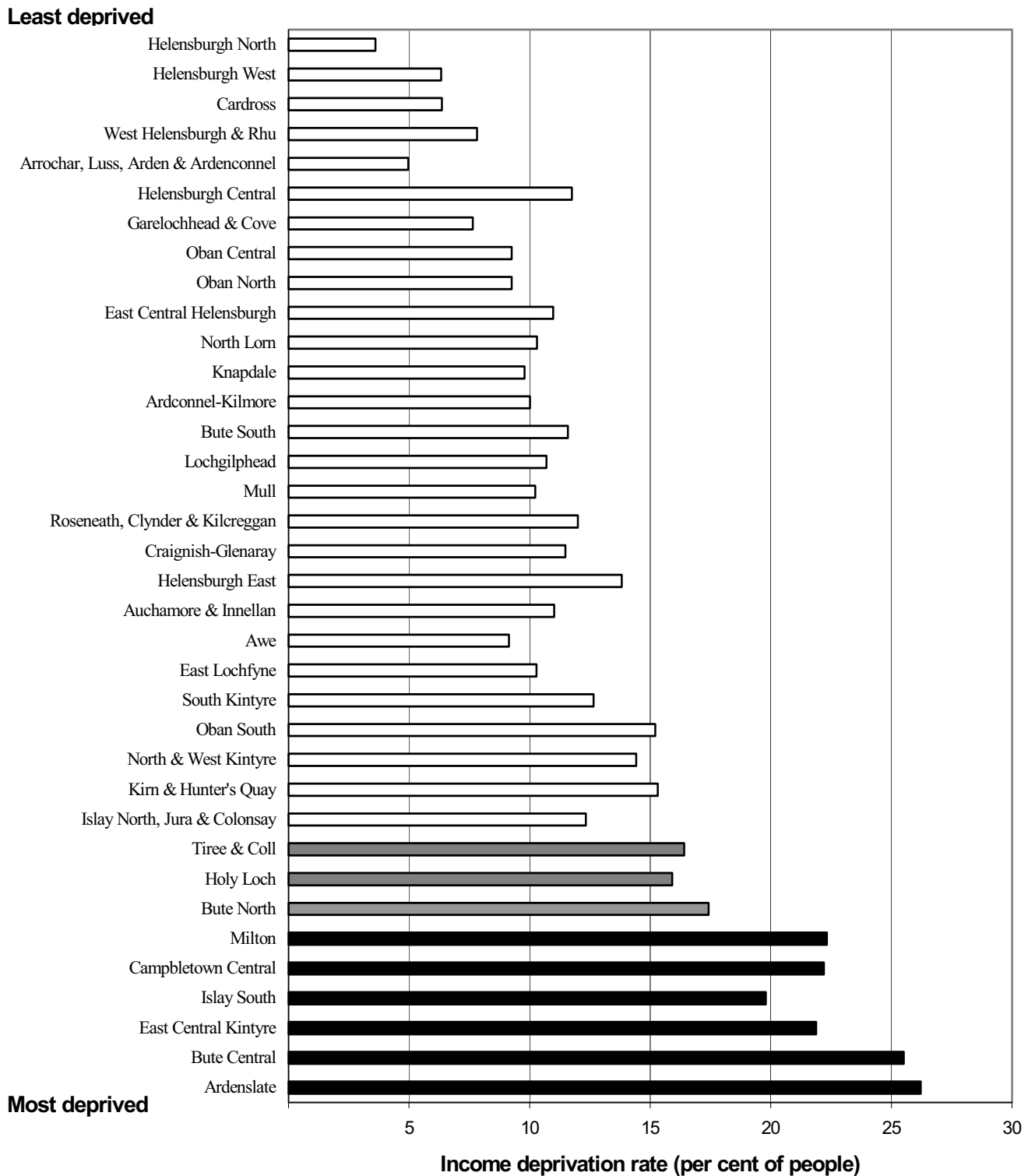Bute Central
Ardenslate

Most deprived

Income deprivation rate (per cent of people)

18

This analysis has two implications for policy. The first is that wards are not a useful scale to identify the areas which are home to deprived individuals. Even in the most deprived group, less than a third of people would be considered income deprived. In these circumstances, it would not make sense to use wards to define the areas for targeted interventions, such as the SIPs, as they contain too many non-deprived individuals. On the other hand, it is clear that there is substantial variation across the wards in terms of levels of income deprivation. This may result in higher levels of demand for some types of service or greater stress on some services in more deprived areas. It may be useful to look at these figures when considering the distribution of resources within the authority.

3.5 Summary

The SIMD presents the most comprehensive and up-to-date source of data on area deprivation in Scotland, as well as containing useful data on income deprivation for individuals. It certainly represents a significant improvement on previous indices, particularly in respect of rural areas.

The SIMD results show Argyll and Bute was the 15th most deprived LA overall, using average ward rankings for overall deprivation. It was ranked 18th most deprived in terms of the income deprivation measure. The LA has high levels of access deprivation as would be expected for a rural authority, but notably low levels of education deprivation. The latter may be seen in both positive and negative terms. While the authority is not amongst the most deprived in Scotland, it is still home to a substantial number of deprived individuals – 11,200 on the SIMD's income deprivation measure.

None of the wards in Argyll and Bute ranks in the most deprived decile for Scotland but six appear in the second decile and three in the third decile. The most deprived wards are found mainly in the larger urban centres, particularly in Dunoon, Campbeltown and Rothesay, but also Islay, and Tiree and Coll. The most deprived wards have rates of income deprivation over three times higher than the least deprived. This suggests there may be a need to ensure that services in the most deprived wards are adequately resourced to cope with any pressures which result from increased levels of need or demand for services. Wards do not appear to be a useful basis on which to identify areas in need of special interventions such as area-based initiatives as, even in the most deprived ward, only 1-in-4 people is regarded as income deprived.

4. Estimating deprivation for smaller areas

As the previous section highlights, the SIMD is of limited value in identifying the most deprived areas within Argyll and Bute as wards are too large for this purpose. Even the most deprived ward has a relatively low income deprivation rate. This section attempts to get beyond this limitation by combining the SIMD data with data from the 2001 Census to provide estimates of deprivation for much smaller areas.

4.1 The approach

There is a general problem with the use of wards to identify areas of concentrated deprivation, and this affects urban and rural areas alike. Wards may miss even quite large areas of concentrated deprivation if the boundaries divide those areas between two or more wards. There is also a long-standing concern that a ward-level analysis may disadvantage rural areas as it is said that deprived individuals or groups tend to be more widely dispersed in rural areas (Countryside Agency, 2003; Shucksmith et al, 1996). Small pockets of rural deprivation may be obscured within broader areas which are more affluent on average. At the same time, it has also been noted that the use of wards in the SIMD gives rural areas some advantages. Wards in rural authorities are smaller on average than those in more urban areas, so the use of wards provides more detail in rural areas (Bailey et al, 2003). For Scotland as a whole, the average ward has a population of 4100 but this varies from around 8000 in Edinburgh and Glasgow to less than 1000 in the three Island councils. Argyll and Bute has 36 wards with an average population of 2500.

An important objective for this work has been to find a way of measuring deprivation for areas smaller than wards. The work is fortunate in being able to take advantage of the newly published data from the 2001 Census. This provides information on population characteristics down to very small units called Census Output Areas (OAs). OAs are designed to have a minimum of 50 people and 20 households in order to preserve individual confidentiality. In Argyll and Bute, there are 785 OAs with an average of 110 people; the largest has 282.

One approach to measuring deprivation at this level would have been to construct a separate area deprivation index based entirely on Census data. There are several drawbacks with such an approach. First, on its own, the Census is not well suited to measuring deprivation. Although there is useful data on employment status, health and education, the Census contains no data on incomes or living standards, while social aspects of deprivation are not covered at all. Second, a separate index would require decisions to be taken about which indicators to include, how to combine these and what weights to give to each. Rather different results might be obtained as a result of these decisions and any index could be challenged as a result. Third, this method would produce a ranking of areas but no information on absolute levels of deprivation within these areas.

The alternative approach adopted here was to use Census indicators to "model" or estimate SIMD scores for smaller areas. The Census is used to provide small area detail but it is the SIMD which provides the definition of area deprivation. The same approach is also used to estimate levels of individual deprivation. Full details are provided in Appendix B but, in brief, the process was as follows.

For the first stage, Census data for *wards* was used to provide the best estimate of SIMD overall rankings and income deprivation rates (already available for wards). For overall deprivation, the final model contained six Census-derived variables covering:

- low educational attainment (proportion lacking qualifications);
- ill health (proportion reporting a limiting long-term illness);
- demographic profile (proportion of the population in households 16-34);
- unemployment (number unemployed as proportion of working age population);
- lone parent households (proportion of population living in lone parent households); and
- population density (persons per hectare).

For income deprivation rates, the model was much simpler, relying on the ill health variable alone.

It is important to stress that these indicators were not selected because they are thought to be good indicators of deprivation in their own right; some may be (e.g. health, education or unemployment variables) but others clearly are not (proportion 16-34 or population density). These variables were selected because, in combination, they gave the best means of predicting SIMD rankings for each ward.

The model for overall deprivation rankings had a very good "fit" which means that, using the six variables listed, we were able to predict the SIMD ranking of each ward with a high degree of accuracy (an "adjusted R^2" of 93 per cent, for those familiar with the jargon). For four variables (low educational attainment, poor health, unemployment and lone parent households), a *higher* score was associated with more deprivation. For the other two (proportion 16-34 and population density), a *lower* score was associated with more deprivation (all other factors being equal). The model for income deprivation rates was not quite as successful at predicting SIMD scores but the fit was still very good (an "adjusted R^2" of 71 per cent).

For the second stage, the same set of variables was extracted for each OA and combined using the weightings from the two models to give estimates of overall deprivation rankings and income deprivation rates for each area. Data was also extracted for SIP areas, SIP sub-areas, and settlements and used to estimate area and individual deprivation scores in the same way.

Comparisons between estimated deprivation rankings for OAs or other small areas, and those for wards need to be made with some caution. OAs are much smaller than wards on average and some of them are therefore likely to have more extreme levels of deprivation (or non-deprivation) than the most or least deprived ward in Scotland. It is not surprising that the estimated SIMD rankings for OAs in Argyll and Bute ranged from 55 to 1801, the latter score indicating a higher level of deprivation than the most deprived ward in Scotland. If the analysis were repeated for all OAs in Scotland, it is very probable that even more extreme results would be obtained. Rather than focussing on the actual score for each OA, the analyses therefore focus on the relative position of different OAs within Argyll and Bute.

4.2 Results

4.2.1 Deprived wards and deprived OAs

One question this analysis can shed some light on is whether wards are a good means of identifying the most deprived areas with Argyll and Bute. In other words, do we find that most of the deprived OAs fall within the deprived wards or is there great variation within each ward? The evidence of this analysis is that wards are a poor guide to locating the most deprived parts of the authority. We would have a very different map of area deprivation depending on whether we used wards or OAs as the unit of analysis. To take one example, Ardenslate (Dunoon) is the most deprived ward in Argyll and Bute, and ranked in the second most deprived decile of wards in Scotland. Seven of the 25 OAs in Ardenslate had estimated deprivation rankings which would have put them in the *least* deprived half of wards in Scotland.

Table 4.1 summarises the picture for all OAs and wards in Scotland. Looking at the most deprived group of wards (the first column), some 41 per cent of OAs in these wards are regarded as deprived. This is twice the proportion for the next group of wards (the figure of 19 per cent) and over ten times the proportion for the least deprived group of wards (4 per cent). Even so, nearly 60 per cent of OAs in the most deprived wards would not be regarded as deprived and 25 per cent of them fall into the least deprived half of the distribution.

Table 4.1: Estimated OA deprivation by level of ward deprivation

OA deprivation	Ward deprivation						
	1	2	3	4	5	6	All
1	41%	19%	17%	12%	8%	4%	17%
2	21%	18%	21%	15%	15%	11%	17%
3	13%	28%	17%	16%	18%	10%	17%
4	9%	18%	18%	27%	15%	13%	17%
5	13%	14%	16%	19%	21%	15%	17%
6	3%	3%	10%	11%	23%	48%	17%
All	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Notes: OAs and wards grouped by level of overall deprivation, with "1" the most deprived.

4.2.2 Deprived OAs and deprived individuals

Having argued that OAs are a better means of identifying the most deprived areas, the next question is the extent to which deprived individuals are concentrated into these areas. Does a focus on OAs rather than wards enable us to target deprived individuals more effectively? Table 4.2 provides some answers to this. OAs are again grouped into six bands, with "1" the most deprived. The most deprived group has an income deprivation rate nearly ten times higher than the least deprived (29 per cent, compared with 3 per cent). OAs are therefore a much more effective means of identifying areas with concentrations of deprived individuals than wards (where the ratio between most and least deprived areas was just over three – see Section 3.4 above).

Nevertheless, there are doubts about whether OAs would provide a useful means of targeting additional support to deprived groups. First there is a practical question about how services could be targeted at such small areas (given they have an average population of just over 100 people). This is less of a problem than it might seem as deprived OAs tend to cluster together, as shown below. Second, and more importantly, the most deprived OAs still contain only a minority of individuals regarded as income deprived (36 per cent). If the intention behind an area-based intervention, such as a SIP, is to reach a large proportion of the most deprived individuals, this is a significant problem.

Of course, there are other reasons for using area-based interventions and these might justify continuing the SIP programme. These reasons include the argument that a concentration of deprivation may itself give rise to additional problems which need to be tackled directly. For example, areas with a concentration of deprivation may become stigmatised within the wider community, and this may create additional barriers to finding employment or accessing services for residents (Dean and Hastings, 2000). We found some evidence of such processes in relation to one of our case-study areas, discussed in Section 5. The general point is that this analysis suggests that the CPP needs to be clearer about the precise reasons for maintaining a programme of area interventions.

Table 4.2: Income deprivation by level of OA deprivation

OA deprivation	% of popln.	% of all income deprived	% income deprived
1	17%	36%	29%
2	17%	23%	19%
3	17%	17%	13%
4	17%	12%	10%
5	17%	8%	7%
6	17%	3%	3%
All	*100%*	*100%*	*13%*

Notes: OAs grouped by level of overall deprivation (estimated), with "1" the most deprived.

4.2.3 Urban and rural dimensions

Having argued that OAs are a better scale at which to identify the most deprived areas, the next stage is to identify the areas where the most deprived OAs are located. One of the arguments against using wards to identify deprived areas is that these may obscure the true level of problems in more rural areas as deprived individuals in these places are thought to be more widely dispersed. The analysis at OA level suggests that deprived *areas* are still heavily concentrated into the more urban locations but that deprived *individuals* are more widely dispersed (Table 4.3).

The five largest settlements in Argyll and Bute (Helensburgh, Dunoon, Oban, Campbeltown and Rothesay) have a population of 5000 or more. (Rothesay has 4928 or 5017 depending on whether residents in communal establishments are included in the total or not.) Between them, they account for just under half the total population (49 per cent) but two thirds of all deprived OAs (67 per cent). The proportion of OAs in these settlements which are deprived is much greater than for rural areas (23 per cent, compared with 5 per cent). The concentration of deprived OAs is actually highest in the smallest settlements (37 per cent of all OAs are deprived) but these areas are few in number (just 5 per cent of the population).

Looking at individual deprivation, however, the picture is rather different. The more urban locations still have higher concentrations of deprivation but not to the extent suggested by the area based measures. The five largest settlements account for 54 per cent of income deprived individuals, but this is barely more than their share of population (49 per cent). The proportion of people income deprived in these areas is greater than for rural areas but the gap is not great (15 per cent, compared with 11 per cent).

Table 4.3: Deprivation by settlement size

Settlement size	% of total popln.	% of all depvd. OAs	% of all income deprived	% OAs depvd.	% income deprived
> 5000	49%	67%	54%	23%	15%
1000 – 5000	14%	13%	13%	16%	13%
500 – 1000	5%	11%	6%	37%	17%
Others/rural areas	32%	9%	27%	5%	11%
All	*100%*	*100%*	*100%*	*17%*	*13%*

Note: "Deprived OAs" defined as those in worst 17 per cent on estimated deprivation rankings. "Income deprived" estimated from model. Definitions of settlements are those provided by the General Registers Office for Scotland, based on Census OAs. Population also taken from Census, excluding those in communal establishments.

4.2.4 Settlements

The analysis can be taken a stage further by looking at figures for individual settlements (Table 4.4). This shows the wide variation between the five largest settlements. Dunoon, Campbeltown and Rothesay have far higher levels of deprivation than the other two. Between them, the three towns are home to a fifth of the authority's population but a third of all deprived individuals. This level of deprivation must raise concerns about stress on public services as a result.

There are also significant levels of individual deprivation in smaller settlements, particularly Dunbeg, Port Bannatyne, Rosneath and Bowmore which might also present particular challenges for public services. Two of these are on Islay and, as the next section shows, the island as a whole has quite a high level of deprivation.

Table 4.4: Deprivation by settlement

Settlement	Popln	% of popln	% of popln in depvd OAs	% of popln inc. depvd.
Helensburgh	16,153	18%	9%	11%
Dunoon	8,798	10%	34%	21%
Oban	7,835	9%	11%	11%
Campbeltown	5,049	6%	47%	17%
Rothesay	4,928	6%	43%	20%
Lochgilphead	2,218	3%	15%	14%
Cardross	1,904	2%	3%	9%
Kilcreggan	1,414	2%	0%	12%
Port Bannatyne	1,354	2%	33%	19%
Tarbert	1,338	2%	23%	8%
Garelochead	1,265	1%	43%	16%
Ardrishaig	1,260	1%	0%	12%
Innellan	1,188	1%	16%	14%
Tobermory	974	1%	0%	8%
Rosneath	931	1%	31%	19%
Bowmore	842	1%	53%	18%
Port Ellen	819	1%	31%	14%
Dunbeg	730	1%	79%	27%
Rest of A&B	28,403	32%	5%	11%
All	*87,403*	*100%*	*17%*	*13%*

Note: "Deprived OAs" defined as those in worst 17 per cent on estimated deprivation rankings. "Income deprived" estimated from model. Definitions of settlements are those provided by the General Registers Office for Scotland, based on Census OAs. Population also taken from Census, excluding those in communal establishments.

4.2.5 Inhabited islands

The data relating to inhabited islands is provided in Table 4.5. Figures for some islands are subject to high levels of uncertainty due to the very small size of the population; the proportion of the population living in deprived OAs becomes particularly unreliable as a guide to deprivation in these cases. Nevertheless, there is evidence of substantial variations in levels of need between them

Of the larger islands, Bute and Islay have both high concentrations of people in deprived OAs and a high proportion of individuals estimated to be deprived, particularly in comparison with Mull. The problems on Bute have already been highlighted as Rothesay is one of the three deprived larger towns noted above. Islay also warrants attention by virtue of the level of concentration and the absolute scale of deprivation there. Of the smaller islands, Lismore and Colonsay emerge with the highest concentrations of deprived individuals. It should be remembered that the absolute numbers of people concerned is very small in these cases. For example, there are ten times as many deprived individuals on Islay as on Lismore and Colonsay combined. Even so, the concentration of deprivation combined with the problems of living on islands in terms of access to services warrants further attention for these areas.

Table 4.5: Deprivation by inhabited island

Island	Popln	% of popln	% of popln in depvd OAs	% of popln inc. depvd.
Bute	7,053	8%	37%	19%
Islay	3,436	4%	28%	16%
Mull	2,679	3%	4%	9%
Tiree	755	1%	9%	10%
Seil	556	1%	0%	7%
Luing	220	0%	0%	11%
Jura	184	0%	0%	15%
Coll	164	0%	0%	14%
Lismore	146	0%	0%	22%
Colonsay	110	0%	100%	21%
Gigha	110	0%	0%	0%
Iona	103	0%	0%	0%
Easdale	58	0%	0%	0%
Rest of AnB	71,829	82%	15%	13%
ANB	***87,403***	***100%***	***17%***	***13%***

Note: "Deprived OAs" defined as those in worst 17 per cent on estimated deprivation rankings. "Income deprived" estimated from model. Definitions of settlements are those provided by the General Registers Office for Scotland, based on Census OAs. Population also taken from Census, excluding those in communal establishments.

4.2.6 SIPs

Finally, this method can be used to examine the targeting of the current SIPs. Figures 4.1a and 4.1b compare deprivation scores for the SIPs with those for the towns in which they are located. Detailed maps of the towns show the relationship between deprived OAs and SIP boundaries (Figures 4.2a to 4.2e below).

The five SIPs cover 5600 people or 6 per cent of the total population of Argyll and Bute (equivalent to about two wards). Within the SIPs, 76 per cent of OAs are regarded as deprived areas, while 30 per cent of people are regarded as income deprived. This is a much higher level of concentration than for any of the wards, suggesting the SIPs are well-targeted on the whole. Even so, the five SIPs together cover just 14 per cent of those regarded as income deprived in Argyll and Bute – a small proportion of the total. This suggests that the justification for maintaining the SIP programme cannot be based on the argument that area targeting is an efficient means of reaching a substantial proportion of the deprived population.

All of the SIPs have deprivation scores above those for the authority and above those for the settlement in which they are located, as would be expected (Figures 4.1a and 4.1b). The Dunoon SIP appears most heavily deprived on both measures. The Oban SIP is least deprived on both measures.

Looking at the maps, in four of the SIPs (excluding Oban), the great majority of OAs are deprived (or nearly deprived). This suggests that these are well targeted. Even so, it is important to note that in all four of the towns, there are several deprived OAs outside the SIP areas. There is therefore a case for re-examining the boundaries of the SIPs to see whether additional areas could be included. The danger with expanding boundaries is that the resources may become spread too thinly, and the initiative may lose its focus on a particular "neighbourhood".

In the case of Oban, however, there are some additional questions about the SIP boundaries. The SIP area is barely more deprived than Argyll and Bute as a whole. As Figure 4.2d shows, two of the four OAs are deprived (but only moderately so) while the other two are not even in the "possibly deprived" group. There are other deprived OAs in Oban but these lie outside the SIP area.

Note on the maps

On all the maps, "deprived OAs" (those in the most deprived 17 per cent within Argyll and Bute) are indicated by a "+", with the most deprived (those in the worst 8 per cent) are indicated by a "⊠". Given the uncertainties contained in these estimates, the maps also show all the OAs whose score is outside the 17 per cent cut-off but which might be deprived. These are marked "0" covering the areas from 17 to 31 per cent most deprived.

The maps show boundaries for *Census* wards (thick lines) and OAs (thin lines). OAs are constructed by amalgamating postcode units to meet the minimum population thresholds (50 persons and 20 households). These may cross *actual* ward boundaries. The Census wards are constructed by amalgamating OAs to give a "best fit" to actual wards (as at 1999). As a result, this can lead to significant differences between Census wards and actual wards and this should be borne in mind when examining the maps.

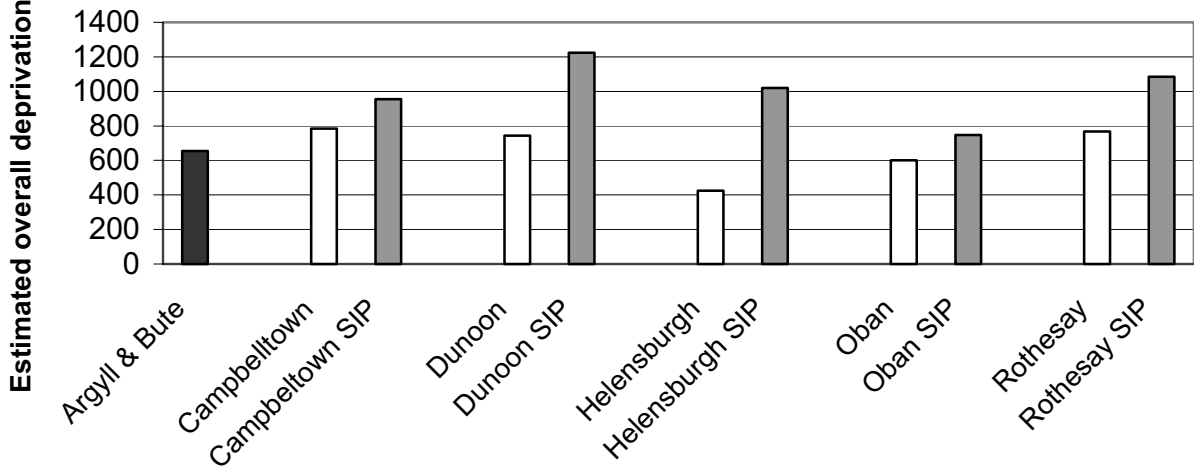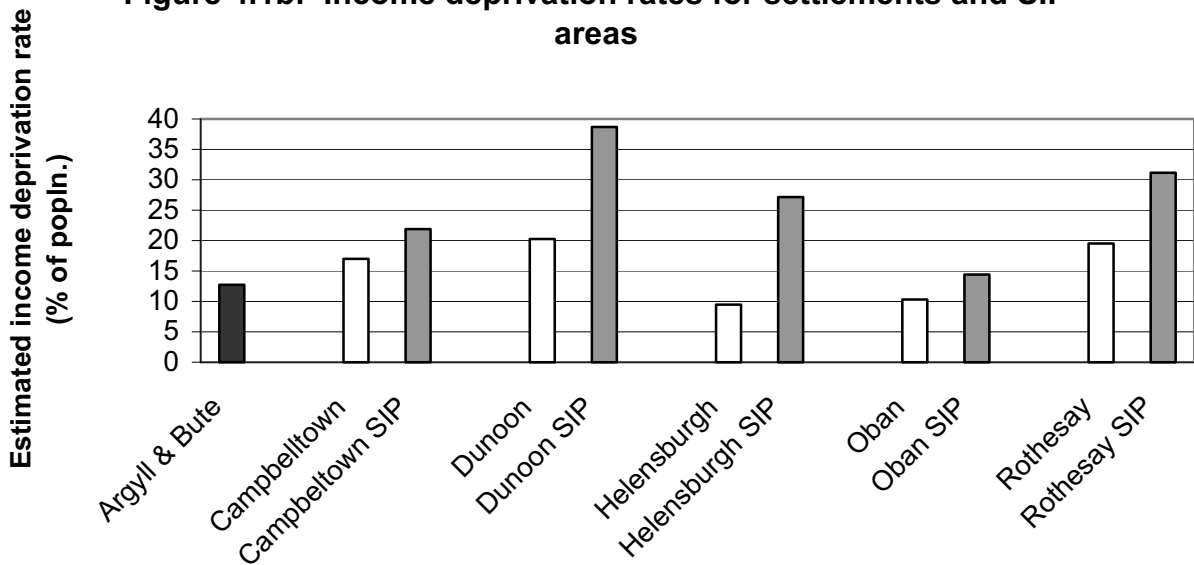**Figure 4.1a: Overall deprivation rankings for settlements and SIP areas**

Figure 4.1b: Income deprivation rates for settlements and SIP areas

Several explanations might be made for this discrepancy. First, there may be some errors in the results reported here, although we have allowed for a substantial margin of uncertainty in drawing the maps. It would certainly be useful to compare our results with those based on the 1991 Census data which was used to define the SIP boundaries in the first place. Second, there may have been significant improvement in conditions in Oban SIP since 1991. This is possible but unlikely given that none of the other SIP areas has seen such a degree of change. Third, the SIP may have been designated on grounds other than general deprivation. It may have been designated to capture the needs of a particular group or a type of problem (such as poor housing) not measured in the current deprivation index or not typical of problems in the authority as a whole. Whatever the explanation, this is an area which the Partnership might usefully explore further.

4.2.7 Detailed maps

Detailed maps for the different areas of Argyll and Bute are provided in Figures 4.3 to 4.6 below. These reinforce the point noted above about the extent to which deprived OAs are concentrated into the larger settlements within Argyll and Bute, rather than being widely scattered across towns and rural areas. There are relatively few deprived OAs outside the towns.

4.3 Summary

This element of the work has provided an up-to-date picture of the distribution of deprivation across Argyll and Bute at levels below wards. Estimates of area and individual deprivation scores were calculated for OAs, SIPs, settlements and inhabited islands. The main findings were as follows:

- Broad terms such as urban and rural are not very useful for identifying areas of need within Argyll and Bute. Most deprived areas are concentrated into the largest settlements, but deprived individuals are more widely dispersed. The proportion of people deprived in urban areas is only slightly higher than for rural areas (15 per cent, compared with 11 per cent).

- There are important variations in the level of need across the authority, however. In particular, there are high concentrations of need and large absolute numbers of people deprived in three of the largest towns – Rothesay, Dunoon and Campbeltown – as well as Islay. A fifth of people in the three towns are estimated to be income deprived and, between them, they account for one third of deprivation in the authority. The scale and concentration of need in these areas must raise concerns about pressures on public services which would warrant investigation by the CPP. There are also lesser concerns relating to a number of smaller towns and islands identified above.

- At the finer scale, it is clear that OAs are much better at identifying deprived individuals than wards. The income deprivation rate for the most deprived groups of OAs is nearly ten times greater than for the least deprived group; for wards, the ratio was just three-to-one. Even so, the majority of deprived individuals do not live in deprived OAs (at least, if we use the income deprivation measure).

- Deprived OAs do tend to group together in some locations and these clusters could form the basis for area-based initiatives. These clusters are found overwhelmingly in the largest settlements, particularly Rothesay, Dunoon and Campbeltown.

- Overall, the existing SIP areas appear well targeted according to our estimates. The great majority of OAs within them appear deprived as do a substantial proportion of individuals. At the same time, there are a number of limitations with the SIP approach. The current SIP boundaries do not cover all deprived OAs in the five towns. Indeed, the SIPs cover just 14 per cent of all deprived individuals in Argyll and Bute. There may be a case for widening the boundaries, but this might also reduce the effectiveness of this approach, especially if resources do not expand at the same time.

- Finally, there are some specific questions to be answered regarding the boundaries of the Oban SIP.

Figure 4.2a: Area deprivation in Campbeltown
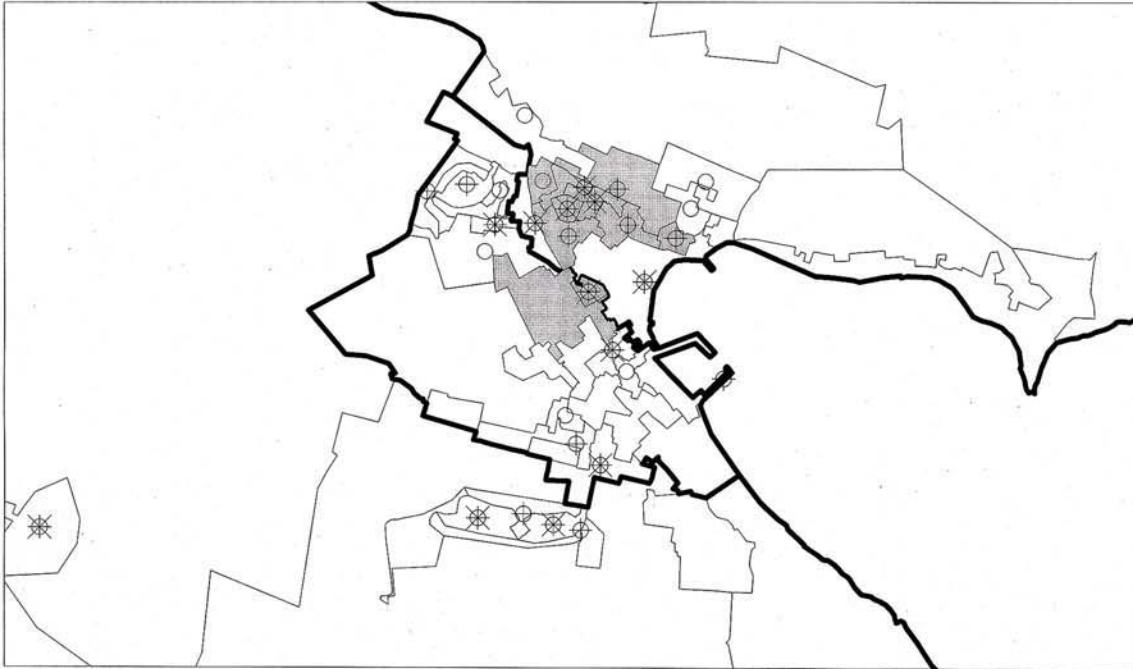
Figure 4.2b: Area deprivation in Dunoon
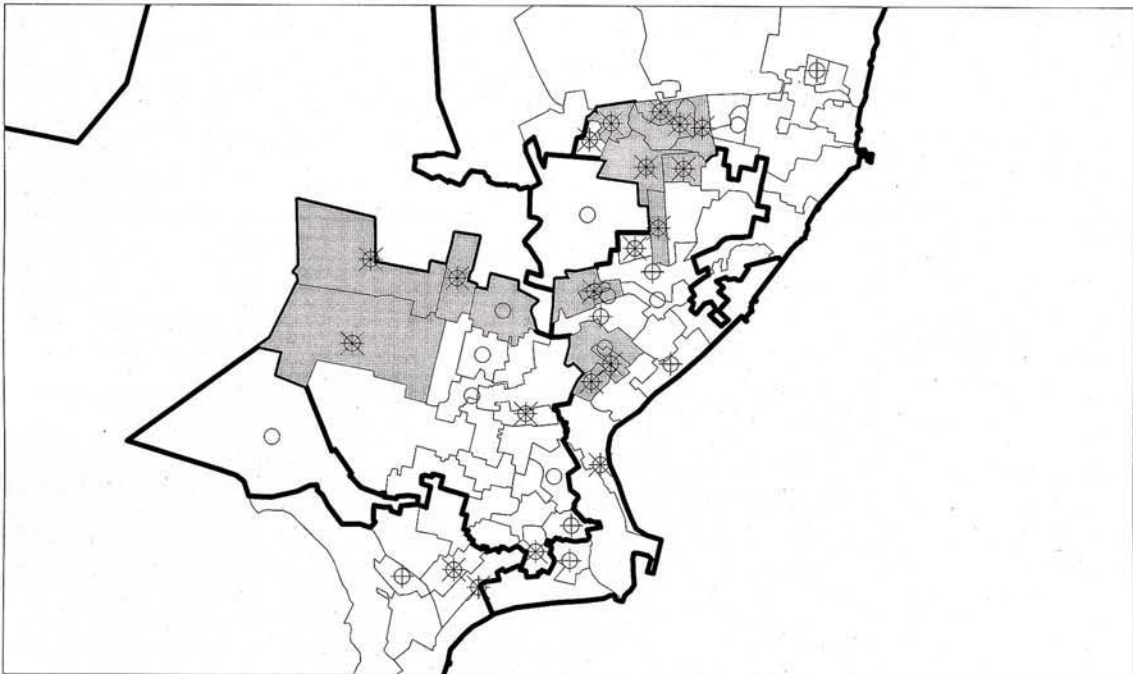
Notes:
* - most deprived 8 per cent; + - most deprived 17 per cent; O - most deprived 31 per cent.
Shaded areas - OAs with more than 50 per cent of population inside SIP.

Figure 4.2c: Area deprivation in Helensburgh
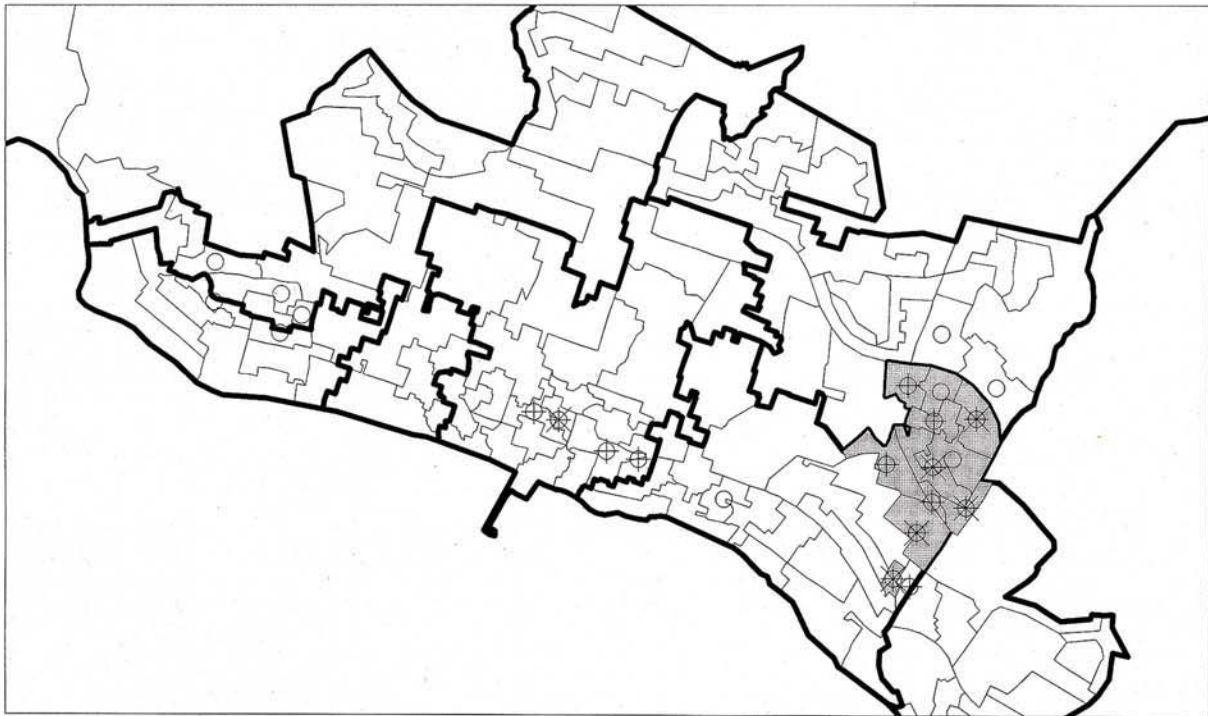
Figure 4.2d: Area deprivation in Oban
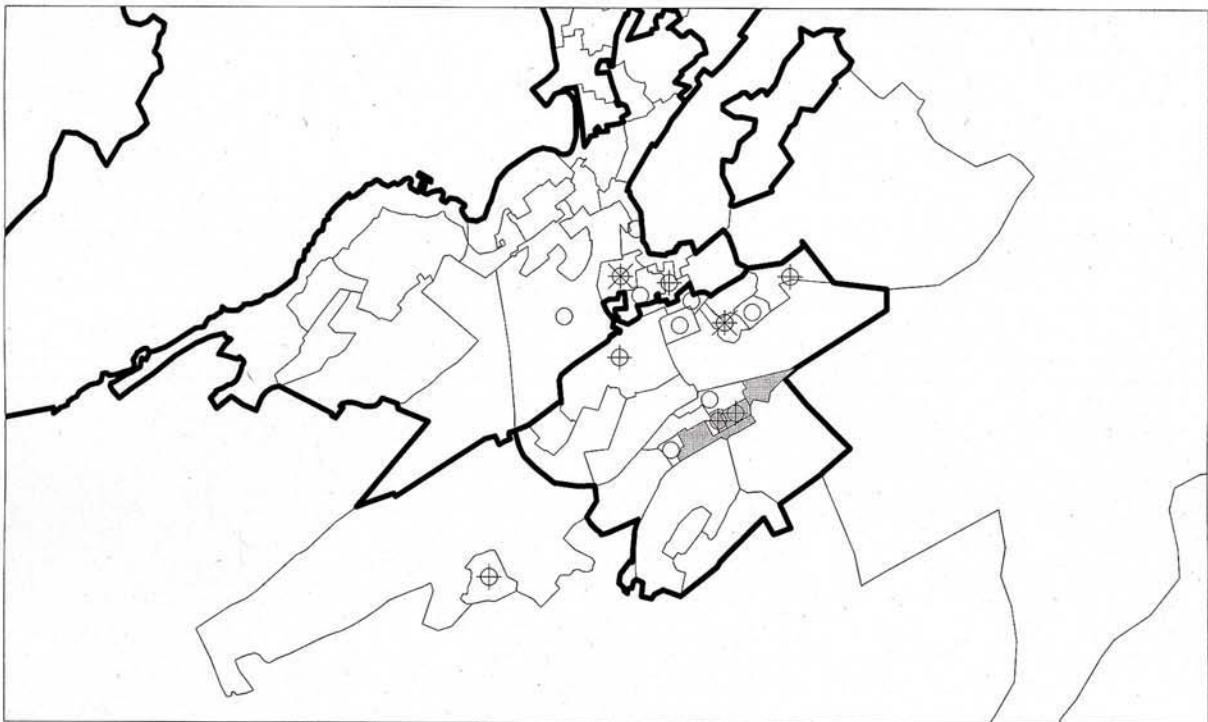
Notes:
* - most deprived 8 per cent; + - most deprived 17 per cent; O - most deprived 31 per cent.
Shaded areas - OAs with more than 50 per cent of population inside SIP.

Figure 4.2e: Area deprivation in Rothesay
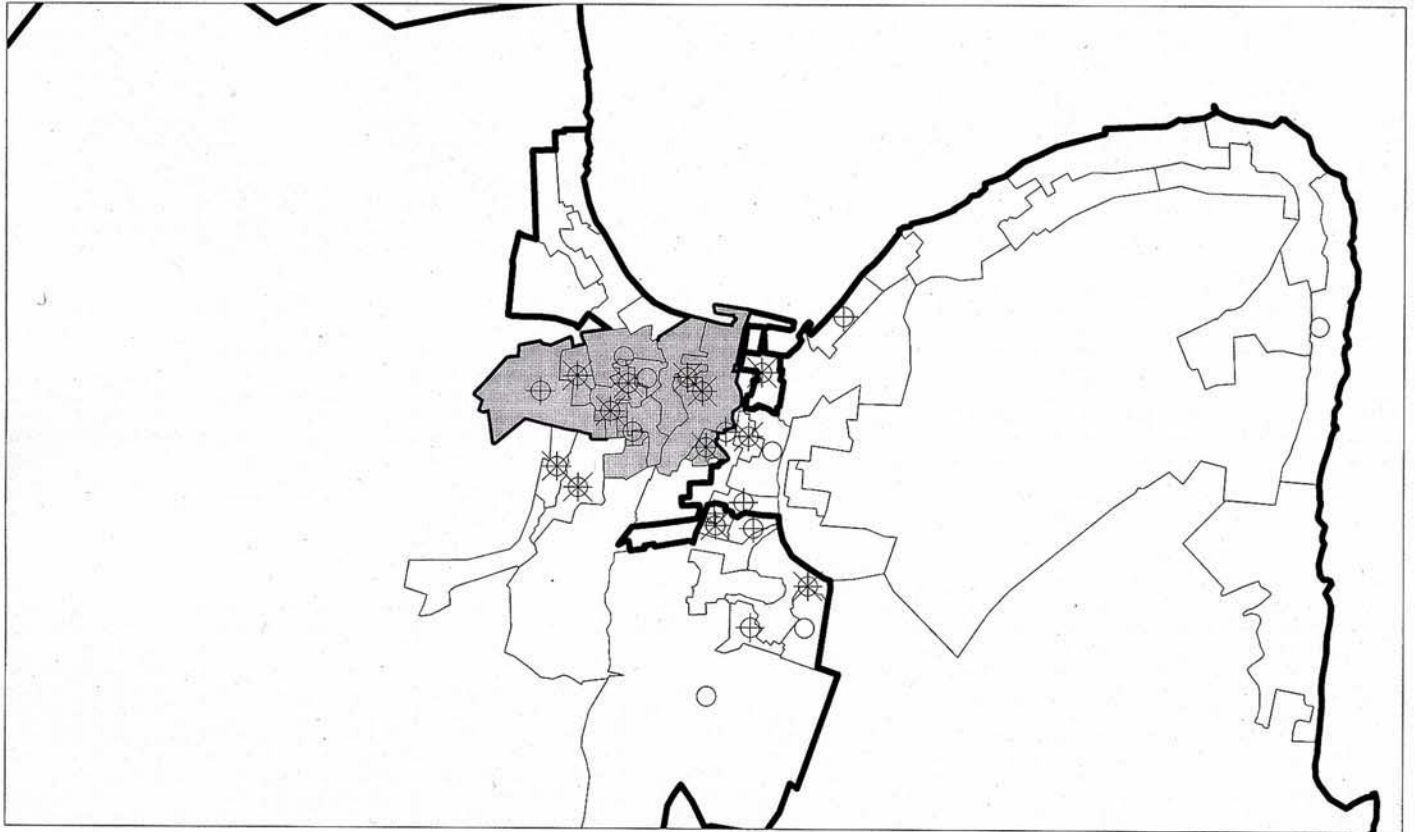
Notes:
* - most deprived 8 per cent; + - most deprived 17 per cent; O - most deprived 31 per cent.
Shaded areas - OAs with more than 50 per cent of population inside SIP.

Figure 4.3: Deprivation at output area level - Argyll & Bute

Notes:
* - most deprived 8 per cent (est.ranking > 1031);
+ - most deprived 17 per cent (est. ranking > 887);
0 - most deprived 31 per cent (est. ranking > 762).

33

Figure 4.4: Deprivation at output area level - Kintyre, Islay & Jura
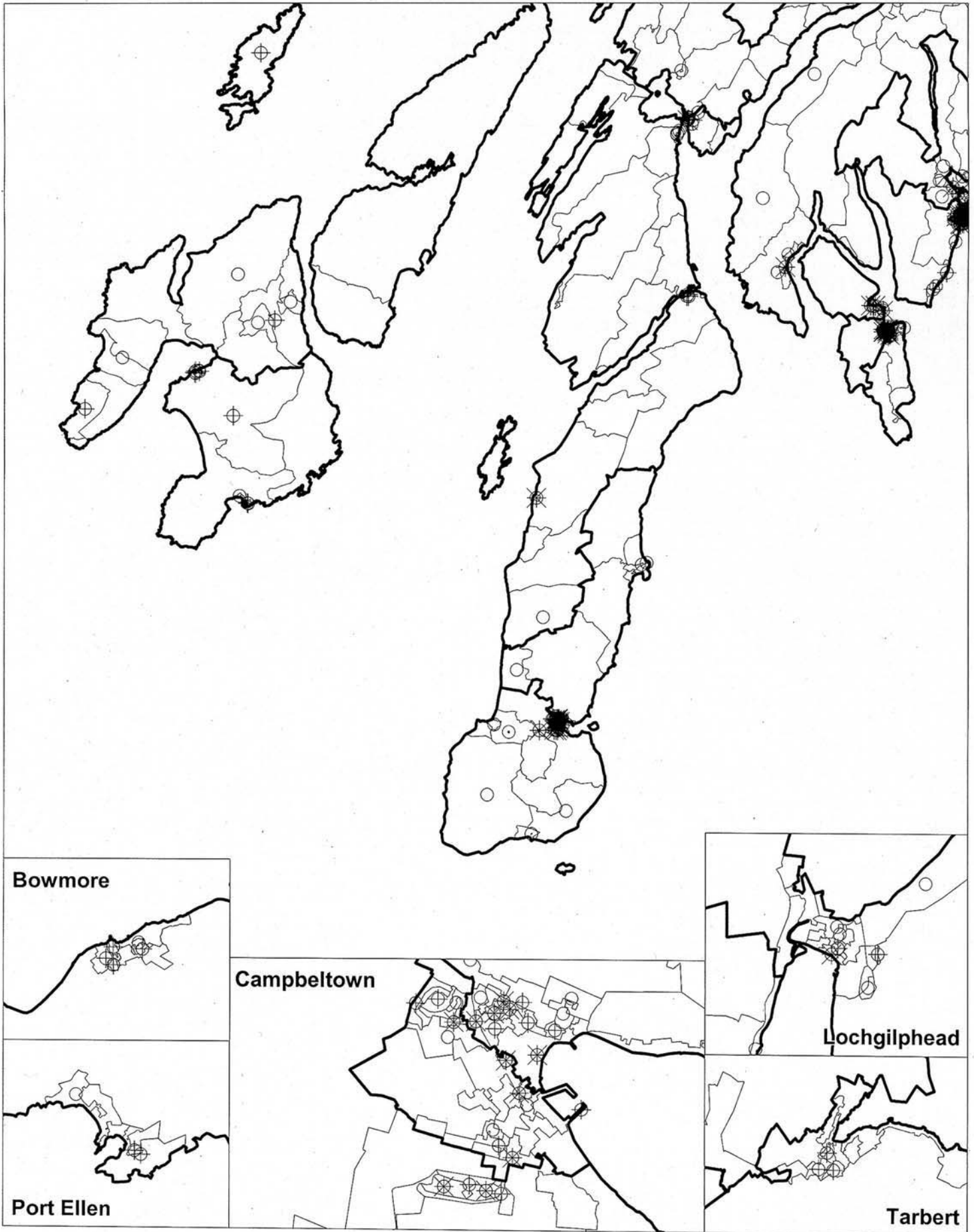
Bowmore

Campbeltown

Lochgilphead

Port Ellen

Tarbert

Notes:
* - most deprived 8 per cent (equivalent to three most deprived wards);
+ - most deprived 8 to 17 per cent (equivalent to fourth to sixth most deprived wards);
0 - most deprived 17 to 23 per cent (equivalent to seventh to ninth most deprived war

34

Figure 4.5: Deprivation at output area level - Oban and Mull
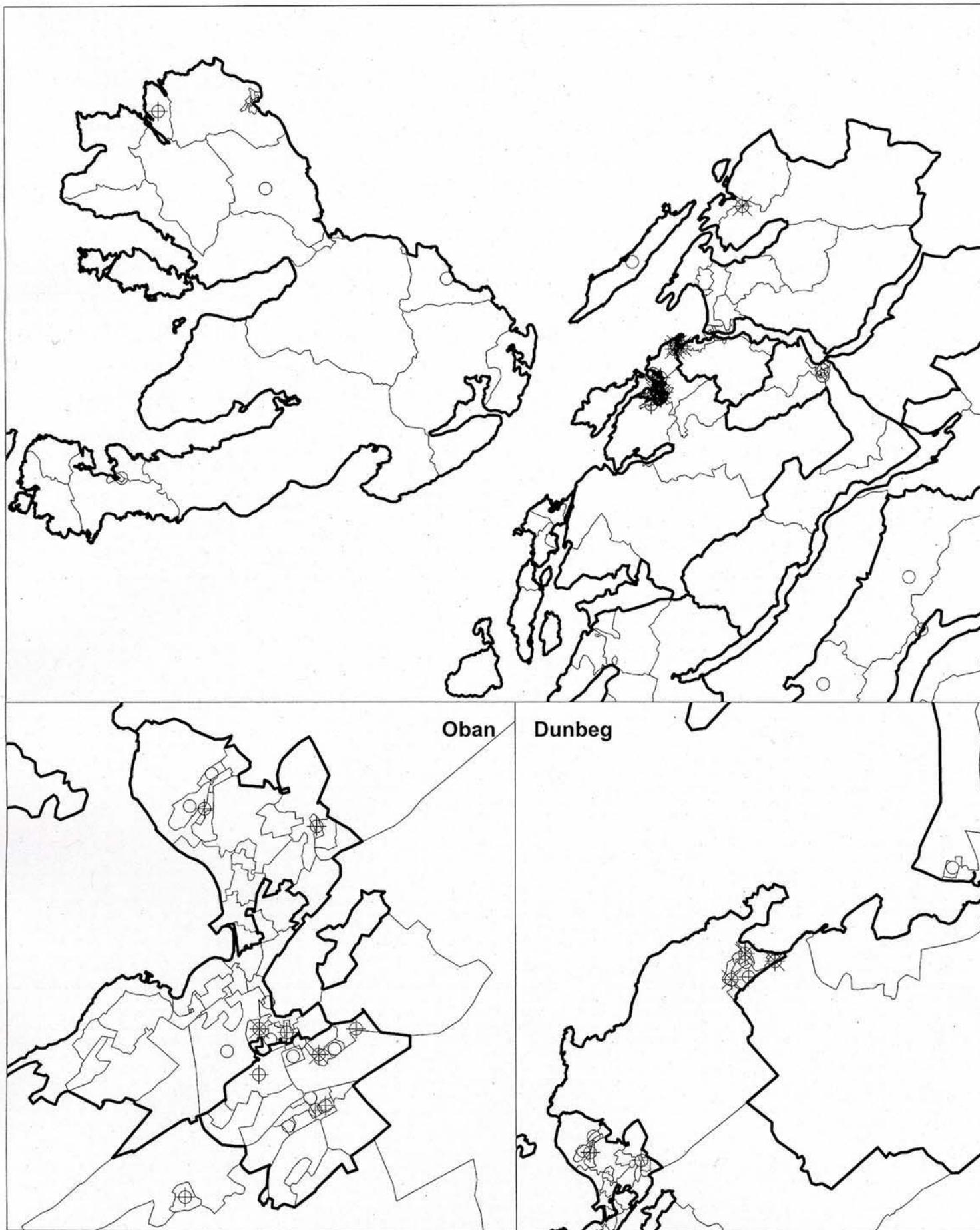
Oban

Dunbeg

Notes:
* - most deprived 8 per cent (est.ranking > 1031);
+ - most deprived 17 per cent (est. ranking > 887);
0 - most deprived 31 per cent (est. ranking > 762).

35

Figure 4.6a: Deprivation at output area level - Bute, Cowal and Helensburgh
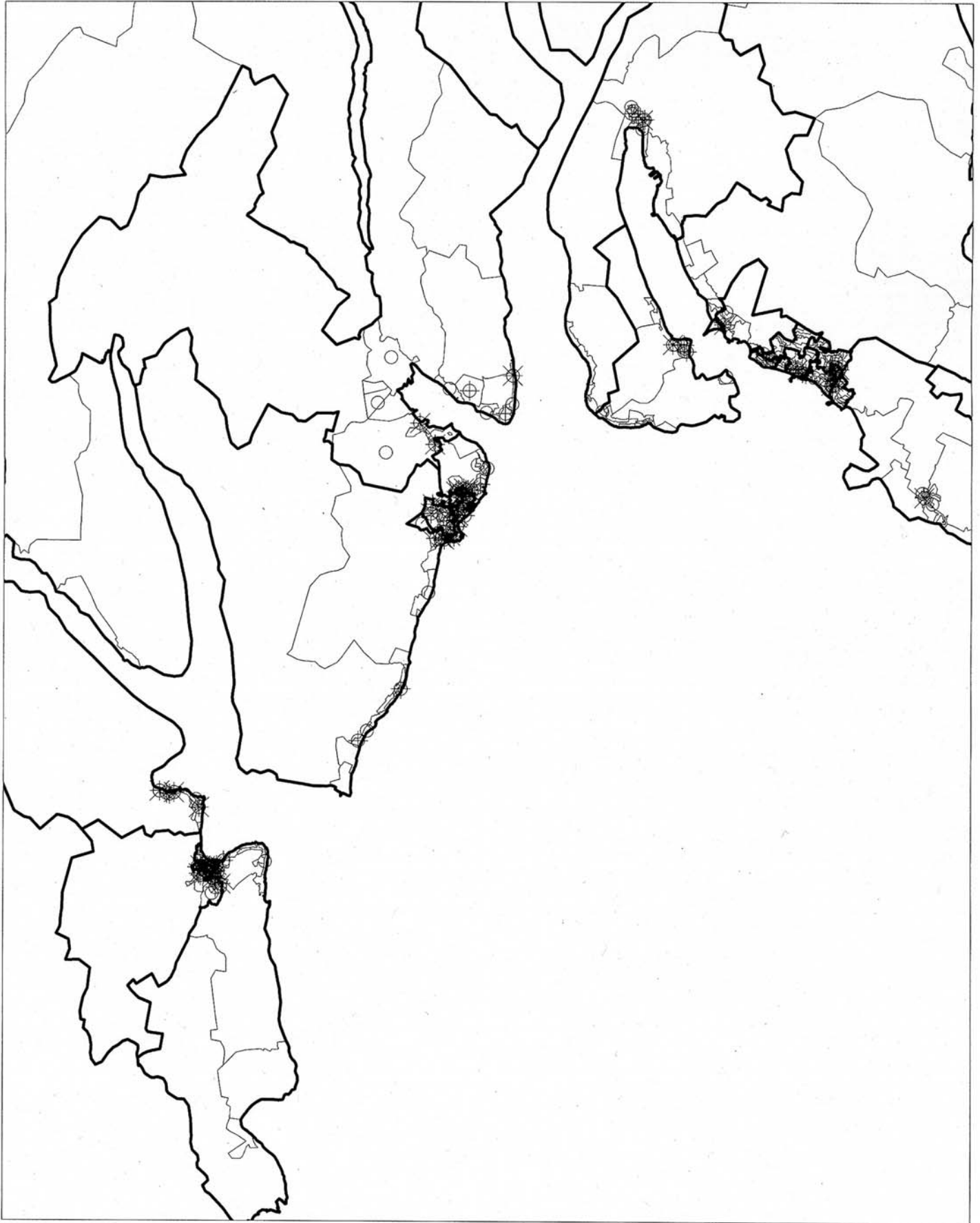
Notes:
* - most deprived 8 per cent (equivalent to three most deprived wards);
+ - most deprived 8 to 17 per cent (equivalent to fourth to sixth most deprived wards);
0 - most deprived 17 to 23 per cent (equivalent to seventh to ninth most deprived war   36

Figure 4.6b: Rothesay, Dunoon and Helensburgh in detail

Dunoon

Rothesay

Garelochhead

Helensburgh

Notes:
* - most deprived 8 per cent (equivalent to three most deprived wards);
+ - most deprived 8 to 17 per cent (equivalent to fourth to sixth most deprived wards);
0 - most deprived 17 to 23 per cent (equivalent to seventh to ninth most deprived war   37

5. Experiencing deprivation and exclusion in Argyll and Bute

5.1 Introduction

This section focuses on the experiences of people living in deprivation or social exclusion in Argyll and Bute. It is based primarily on the qualitative data collected through interviews and focus groups, but also draws on Census and SIMD data to support and illuminate the findings. A fuller account of the qualitative data is provided in Appendix D.

Case studies were conducted in three areas of Argyll and Bute: the Ross of Mull; South Kintyre (with a focus on Campbeltown); and West Cowal. The locations were selected by the Community Planning Partnership to provide contrasting contexts, although all are fairly or very remote. They are not necessarily typical or representative of the area as a whole.

- As an island, Mull suffers from geographical isolation, and the Ross of Mull is even more remote, given its distance from the more heavily populated northern part of the island. The population of this area is around 500. Employment is mainly in tourism, with self-employment in fishing and crofting being a common source of income.

- South Kintyre is a remote part of the mainland, being about three hours travelling time from Glasgow, at the southern end of the Argyll peninsula. It centres on the small town of Campbeltown, which has suffered the loss of its traditional employment in the mining, manufacturing and shipbuilding industries. In spite of the recent arrival of Vesters, the wind turbine manufacturers, the town is still in a state of economic depression.

- West Cowal is a large and varied area. To the south is Tighnabruaich, a remote town relying heavily on tourism, particularly sailing. The most northerly settlement in the study area, Strachur, lies within easy commuting distance of Dunoon and is even on the fringes of the Glasgow commuter belt, so suffers much less from geographical isolation. Between the two is a large thinly populated area, traditionally a place of forestry and farming.

As noted already, social exclusion can be seen to be the result of the failure of one or more of the systems of relations described by Reimer (forthcoming 2004), namely market (private), bureaucratic (state and legal), associative (voluntary and collective action) and communal (friends and family networks) relations. The data presented here demonstrate how these complex relations interact to enhance or impede the social inclusion of individuals or groups within the rural setting. Caution should be exercised, however, in making assumptions that rurality is in some way standardised (Philo 1997). A clear theme that emerges from this work is the diversity of rural experience in Argyll and Bute both within and between settings. These contrasts and similarities can also be seen within the wider context of rural research within Scotland (e.g. Shucksmith et al 1996, Pavis et al 2001) and the UK (e.g. Cloke et al 1994, 1997).

The section examines five issues that have a critical bearing on the individual experiences of deprivation and social exclusion: income and cost of living; employment and unemployment; housing; education; and health. This is followed by a closer look at three disadvantaged groups whose specific needs and experiences merit particular attention: young people, older people and those with disabilities. Finally, we consider the experiential issues that affect the quality of life in this rural authority, and their role in individual perceptions of deprivation

5.2 Income and cost of living

It is often noted (e.g. Cloke et al 1995) that deprivation is more hidden in rural than in urban areas. Rural communities often consist of a heterogeneous population of affluent and poorer people, living side by side, which can mask the evidence of deprivation, and can cause people to conceal or deny their own poverty. Additionally, measures of low-incomes which rely on benefit claims (such as those in the income domain of the SIMD) may underestimate levels of poverty as take-up rates are slightly lower in rural areas although these problems should not be overstated (Bramley et al, 2000). It is also argued that rural areas may have a higher cost of living (Shucksmith et al, 1996) and this would impact heavily on low income groups. As the analysis of SIMD data above shows, there are still a significant number of people claiming means-tested income benefits across Argyll and Bute. All interviewees in the qualitative sample were on low incomes.

The cost implications of living in remote and rural areas were observed across the case studies. Inadequate public transport creates a dependency on private cars, and high petrol consumption. The higher than average car ownership in some rural areas further disadvantages those who do not have access to private transport, as pointed out by Cloke et al (1997):

> The increasingly common assumption of countryside people as two car-owning meritocracies … can only serve to hide, in increasing measure the plight of the non mobile minority in gaining access to basic and necessary lifestyle opportunities. (p98)

For the residents of small rural towns, some local services and workplaces are within walking distance, so the pressures for car ownership are less intense. Consequently, around forty percent of households in the Campbeltown Central, Milton and Ardenslate wards do not own cars. As the SIMD shows, these areas also have markedly lower levels of income. Bute Central has the second highest level of income deprivation in Argyll and Bute and over fifty percent of households do not own a car.

In the case study areas, high transport costs also impact upon local businesses, whose prices are necessarily higher than their urban counterparts. This is particularly in evidence in the small grocer shops seen in scattered settlements of the Ross of Mull and West Cowal. Those who are able to, often devise strategies of reducing dependence on the local shops (stocking up the freezer whenever they visit larger towns, ordering boxes from larger supermarkets), which in turn reduces turnover, drives up prices and limits choice. The people who are most dependent on these expensive small grocers are often the least affluent, particularly pensioners, who dread the possibility of the loss of their shops. Supporting the village shop is seen, by some, as symbolic of community involvement.

Living costs are also inflated by the lack of consumer goods available locally, so purchase of clothes or household items either involves expensive and lengthy trips to Glasgow, or use of mail order, which frequently carries additional delivery costs. Paradoxically, the shortage of local retail outlets also serves to reduce the cost of living for some, as consumer pressures are perceived to be less intense than in urban settings.

5.3 Employment and unemployment

The main sources of employment in Argyll and Bute are the public sector; retail, wholesale and trade; and the NHS and social work - accounting for forty percent of the working population.

Argyll and Bute has, overall, a relatively high percentage of high-income earners with nearly a quarter of the working population employed as managers, senior officials and professionals. However, these people are mostly concentrated within commuting distance of Glasgow. For example, forty percent of the working population in Helensburgh West fall within the highest occupation group. In contrast, in the Bute Central and Oban South wards only an eighth of the working population fall within these occupation groups. The case studies were conducted in areas with relatively few high-income earners.

Bute Central and Oban South also have the highest concentration of elementary workers, over a quarter of the working population. The elementary worker classification covers a wide range of possible occupations, from farm workers and construction labourers to shelf-stackers and administrative assistants. Most of those interviewees who were in employment would fall into this category.

The nature of the job market serves to trap many families in poverty. Whilst patterns of employment in the three case study settings are quite distinct, in all cases the range of work is limited, most is low paid, often part time and requiring little in the way of formal training or qualifications. Employment opportunities are governed by a number of factors, identified in the fieldwork, including the availability of work, transport, community contacts and childcare, and these will be considered in turn, below.

5.3.1 Availability of work

The seasonality of the job market has a significant effect in the tourist areas, and in particular governs the entire nature of the employment cycle in the Ross of Mull, where the residents do not have the option of commuting elsewhere. Heavy dependency on tourism (more than 6 per cent of the hotel and restaurant sector in Argyll and Bute is concentrated in Mull), produces a multitude of part time jobs in the summer, and many people take advantage of this by working long hours in a variety of different posts. In the winter, conversely, the hotels are empty while the fishing boats are idle for long periods, leading to unemployment for some and underemployment for many.

A quite different situation exists in South Kintyre, where Campbeltown is the main focus of employment. Nearly a quarter of people working in the manufacturing sector in Argyll and Bute live in Campbeltown Central; South Kintyre; Mull; Islay South; Rosneath, Clynder and Kilcreggan and Bute Central. However, the decline of the mining, shipbuilding and manufacturing industries has left in its wake a significant problem of long term unemployment in South Kintyre, again with no prospect of travelling out of the area on a daily basis. The unemployment rate in the Campbeltown Central and Bute Central wards is 7.5 per cent, nearly double the national rate. Nineteen of the thirty-six wards across Argyll and Bute have an equal or greater than national average rate of unemployment.

Whilst the traditional rural industries in West Cowal also no longer support the population, the relatively easier access to and from this area allowed for commuting, and many of the local residents had found their work elsewhere. However this opportunity is available only to those with access to appropriate transport.

5.3.2 Transport

The travel to work statistics in the Census for Argyll and Bute indicate a lower than national average number of people travelling to work by car, bus and rail, suggesting that many people work locally to home. For those people do not find work nearby, and do not have access to private transport, the location of their workplace is dictated by bus routes and timetables. In some cases the absence of suitable transport excludes people from the workforce, this particularly being the case for the residents of Tighnabruaich who are unable to commute to Dunoon, due to an inappropriate bus timetable.

5.3.3 Community contacts

Rural networks have been shown to play a significant role in the allocation of jobs (Pavis et al 2000, Monk et al 1999) with word of mouth being seen by employers as the best recommendation. Whilst this works in the favour of well-established members of the community, in the case studies, it could form an impenetrable barrier for newcomers. Additionally, this system operates to transmit intergenerational unemployment - a parent who does not have the contacts to access the job market cannot act as the point of introduction for their offspring. Community networks can also be seen to actively exclude from the workforce individuals who have acquired a bad reputation, and this effect can also spread through the wider family.

5.3.4 Childcare

There is little evidence from this study of social pressures discouraging rural mothers from economic activity as described by Little (1997) but, with the exception of Campbeltown, organised provision of childcare is lacking. Working parents in the interview sample depend mainly upon family to meet this need, and those who do not have local kinship networks are limited in their options. So in this way, it can be seen that those who fall outside of the community networks are doubly disadvantaged in their employment prospects. This gives rise to a concealed form of unemployment, as married parents whose childcare responsibilities exclude them from the workplace would not appear in unemployment statistics.

5.4 Education

As noted above, Argyll and Bute performs well in educational terms, particularly in relation to overall deprivation levels. It is ranked 27th in the education domain of the SIMD, compared with 15th overall. Only the Borders, Shetland Islands, Orkney Island, East Renfrewshire and East Dunbartonshire have better education rankings. The quality of school based education is not disputed by any of the interviewees. Primary and secondary schooling is held in high regard by the local population.

Two main educational issues emerge from the qualitative data, however, and will be considered here. The first issue is the opportunity for further and higher education. The second issue, which is specific to the Ross of Mull and Tighnabruaich, is the need for secondary school children to live in hostels during the week.

5.4.1 Education post 16

For the academically able young people in remoter areas, the path through higher education necessitates a move out of Argyll and Bute, to the Central Belt or beyond, and those young people often never return to their home, effectively being "educated out" of the rural areas. This process is typical of remote rural areas throughout Britain (Shucksmith et al 1996, Pavis *et al* 2001), and offers an explanation for the apparent mismatch between the high

qualifications achieved in schools, and the low educational level of adults in Argyll and Bute. Nearly a third of people aged sixteen and above and living in Argyll and Bute have no formal qualifications. Whilst this is still lower than the Scottish figure, fourteen wards in Argyll and Bute have higher rates of people with no qualifications. The main pockets of people with no qualifications are located in Bute, South Kintyre and Dunoon. Over forty percent of the people living there have no formal qualifications.

For the young people who remain in their home area, there are few educational options, as all of these case study areas are bereft of opportunities for vocational training, or workplace apprenticeships. This would further contribute to the low levels of education seen amongst adults in Argyll and Bute. Consequently school leavers have little option but to take the low paid, unskilled jobs available locally, or in the worst-case scenario, to start their adult life in unemployment.

5.4.2 Hostel accommodation

Many parents in the Ross of Mull expressed serious concerns regarding the location of their children's secondary school in Oban, and the necessity for the youngsters to board in the hostel on the mainland, in a similar vein to interviewees on Harris and Wester Ross (Shucksmith 1996). This is articulated as feelings of powerlessness, as their children's welfare is taken from their control. They feel alienated from their children's education and unable to maintain an effective home-school relationship. Although the decision is now historic, the siting of the island's only secondary school in Tobermory rather than a mid-point such as Craignure symbolises to the residents of the Ross of Mull their perceived marginalisation within island politics.

By contrast Tighnabruaich parents describe no such problems in sending their children to board in Dunoon, possibly because this is optional rather than compulsory. Their children are on the same land mass, an hour's drive away, and most parents actively choose the boarding option.

5.5 Housing

In Argyll and Bute, twenty per cent of houses are socially rented properties (from the LA or Registered Social Landlords) compared with a quarter across Scotland. Argyll and Bute appears to have significantly greater levels of private rented accommodation than the national average. There are twenty-eight wards in Argyll and Bute where the proportion of privately rented accommodation is higher than the Scottish average. The overall pattern of tenure in Argyll and Bute can be seen in Figure 5.1.

The quality of housing in Argyll and Bute is a significant issue. Nearly ten per cent of the households in Argyll and Bute do not have central heating, two per cent more than the Scottish figure. Mull and Tiree have the highest relative number of households without central heating. Whilst this is not a direct proxy for the general state of repair of dwellings, it does suggest a significant problem with low quality housing across Argyll and Bute.

However, wide local variations on these figures exist, as could be seen clearly within the case study areas. The typical rural problems of housing shortage (Cloke et al 1997) are in evidence in the tourist areas of Mull and West Cowal, whilst the falling population of Campbeltown has given rise to a more urban set of problems with excess housing, empty properties and stigmatised estates. The two situations will be considered separately below.

5.5.1 Housing shortage

The fieldwork illustrated that the attractions of the 'rural idyll' in the Ross of Mull and West Cowal have given rise to large numbers of private houses being bought by retirees or holiday home owners, who are not limited by the economy of the local job market, and whose accumulated housing wealth enables them to out-bid local competitors. This has inflated house prices beyond the reach of local workers. Housing issues could be linked to patterns of social change (Cloke et al, 1997), as the inflated prices are seen as both a cause of out-migration of locals and an effect of the in-migration of more affluent new comers.

The high cost of private housing puts extreme pressure on the limited supply of social housing, with many families waiting for years to be housed. The allocation of vacant council or housing association properties to accommodate cases of urgent social need from outwith the immediate area, in preference to local residents, causes fierce resentment, as it is seen to conflict with local interest.

Housing needs outweigh the current service provision, resulting in people living in insecure or unsuitable accommodation. The problems of caravan dwellers on the Ross of Mull has been the subject of a detailed report (Alexander, 1992), but additionally the use of winter lets, staying with friends, or squeezing families into over-crowded accommodation are all strategies employed by people who are determined to remain in the area. Although Census data suggests that Argyll and Bute has a higher than average proportion of private rented accommodation, this does not appear to alleviate the housing shortages in the case study areas, so possibly much of it is out of the reach of those on low incomes, or only available as off season lets.

Figure 5.1: Argyll and Bute Tenure Split
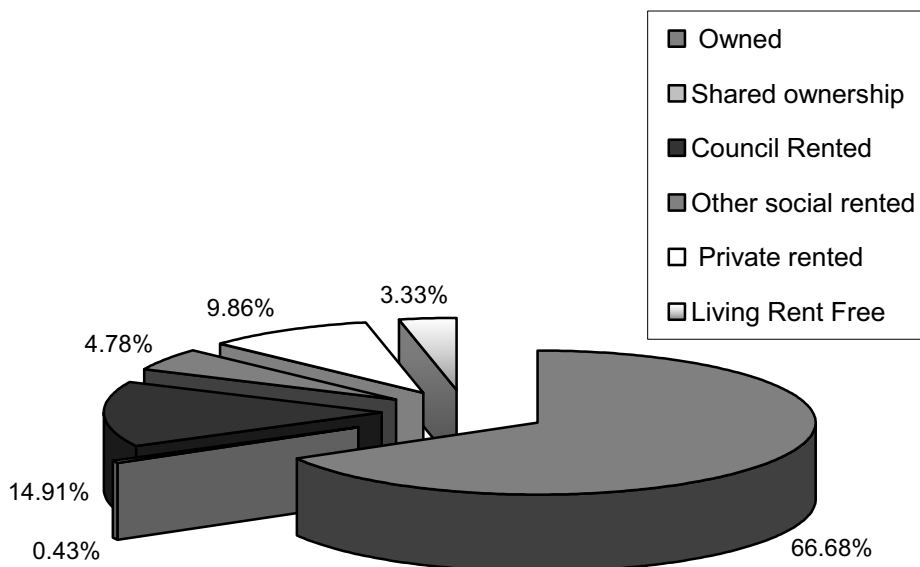
5.5.2 Excess housing

Milbourne (1997) distinguishes between the distribution of poverty in urban and rural settlements in this way:

> Households living in poverty in small and scattered rural settlements tend to remain physically hidden, in contrast to the visual concentration of poverty in the urban, and more specifically the inner city arena. (p94)

Milbourne's urban description would be a more accurate representation of Campbeltown. Between a quarter to a third of the housing stock are council-rented properties in Ardenslate, Campbeltown Central, Islay South Ward, Bute Central, East Central Kintyre and Oban South.

The population of Campbeltown has fallen in recent years, as people have sought opportunities elsewhere, but unlike the other study areas this has not been counterbalanced by an influx of affluent newcomers. A proportion of the large stock of council houses are now empty, boarded up and in some cases vandalised. These houses are concentrated in a small area which was seen as stigmatised by the residents of Campbeltown, often associated with social problems by interviewees.

The reputation of this area is hotly contested by many of its residents, some of whom have lived there for many years, and maintain strong community and family networks in the streets around. None the less, association with these streets is seen as a social disadvantage, a barrier to finding work and is actively avoided by a large section of the community.

5.6 Health

Research has indicated that people in rural areas typically enjoy better health than people living in urban settlements (e.g. Shucksmith *et al* 1996). Less than ten percent of the people in Argyll and Bute report that they are not in good health, which is slightly lower that the national average. The number of people in Argyll and Bute with long-term limiting illness similar to that of Scotland; around twenty percent.

Accessibility dominates the consideration of healthcare in most rural areas. Moreover, this is a major issue in Argyll and Bute given the relatively high number of island communities and remote rural settlements.

Specialist hospital based services are distantly located from the case study areas, with patients travelling to Glasgow, or Inverclyde for many treatments. Out-patients report travelling enormous distances in single days, often impeded by unhelpful bus timetables. Ironically the journeys are most difficult for those who are most likely to need treatment, for example the elderly, disabled or those in poor health. Difficulties of access also imply additional expenses in terms of travelling costs, and time off work. Long stays in hospital isolate patients from their community and create burdens of time and expenditure on relatives, as they travel to visit, sometimes also requiring overnight accommodation.

Not only is there a problem of patients getting access to hospitals, there is the complementary issue of community practitioners trying to serve the needs of a thin and scattered population. The additional resources required appear to result in reduced services in some cases, for example community psychiatric nurses.

Access to medical expertise in small communities is further impeded by the dependence on a single GP who cannot offer the range of specialist knowledge that could be acquired collectively in a practice with several doctors. Hence those patients with uncommon illnesses, such as neuro-degenerative disorders, sometimes find themselves in the care of a doctor with little understanding of the condition. A feature of rural service provision is often the absence of choice. If a patient feels that the GP is unable to meet their needs, they do not have the option to select an alternative.

The close knit nature of the community is often mentioned in relation to supporting people in times of difficulty such as illness. This is in evidence both through the voluntary sector and through informal community networks. However, community can also serve to isolate those with unusual or stigmatised conditions. Living in an area with a small population with an illness that nobody else understands is described as a very lonely experience, and in some cases leads to deliberate concealment of a condition.

5.7 Vulnerable groups

Whilst there are many groups within the rural population that could be considered vulnerable, the three groups included here have been selected on the basis of their prominence within the interview sample.

5.7.1 Young people

The problems in the employment and housing markets, the lack of further and higher educational provision and poor transport links collectively create huge barriers for the youth transition to independent adulthood, as is well-documented throughout rural Britain (Rugg and Jones, 1999; Stern and Turbin, 1996; Pavis et al 2000). The most successful transitions can be achieved by leaving Argyll and Bute. Those who remain are often employed in low paid, temporary jobs are unable to afford to enter the private housing market, and have low priority for social housing. The situation is further exacerbated for many by the need to run a private car.

A particularly difficult prospect faces sixteen-year-old school leavers in areas of high unemployment. The lack of alternative to school based education forces many of these young people into a two-year period of inactivity, until they are old enough for the New Deal training schemes, by which time some find it difficult to adjust back into a routine. Employers are, apparently, unwilling to take on sixteen year olds, when graduates of the New Deal could be employed at no cost for six months.

Young people are further excluded by the lack of facilities for informal leisure. Whilst the number of clubs and activities are rather higher than the young people suggested (Argyll and Bute, Dialogue Youth 2003), there is an absence of meeting places. Particularly in Campbeltown, this leads to the gathering of youngsters in public places causes friction with authorities and creates a poor relationship with the wider community. Leyshon (2003) notes similar instances in other rural settings. Some young people find the close community is suffocating as they resent the level of adult surveillance, and speak longingly of the anonymity of Glasgow.

Considerable concern exists amongst Campbeltown residents about the high levels of alcohol and drug misuse amongst young people, and this is seen to be directly linked to the poor prospects and the lack of amenities for the young people in the area.

5.7.2 Older people

A detailed study of older people in rural Scotland has recently been produced for the Scottish Executive (Philip et al, 2003) and many of the issues raised were in evidence in Argyll and Bute. Nearly a fifth of the Argyll and Bute population is 65 years old or above. This is three per cent higher than the Scottish average. A number of wards have particularly high numbers of elderly people, with around a quarter of the ward population aged 65 and over: Bute North and South, Kirn and Hunter's Quay, East Lochfyne, and Auchamore and Innellen.

Consequently, services for older people are under particular pressure. The interlinking of Reimer's four systems can be seen very clearly with respect to older people. Services such as home helps, sheltered housing, and community nursing, offers practical support. However, these services are stretched to the limit by the large numbers of clients and their diffuse geographical spread. As a result of this, the voluntary sector is very active in all study areas as unpaid workers struggle to fill some of the gaps in the bureaucratic system by offering social activities and operating befriending schemes. However, rural volunteering is in decline (Philip and Shucksmith, 2003), and most volunteers are themselves older women.

In addition to the formal structures, much value is attached to the role of the community and family networks in supporting the vulnerable through informal acts of caring. Yet, in spite of the range of options, some elderly people are outside of all these networks; the mechanism for detection of problems is unsophisticated, and cases exist of elderly people struggling with severe problems in difficult and isolated conditions. These problems are further exacerbated by a general confusion about benefits and entitlements, and a complete absence of any system to disseminate such information.

A wide range of problems for older people can be associated with their loss of mobility, both personal and vehicular. Limited bus services, and the physical demands of getting on and off high platforms, created barriers to social interaction, health care and shopping, and generally served to isolate the elderly in their homes.

5.7.3 People with disability and their families

Many of the features of rural life can be seen to give rise to the social exclusion of those with special needs, and this could in turn create problems for the whole family. The patterns of employment seen in the most isolated settings, such as the Ross of Mull, present difficulties for the inclusion of disabled people in the workforce. Small businesses offer a very limited range of roles in the workplace. Consequently employers lack the flexibility of larger firms to be able to create specialised niches to accommodate individual needs.

Access to specialist knowledge about specific conditions is impeded by distance and transport problems, as with other medical conditions, but the problems extend beyond the medical. Support services such as transport, day care, respite care and training premises were largely unavailable, creating heavy burdens for the wider families, to the extent, in some cases of preventing parents from working, creating another example of concealed unemployment.

The disparities between the local need for care provision and statutory services has stimulated the development of the voluntary care sector, particularly in South Kintyre. The density of families experiencing these problems there had been sufficient to allow effective collective action in the formation of mutually advantageous support groups, clubs and other activities.

5.8 Experiential issues

It has often been reported that in rural and urban settings the individual's account of their own situation may lie at odds with the objective definition of their disadvantage (Newby 1979, Cloke et al 1995, Gordon et al, 2000, Woodward 1996). All of the interviewees in this sample receive low incomes, yet not all of them would consider themselves to be deprived. Experiential issues such as healthy living, safety, and community networks are often seen as important compensation for material deprivation, and for some the quality of life outweighs any hardship.

That said, not everybody held such a rosy view; one person's tranquillity was another's person's desperate loneliness, and the community that supports some people excludes others. It could be assumed that the quality of rural life is not in itself sufficient for the thousands of young people who leave Argyll and Bute each year in search of better opportunities.

Whilst subjective accounts of individual deprivation vary, there is a remarkable consistency in the feelings of marginalisation through lack of representation. There is widespread dissatisfaction with the tendency for decisions to be made outwith their immediate area, resulting in services that do not meet local need. Examples of this include bus timetables, housing allocation, location of schools and hospitals, and emergency medical provision. It could be argued that social exclusion within these remote communities is enhanced by their peripheral position in the wider political process.

5.9 Summary

Many interlinked factors can be seen to interact to promote deprivation and social exclusion in Argyll and Bute. These include the limited nature of the job market, the lack of further and higher educational opportunities, the poor availability of housing, and the access to health care. Inequalities are exacerbated by differential access to transport. The closely interwoven rural communities also have significant impact upon the life chances of individuals, acting in contrasting ways in different circumstances.

Individual experiences of social exclusion vary between the locations, due to the differences in employment markets, service provision and access. But beyond that, individuals within the same setting can have diverse experiences, and in this report this is highlighted by the types of exclusion experienced by three vulnerable groups: young people older people and people with a disability,

The shortcomings in the job markets, housing markets and the post-school education provision give rise to the out-migration of large numbers of able and ambitious young people to enter higher education or pursue careers elsewhere. Moreover, they leave behind a poorly qualified working-age population to support an increasing population of elderly residents.

6. Conclusions and discussion

The overall aim of this report was to provide a detailed examination of the problems of deprivation and social exclusion in Argyll and Bute. There were two main elements to the study: an examination of spatial variations in levels of need across the local authority area; and an examination of the problems which different groups of people faced, the processes causing exclusion for these people and the consequences for them.

This section pulls out the main findings and identifies some issues which the CPP may wish to discuss further. We should note, however, that we have not attempted to examine current policies being pursued in the authority. Many of the issues may already have been recognised and efforts may have been made to address them. We would also want to recognise the many constraints under which the partners in the CPP operate, not least in terms of resources. Comments about the limitations of current service provision, for example, should not be taken to imply criticism of the agencies responsible for these.

6.1 Level and spatial distribution of deprivation

Taking the first element this work, the report argues that Argyll and Bute is not highly deprived in relation to other authorities in Scotland but it still contains a significant number of people in deprivation – an estimated 11,200 income deprived individuals on the SIMD measures. These people are found in urban and rural areas across the authority. One message for policy would be that services or actions to meet these needs also have to be accessible across the authority.

Some locations, however, do have significantly higher levels of need. Dunoon, Rothesay, Campbeltown and Islay, in particular, have both high concentrations and large numbers of deprived individuals in absolute terms. At this spatial scale, the issue for the CPP must be whether these higher levels of need are adequately reflected in the distribution of resources across the authority. Evidence from other research has suggested that higher levels of deprivation are associated with increased need or demand for a variety of different services. Further discussion of this issue could start by considering which services are most likely to be affected and collating clearer evidence on how different services allocate resources to different areas (if this data is not already available).

At a finer spatial scale, there are some clusters of deprived OAs where the concentration of deprived individuals is particularly high. Again, these are located mainly in the largest settlements. These clusters include many OAs already targeted by SIPs but several others in addition. At this scale, the question must be whether there is a continuing role for area-based initiatives and, if so, what the justifications for such an approach would be.

One justification might be that such initiatives are an efficient means of reaching a significant proportion of the population most in need and providing additional support to them. This argument does not appear to be very strong in the case of Argyll and Bute. Fewer than half the people in the existing SIP areas are income deprived on our estimates and, between them, the five SIPs cover just 14 per cent of all income deprived individuals in the authority. A second justification might be that people living in areas with concentrations of deprivation face additional disadvantages which exacerbate their problems and reduce their opportunities. Such areas may become stigmatised by the wider community, leading to problems for residents in terms of access to employment or to services. The Scottish Executive's

community regeneration statement also emphasises that such areas are more likely to have inadequate public services and to suffer from weak "social capital" or community ties. The reason for intervening through area-based initiatives is then one of social justice; additional resources are used to ensure people in these areas are not disadvantaged by virtue of where they live. The challenge for the CPP would be to specify more clearly the nature of the "area effects" operating in each priority area. From the fairness point of view, it would also be necessary to justify the focus on some areas where deprivation was concentrated and not others.

6.2 The four systems of social exclusion

The qualitative research adds further detail to this picture, particularly in terms of social exclusion and the processes which cause it. First the work shows the dominance of market and bureaucratic or state systems in rural areas as in urban, with their interactive roles in the provision of income, employment, housing, health, education and transport. It highlights the importance of private systems such as employment or housing markets in both reflecting but also creating or reinforcing inequalities. While public services and welfare expenditure make a huge impact in terms of reducing inequality overall, there is also evidence of a range of ways in which some services fail to achieve full inclusion for all: educational systems which draw young people from the islands for secondary schooling, or to large urban areas for higher education; health systems which require attendance at distant centralised services or which fail to provide the full range of primary care services in more rural areas: or public transport services which constrain the lives of those without access to a car.

This point is not made to blame any of these service providers directly for this situation. All operate within constraints already recognised. But it is important to highlight these issues which emerge from our research and to urge that they are given appropriate priority in every discussion on future service organisation.

Other evidence highlights the ways in which communal or associative relationships can act in both positive and negative ways, promoting or hindering inclusion. The strength of rural communities can compensate for certain failures in market or bureaucratic relations with intense activity in the voluntary sector but, for some, they may also be a factor in their exclusion. Personal ties or community standing may influence access to employment, or the availability of childminding or support in an emergency. In this sense, care should be taken that public service providers do not rely too heavily on these systems.

6.3 Specific issues

In addition, three more specific issues stand out from our research. First, transport and access issues merit particular attention as they underlie a wide range of problems in more rural locations. The poorest and most vulnerable in the community are usually the most reliant on public transport services, and these include many older people, young people, and people with disabilities. The diversity of needs for mobility which people face are identified in the report, although a wider and more systematic survey would be a useful next step. A traditional system based on subsidised scheduled bus services may not offer much of a solution. More innovative approaches may be required, including assistance with private transport costs or the development of publicly-supported voluntary transport arrangements (co-ordinated lift-sharing arrangements, for example). The latter undoubtedly exists already on an ad hoc or personal basis, but public support might both encourage growth and ensure

wider, fairer access. Finally, the use of technology to deliver services from a distance could be explored. Whilst care should be taken to avoid excluding certain groups, there is nonetheless considerable scope to reduce the necessity for people to travel in order to access services.

Second, the position of young people in Argyll and Bute is highlighted as the choices which this group make will have a significant impact on the future of the area. At present, many of those who do well at school feel compelled to leave the area to continue studying or to look for work. Those who remain have fewer opportunities for education and training, and also face more limited job prospects or housing choices. This makes it particularly difficult for them to make the transition from childhood to adulthood successfully. Greater investment in efforts to ensure the inclusion of young adults could have significant long term benefits.

Finally, both elements of the study draw attention to the diversity which exists within areas or communities as well as between them. Local context is of great importance to community planning and this implies the need to underpin new initiatives with local consultation. In talking directly to deprived and excluded individuals for this work, we found that they had a great deal to say about their situation and the problems or barriers they faced. They frequently commented on their frustration at their inability have their voice heard. This is not to say that the council did not consult or try to engage "the community" but there is a tendency for these activities to focus on the more articulate or prominent members of an area. More excluded groups are easily overlooked, in rural or urban locations. Community planning needs to recognise this and respond to it by developing more inclusive methods of consultation.

References

Alexander, D. (1992) *A report on residential caravans in the Ross of Mull*. Shelter (Scotland)

Bailey, N., Flint, J., Goodlad, R., Shucksmith, M., Fitzpatrick, S., and Pryce, G. (2003) *Measuring deprivation in Scotland: developing a long-term strategy.* Edinburgh: Scottish Executive Central Statistics Unit.

Bramley, G., Lancaster, S., and Gordon, D. (2000) Benefit take-up and the geography of poverty in Scotland, *Regional Studies* 34 (6): 507-19.

Cloke, P., Milbourne, P., and Thomas, C. (1994) *Lifestyles in rural England.* Rural Development Commission: Salisbury

Cloke, P., Goodwin, M., Milbourne, P. and Thomas, C. (1995) Deprivation, Poverty and Marginalisation in Rural Lifestyles in England and Wales. *Journal of Rural Studies* 11: 4 351-365

Cloke P, Goodwin M and Milbourne P (1997) *Rural Wales: Community and Marginalisation.* University of Wales Press: Cardiff

Countryside Agency (2003) *Updating the English indices of deprivation 2000: Stage 1 consultation report. Response by the Countryside Agency.* Cheltenham: Countryside Agency.

Gordon, D., Adelman, L., Ashworth, K., Bradshaw, J., Levitas, R., Middleton, S., Pantazis, C., Patsios, D., Payne, S., Townsend, P., and Williams, J. (2000) *Poverty and social exclusion in Britain.* York: JRF.

Hills, J., Le Grand, J., and Piachaud, D. (eds) (2002) *Understanding social exclusion.* Oxford: OUP.

Leyshon M (2003) *Youth Identity, Culture and Marginalisation in the Countryside.* PhD thesis, University of Exeter.

Milbourne, P (1997) Hidden from View: Poverty and marginalisation in rural Britain in Milbourne P (ed) *Revealing rural Others: Representation, power and identity in the British countryside* 89 – 116 Pinter: London and Washington

Monk S, Dunn, J Fitzgerald M and Hodge I (1999) Finding work in rural areas: Barriers and Bridges. Joseph Rowntree foundation. York

Newby (1979) *Green and Pleasant Land?* The Anchor Press: Tiptree

Noble, M., Smith, G., Wright, G., Dibben, C., Lloyd, M., Ratcliffe, A., McLellan, D., Sigala, M., and Anttila, C. (2003) *Scottish indices of deprivation 2003.* Edinburgh: Scottish Executive.

Pavis S., Platt, S. and Hubbard G. (2000) *Young People in Rural Scotland: Pathways to social inclusion and exclusion*. York: Joseph Rowntree Foundation.

Pavis, S. Hubbard, G. and Platt, S. (2001) Young people in rural areas: socially excluded or not? *Work, Employment and Society* 15: 2 291-309

Philo, C. (1997) Of other rurals, in Cloke, P. and Little, J. (eds*) Contested Countryside Cultures.* Routledge: London 19 – 50

Philip, L. and Shucksmith, M. (2003) Conceptualising Social Exclusion in Rural Britain *European Planning Studies* 11:4 461 - 480

Philip, L., Gilbert, A., Mauthner, N and Phimister, E. (2003). *Scoping Study of Older People in Rural Scotland*. Scottish Executive

Reimer (2004) Social exclusion in a comparative context. Forthcoming in *Sociologia Ruralis*

Room, G. (ed) (1995) *Beyond the threshold: the measurement and analysis of social exclusion*. Bristol: Policy Press.

Rugg J and Jones A (1999) *Getting a job, finding a home: Rural youth transitions* Policy Press: Bristol

Shucksmith M, Chapman P, and Clark G (1996) *Rural Scotland Today: the best of both worlds?* Avebury: Aldershot

Shucksmith, M. (2003) *Social exclusion in rural areas: a review of research.* London: DEFRA.

Stern E and Turbin J (1996) *Youth employment and unemployment in rural England.* The Development Commission

Townsend, P. (1993) *The international analysis of poverty.* London: Harvester Wheatsheaf.

Woodward, R (1996) "Deprivation and "the rural" an investigation into contradictory discourses. *Journal of Rural Studies* 12:1 55-67

Appendix A: SIMD data for wards

The table below lists the different indicators included in the SIMD (Noble et al, 2003). The table on the following page shows the data from the SIMD relating to the wards of Argyll and Bute. Wards are shown in descending order of deprivation. Data covers overall deprivation score and ranking within Scotland, as well as showing scores and rankings for each of the five domains. (The most deprived ward in Scotland on each measure would have a ranking of 1222.) For the income and employment domains, the scores are a measure of the proportion of people in each ward regarded as income or employment deprived. In addition to showing the ranking, the table also shows which decile the ward fell into; decile "10" covers the 10 per cent most deprived wards in Scotland on a given measure (i.e. the 122 wards ranked from 1222 to 1101).

Table A1: List of indicators in the SIMD

Income	• Adults/children in Income Support households
	• Adults/children in Income Based Job Seekers Allowance households
	• Adults/children in Working Families Tax Credit households below a low income threshold.
	• Adults/chilren in Disability Tax Credit households below a low-income threshold
Employment	• Unemployment claimant count of those aged under 60
	• Incapacity Benefit recipients aged under 60
	• Severe Disablement Allowance recipients aged under 60
	• Compulsory New Deal participants - New Deal for the under 25s and New Deal for 25+ not included in the unemployment claimant count
Education	• Working age adults with no qualifications
	• Pupils aged 16+ who are not in full-time education
	• Proportions of the 17+ population who have not successfully applied to Higher Education
	• Pupil performance on SQA at Stage 4
	• Secondary level absences
Health	• Mortality (Comparative Mortality Factor or CMF)
	• Morbidity (Comparative Illness Factor or CIF)
	• Hospital episodes related to (i) alcohol use, (ii) drug use;
	• Emergency admissions to hospital
	• Proportion of population prescribed drugs for anxiety or depression
	• Low birthweight babies
Access	• Road distance to a GP surgery or health centre
	• Road distance to a general stores or supermarket
	• Road distance to a primary school
	• Road distance to a petrol station
	• Road distance to a bank or building society
	• Road distance to a community internet facilities

Ward no.	Ward name	SIMD Overall Score	Rank	Decile	Income domain Score	Rank	Decile	Emplt. domain Score	Rank	Decile	Education domain Score	Rank	Decile	Health domain Score	Rank	Decile	Access domain Score	Rank	Decile
423	Ardenslate (Dunoon)	40.3	1048	9	26.2	1094	9	24.1	1074	9	-.11	564	5	1.28	1149	10	-.94	143	2
419	Bute Central	38.1	1031	9	25.5	1076	9	25.1	1096	9	.60	908	8	.42	853	7	-.64	274	3
403	East Central Kintyre	36.3	1010	9	21.9	998	9	23.1	1049	9	-.17	533	5	.76	1000	9	1.07	1052	9
409	Islay South	36.2	1008	9	19.8	941	8	26.1	1123	10	-.27	485	4	.66	951	8	.57	934	8
402	Campbeltown Central	35.8	1003	9	22.2	1004	9	27.5	1145	10	-.38	420	4	.65	947	8	-1.56	36	1
424	Milton (Dunoon)	34.9	995	9	22.3	1005	9	24.0	1071	9	.18	716	6	.89	1042	9	-1.04	110	1
418	Bute North	29.1	904	8	17.4	849	7	22.3	1027	9	.35	789	7	.25	761	7	.14	754	7
426	Holy Loch	27.4	881	8	15.9	776	7	18.0	897	8	-.22	510	5	.57	919	8	1.28	1109	10
417	Tiree & Coll	26.6	868	8	16.4	804	7	15.9	789	7	-.56	330	3	.24	751	7	1.96	1201	10
408	Islay North, Jura & Colonsay	23.1	790	7	12.3	574	5	14.5	718	6	-.67	278	3	.11	676	6	2.12	1215	10
422	Kirn & Hunter's Quay	20.8	728	6	15.3	749	7	15.2	748	7	-.44	391	4	.66	958	8	-.09	622	6
404	North & West Kintyre	20.8	723	6	14.4	701	6	15.7	780	7	-.80	225	2	-.19	519	5	1.38	1130	10
413	Oban South	20.1	711	6	15.2	743	7	13.3	646	6	-.18	530	5	.56	917	8	.12	745	7
401	South Kintyre	19.0	684	6	12.7	597	5	15.1	746	7	-.60	315	3	-.05	585	5	1.21	1089	9
421	East Lochfyne	18.2	660	6	10.3	421	4	13.7	674	6	-.37	421	4	-.42	388	4	1.76	1183	10
410	Awe	17.0	611	5	9.1	351	3	11.3	513	5	-.88	198	2	-.21	506	5	2.04	1209	10
425	Auchamore & Innellan	16.6	599	5	11.0	472	4	11.7	535	5	-.65	290	3	.35	816	7	1.18	1079	9
427	Helensburgh East	16.4	591	5	13.8	675	6	14.0	692	6	-.14	552	5	-.26	470	4	-.06	634	6
407	Craignish-Glenaray	16.3	590	5	11.5	506	5	10.3	450	4	-.61	311	3	-.43	387	4	1.79	1186	10
435	Rosneath, Clynder & Kilcreggan	15.2	537	5	12.0	548	5	12.2	573	5	-.32	458	4	-.42	390	4	.92	1023	9
416	Mull	15.0	530	5	10.2	414	4	9.4	378	4	-1.05	151	2	-.62	288	3	1.98	1204	10
406	Lochgilphead	14.8	527	5	10.7	452	4	13.3	644	6	-.41	402	4	.31	785	7	.01	670	6
420	Bute South	14.7	521	5	11.6	517	5	9.1	357	3	-.09	579	5	-.28	466	4	1.20	1086	9
414	Ardconnel-Kilmore	14.3	502	5	10.0	406	4	11.7	540	5	-1.08	141	2	-.07	571	5	1.24	1098	9
405	Knapdale	14.0	495	5	9.8	397	4	9.6	394	4	-.63	299	3	-.27	468	4	1.48	1149	10
415	North Lorn	13.8	491	5	10.3	424	4	8.3	301	3	-.75	247	3	-.30	457	4	1.62	1170	10
428	East Central Helensburgh	13.3	469	4	11.0	470	4	15.2	750	7	-.79	228	2	-.02	598	5	-.63	281	3
411	Oban North	12.1	410	4	9.2	356	3	10.9	485	4	-.23	501	5	.20	728	6	-.15	575	5
412	Oban Central	11.3	381	4	9.3	357	3	11.4	524	5	-.64	296	3	.33	795	7	-.53	326	3
433	Garelochhead & Cove	10.9	367	4	7.6	273	3	8.7	327	3	-.51	350	3	-.42	392	4	1.13	1069	9
429	Helensburgh Central	10.3	336	3	11.7	529	5	12.2	571	5	-.72	259	3	-.41	395	4	-1.80	18	1
434	Arrochar, Luss, Arden & Ardenconnel	10.2	330	3	5.0	133	2	7.6	262	3	-.71	264	3	-.57	307	3	1.45	1145	10
432	West Helensburgh & Rhu	9.3	301	3	7.8	280	3	7.4	251	3	-.41	401	4	-.40	401	4	.59	942	8
436	Cardross	9.1	289	3	6.4	209	2	8.1	285	3	-1.16	120	1	-.55	315	3	1.17	1075	9
431	Helensburgh West	5.6	141	2	6.3	203	2	7.0	224	2	-1.17	116	1	-.69	261	3	.02	680	6
430	Helensburgh North	4.2	91	1	3.6	72	1	4.3	68	1	-.69	270	3	-1.30	76	1	.20	793	7
	Average	**19.2**	**615**	**6**	**12.9**	**566**	**5**	**14.1**	**631**	**6**	**-0.48**	**385**	**4**	**0.01**	**619**	**6**	**0.62**	**834**	**7**

Appendix B: Modelling the SIMD

The SIMD is constructed from over 30 variables drawn from a wide range of administrative data sources, such as benefits data, school exam results, the register of deaths, health service patient data and data on the distance to particular services. This places a limit on the minimum size of areas for which results can be produced due to confidentiality issues and the sparsity of some data. The current index is based around wards. The Census collects a much more limited range of information but does so for every household normally resident in an area. There is little or no data on important aspects of deprivation such as low income but statistics on the population can be produced for very small areas with a reasonable degree of accuracy. The smallest areas are output areas with an average population of 110 in Argyll and Bute and a minimum of 50.

Data from the two sources can be combined to provide estimates of SIMD rankings or income deprivation scores for areas smaller than wards, including output areas. The first step is to use Census data for wards to produce a model of SIMD rankings. The results of this model are used to estimate deprivation for smaller areas.

Stage 1: Ward-level model
Several measures were constructed from Census data as possible factors to include in the model of overall deprivation rankings or income deprivation scores. Some of these were indicators which had appeared in previous deprivation indices (lacking car ownership, unemployment, lone parents, limiting long-term illness, housing tenure). Others were obviously related to components of the SIMD itself (poor health, unemployment, housing quality, population density). Finally, additional variables were included from an examination of initial attempts at modelling in an attempt to improve the 'fit' of the model (demographic characteristics).

With health and education, raw scores were adjusted to allow for population mix. There are very significant differences in proportions reporting limiting long-term illness (LLTI) or lacking qualifications by age group. For those 16 to 24, 12 per cent have no qualification but for those 50 to 74, the proportion is 56 per cent. (Figures refer to Scotland.) Without standardising for age differences, there is the danger that high proportion with an LLTI or lacking qualifications would reflect age differences rather than deprivation. The procedure for calculating Comparative Education Factor and Comparative LLTI Factor were the same as those used in the SIMD when calculating the Comparative Morbidity Factor (see Noble et al, 2003 – Appendix 3). Both measures were limited to people of working age as the small population of OAs means that numbers in the older age groups are very limited. This can lead to very small numbers of individuals having a substantial impact on overall scores.

The final model contained six variables:
- ill health (the Comparative LLTI Factor, CLF, 16-64);
- lacking qualifications (the Comparative Education Factor, CEF, 16-64);
- demographic (proportion of the population in households 16-34);
- unemployment rate (number unemployed as proportion of working age population);
- lone parent households (proportion of population living in lone parent households);
- population density (logarithm of persons per square kilometre).

It should be stressed that these variables are not included on the basis that the groups they identify are necessarily deprived. They are included because, in combination, the provide the

best estimate of SIMD rankings. Unemployment rates provided a better fit that either employment or inactivity rates. Car ownership (frequently used as a proxy for low income but also a measure of rurality) correlated very highly with the demographic factor (proportion 16 to 34), and the latter provided a better fit overall.

For overall deprivation rankings, six variables produced a model with an extremely good fit overall, explaining 93 per cent of the variance (Table B1). The "unstandardised coefficients" provide the weightings to be used in the Output Area model. Factors increasing the estimated level of deprivation were: ill health, low educational attainment, high unemployment and high proportions of population in lone parent families. Density had a negative association; lower densities (more rural areas) had higher deprivation scores (all other factors being equal). Similarly, lower proportions aged 16-34 were associated with higher deprivation (again, all other factors being equal).

The "standardised coefficients" show the relative importance of each variable in driving the final results; in effect, this makes allowance for the fact that the different variables have different scales. The first five variables have approximately equal weightings, with Population Density (log) slightly lower.

At 63.1, the standard error of the estimate is not as small as might be hoped. This means that the confidence interval for any given value is approximately +/- 125; i.e. an estimated ranking of 1000 suggests that we are 95 per cent sure the 'real' value is between 875 and 1125. This is a variation in terms of overall rankings of about one decile either way and suggests that we should not place too much emphasis on precise rankings for individual output areas but should focus on the broader picture.

Figure B1 shows that there was a very good correlation between predicted and actual values. The ward with the highest estimated deprivation was Bute Central (estimated at 1141, actual value 1031). As noted already, data on educational attainment in Bute suggests that there is a slightly different problem in that part of Argyll and Bute and that may lie behind these findings. Table B2 shows the original SIMD rankings for each ward and their estimated rankings based on the regression model.

Table B3 shows the corresponding results for the model for income deprivation rates. The standard error of the estimate is 3.0%, so the 95 per cent confidence interval is around +/- 6 per cent.

Table B1: Ward level model of SIMD Overall Ranking

Variable	Unstandardised Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	24.225	119.165		.203	.840
Ill health (CLF 16-64)	439.665	102.365	.314	4.295	.000
Education (CEF)	341.842	111.389	.282	3.069	.005
Age 16-34	-21.859	5.668	-.279	-3.856	.001
Unemployment	50.667	15.712	.267	3.225	.003
Lone parent	19.996	6.922	.242	2.889	.007
Population density (log)	-44.440	16.986	-.194	-2.616	.014

Adj. R^2 = .929
Std. error of estimate = 63.1

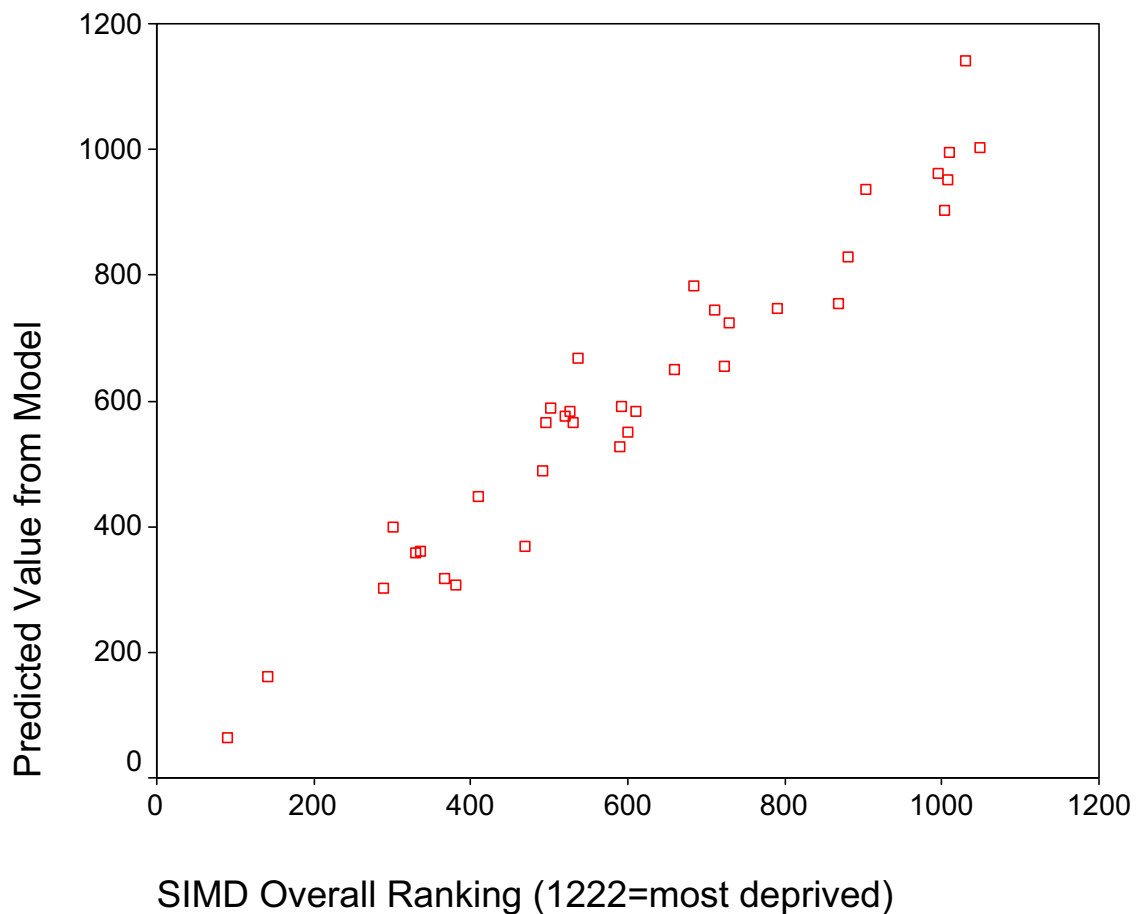*Figure B1: Actual versus predicted SIMD rankings for wards*

SIMD Overall Ranking (1222=most deprived)

Table B2: Ward rankings – SIMD figures and estimates

Ward	Name	SIMD rank	Estimated SIMD rank	Difference
401	South Kintyre	684	783	-99
402	Campbeltown Central	1003	902	101
403	East Central Kintyre	1010	996	14
404	North & West Kintyre	723	654	69
405	Knapdale	495	566	-71
406	Lochgilphead	527	583	-56
407	Craignish-Glenaray	590	528	62
408	Islay North, Jura & Colonsay	790	747	43
409	Islay South	1008	951	57
410	Awe	611	584	27
411	Oban North	410	447	-37
412	Oban Central	381	306	75
413	Oban South	711	744	-33
414	Ardconnel-Kilmore	502	589	-87
415	North Lorn	491	489	2
416	Mull	530	565	-35
417	Tiree & Coll	868	754	114
418	Bute North	904	937	-33
419	Bute Central	1031	1141	-110
420	Bute South	521	577	-56
421	East Lochfyne	660	650	10
422	Kirn & Hunter's Quay	728	724	4
423	Ardenslate	1048	1004	44
424	Milton	995	962	33
425	Auchamore & Innellan	599	551	48
426	Holy Loch	881	829	52
427	Helensburgh East	591	591	0
428	East Central Helensburgh	469	368	101
429	Helensburgh Central	336	361	-25
430	Helensburgh North	91	63	28
431	Helensburgh West	141	162	-21
432	West Helensburgh & Rhu	301	399	-98
433	Garelochhead & Cove	367	319	48
434	Arrochar, Luss, Arden & Ardenconnel	330	357	-27
435	Rosneath, Clynder & Kilcreggan	537	669	-132
436	Cardross	289	302	-13

Table B3: Ward level model of SIMD Income Deprivation Rates

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-9.748	2.512		-3.880	.000
Ill health	25.251	2.740	.845	9.217	.000

Adj. R^2 = .714
Std. error of estimate = 3.0

Stage 2: Output Area and other sub-ward level estimates

For the second stage, the same set of variables was extracted for all 785 Output Areas in Argyll and Bute. Estimated SIMD rankings and income deprivation scores were calculated using the weights from the regression models. The one adjustment made was with the population density variable in the overall deprivation model. In moving to Output Area level, the range of values for population density increased dramatically because they were so heavily influenced by whether each OA included open space or not. They became less reliable as a guide to wider population density and hence accessibility issues. As a result, it was decided to use the population density figure for the ward in which each OA was located.

With the SIMD, elaborate precautions are taken to ensure that extreme or outlying values for individual indicators do not unduly influence results. This is a particular problem with smaller areas where data may be influenced by sampling errors and by a very small number of cases. This has resulted in the development of "shrinkage techniques" (Noble et al, 2003 – Appendix 1). No such adjustments were applied in this case for two reasons. First, visual inspection of the six variables and the final estimates suggested that there was relatively little problem with extreme values once the issue with the ill health measure had been dealt with. A very small number of OAs had values on particular variables which placed them apart from the others but these were not so extreme as to skew results overall. Second, the Census provides a very high level of population coverage so problems of sampling error are minimal. Error may be introduced where non-response is low and Census procedures rely on imputing data for missing households but checking these problems was beyond the scope of this work.

A lookup table enabled the characteristics of the 5 SIP areas, 8 SIP sub-areas and 18 settlements (as defined by GROS) to be measures. As a result, estimated deprivation scores could be calculated for these areas as well using the same formulae. As these were larger areas which combined results for several OAs, the population density figure in these cases was that calculated directly.

Appendix C: Qualitative research methods

The purpose of the qualitative work was to investigate the everyday experiences of deprivation and social exclusion of individuals living in three settings within Argyll and Bute. The first challenge to the researcher was to locate the sample, since rural deprivation is often hidden (Newby 1985, Milbourne 1997), and can be either denied or unrecognised by the more prominent members of the community (Cloke *et al* 1995). For this reason, the snowball technique was employed to find suitable interviewees, whereby "gatekeepers" were be used to identify the initial interviewees, who would in turn suggest other participants. This system of informal networking is well recognised as an effective method of sampling within hidden communities. The methodology was necessarily opportunistic, and allowed the researcher to respond to the differing populations in each setting.

Interviews were paired or one-to-one, with a total of forty-nine between the three settings. The interviews were semi-structured, and open-ended, focusing on issues of relevance to social exclusion such as access to employment, education, training, housing, health care, and engagement with the democratic process. A week was spent in each location.

The interviews were followed up by three focus groups which sought to gain further insights into the lives of some of the most vulnerable members of the communities, who were not readily accessible through the snowballing sampling method. The groups had the following purpose and composition
- Social exclusion of the elderly. Group members were professionals or volunteers who worked with the elderly in West Cowal.
- Social exclusion within the SIP area of Campbeltown. Group members were professionals or volunteers who worked with disadvantaged groups in Campbeltown.
- Social exclusion of young people in Campbeltown. Group members were young people and professionals who worked with young people.

Interviews and focus groups were recorded and transcribed. Participants were guaranteed anonymity in the final report.

Appendix D: Detailed findings from qualitative research

This section sets out, in some detail, the main findings from the interview and focus group work, with an emphasis on the individual experiences of deprivation and social exclusion described by the participants. It is important to note that the views expressed here are those of the participants and as such give a valuable insight into their perceptions of various issues of importance to them. At times these perceptions may be at variance with those of other stakeholders.

The themes within this section arose from the data, and as such reflect the issues thought to be important by the residents of the three study areas. They include a number of inter-linked issues relevant to social inclusion, namely employment, housing, education, health, transport and cost of living. Additionally the specific needs of certain vulnerable groups of people were frequently raised in interviews, namely young people, elderly people and disabled people. These groups, are therefore considered individually. Finally, this section of the report considers the experiential issues of rural life, looking at those less tangible issues affecting quality of life, which are not easily quantified, but intertwine with the other issues in personal accounts of deprivation.

D1. Employment

In all areas, employment opportunities were limited, although patterns of employment varied between location. Each area will be considered in turn, before leading into other employment related issues that cut across all areas.

D1.1 Ross of Mull

A summer visit to Mull found very little unemployment, with most people working in the tourist industry, on ferries, fishing or crofting. There was little variety in the type of work available, and most employers, outside of the public sector, were small businesses offering no promotion prospects. Many jobs were part-time, most were low paid, and it was usual for people to have more than one position. Self-employment was common, particularly crofting and fishing.

Much of the work was seasonal, so unemployment figures would rise in the winter. One ferry worker commented:

> Well, the wages are OK that I get, but in the winter it's a bit short when I go on the Brew. That's the worst thing. There's nobody wants anybody in the winter. There's plenty in the summer, but nothing in the winter.

Even those people who were not actually unemployed in the winter could be under-employed, as exemplified by this fisherman:

> January to April time is quite difficult for us, for anybody that's in the fishing business. You can earn practically nothing from January until April, with the weather. You make up for it at the other times of the year, you have to just budget.

For the community of the Ross of Mull, the summer was a time of furious activity in order to prepare for the difficult winter ahead. One respondent described how she had four part-time jobs in the summer, mainly in the tourist industry, only one of which would continue through the winter. She remarked:

> Just to keep your head above water you have to do as much as possible, especially in the summer. I can't wait until summer's finished for a break

A fisherman's wife described the impact of seasonal work on her family:

> He doesn't take a day off, hardly ever, unless it's windy weather. They're all like that, fishermen, when they've got their own boat. If you work for somebody else and you take arranged days off that's fine. But because you lose so many days in the winter, even a family day out, you don't really do that.

The pattern of either self-employment or small businesses appeared to create barriers to the inclusion of people with special needs in the workforce. One interviewee, who was keen to work, was unable to find employment that was appropriate to his particular capabilities, and another remarked:

> The only people I know who are unemployed are disabled.

D1.2 West Cowal

In West Cowal the traditional industries of fishing, farming and forestry had declined dramatically. A villager from a remote part of Cowal commented:

> There's nothing. On the farms there are still some young sons coming up, some of the farms are still working but they've turned some of the others into holiday lets. The work that was available on farms, the casual work has gone, the forestry work has gone, there is virtually nothing.

In the larger villages, such as Strachur and Tighnabruaich there were limited opportunities in shops and hotels, and some work on fish farms. However, there were insufficient jobs in the area to support the local population. Consequently large numbers of people commuted to Dunoon and even Glasgow. The disparity of access to transport around the region in turn gave rise to differential opportunities to work. Tighnabruaich was particularly badly served with transport to Dunoon, making it impossible for those without cars to commute, and giving rise to a significant level of local unemployment. Strachur, by comparison was better served with daytime buses to Dunoon, and consequently unemployment did not appear to be a problem here.

D1.3 South Kintyre

In South Kintyre there was a severe problem of long term unemployment in the wake of the decline of the fishing, farming, coal mining, ship building and manufacturing industries. One interview began like this:

> I've never had a job. I've never had real work.
> Interviewer: What do you mean by real work?
> I've never had a wage. Since leaving school I've always been on schemes. So each time the government changes its scheme, then I get stuck on it.
> Interviewer: how old are you?
> I'm 34

Several of the interview sample had been unemployed for a number of years, four had not worked at all since leaving school, and there was frequent reference to friends and family in similar situations. As a result they had, over the years, been involved in a number of training schemes, currently as part of the New Deal. But they felt the schemes had failed them, partly due to the repetitive nature of their content. Without the jobs to go to at the end of the schemes, the people involved viewed them with despondency.

> What we're doing here for training is basically nothing. We're just here to bring down the unemployment figures

Even for those in work in Campbeltown, most jobs were unskilled with a rate of pay, apparently, considerably lower than equivalent jobs in the Central Belt.

> All the jobs in the Job Centre here that say above minimum wage it will just be five or 10 pence at the most 15 pence. On that you still have to apply for your housing benefit and your council tax rebate. There's no place in the town that will pay you a wage that would allow you to live in the town.

> A job in Glasgow that gets six pounds an hour, here its £ 4.20. Its not enough.

D1.4 The role of community networks in the job market

In the small communities studied here, social and family networks were important in the allocation of jobs. The situation on Mull was described:

> You really have to be here, you can't just turn up and expect to find work, it's all contacts and word of mouth.

For those people who fell outside of these networks, there was a feeling that the job market was rigged, and this sentiment was particularly strong in Campbeltown.

> If you were in a bigger place you'd be more on a level playing field. Here, first they deal with their friends first. [Name of Campbeltown employer] have their own list, they'd give them work first before they'd advertise.

> Most jobs are taken before they've been advertised. It's who you know really.

A bad reputation in the community could exclude people from the workforce. An unemployed woman described how the disapproval of her private life had acted against her in the workplace and the job market.

> Jobs have been going round here and they know I'm more than adequate for it but they put me down

Unemployment was transmitted between generations, since a parent who was not in work, could not act as a contact for their children's employment. One man who had himself been unemployed for a number of years described his son's life since leaving school, and the effect that long term unemployment had on his expectations.

> If my son stays at home much longer they're going to start calling us Steptoe and son. He just sits and reads books, plays on the computer, reads books, plays on the computer. He doesn't drink or smoke, he isn't into drugs and that, but he's absolutely no life. He's been used to just schemes, or unemployed since he left school. He's got totally used to having no money. If he's got no money it doesn't put him up or down, it doesn't annoy him, he's just completely used to it. If he's got any money it's a bonus, if he doesn't he doesn't bother.

Bad reputations would also pass down through generations as exemplified by this professional's account of trying to place a youngster in work:

> I was asked for an apprentice electrician. I had one boy, he had the qualifications and passed the test but they didn't give him the job because of who his parents were.

D1.5 Child care

In both Cowal and Mull the lack of child care facilities prevented some parents from working.

> There's not really any child care here. Nobody wants to look after other people's children. There's not a childminder.

Often parents depended upon their wider family to care for their children, when they worked, but for those who did not have local family connections the situation was impossible. One single parent in Cowal described the barriers that prevented a return to work:

> The children are getting older but they're not old enough to come in and do their thing. There's no one in the community who would come in and look after them on a regular basis. And there's no work anyway. I'd have to go into Dunoon. Then, it takes me 45 minutes to get to Dunoon. If I get my son on the bus for quarter to nine, the earliest I could get in would be half nine, I'd have to leave at half two, so there's be five hours I could work. Then out of that there would be petrol, £50 a week. If they are paying the minimum wage or a little bit more, it's not worth it. That's the situation I'm in.

D2. Housing

Throughout the study areas housing issues could be seen to be contributory to social exclusion, but in two quite contrasting ways. In this section the two holiday areas, West Cowal and Ross of Mull are considered together, whilst Campbeltown is considered as a separate case.

D2.1 West Cowal and the Ross of Mull

The attractions of the rural life had brought large numbers of holiday home-owners and retirees to the Ross of Mull and to the waterside towns in West Cowal. The effect of this was to price the private houses beyond the means of those on the low incomes available locally, much to the consternation of the local residents.

> That's what's hard for young people here. It's that you cannot afford housing at all. A house will go on the market, but it will be silly money. But it will be sold, and then it'll be a holiday house. Most of the houses round here are holiday houses, and that's sad.

> It wouldn't be so bad if they lived here, but they buy their house then they're up for two or three weeks, and its empty over the winter, then let out to tourists in the summer. It's very frustrating. You can't even think about buying a house, because people from England will sell their house for two hundred and whatever thousand. And they'll come here but they'll pay well over a hundred thousand, just for a wee cottage, that no-one here can afford to pay.

This led to a chronic shortage of private housing, as more and more properties were effectively removed from the local pool.

The resulting housing need could not be met by the small number of existing council or housing association properties. Availability was rare and waiting lists were long. Their allocation, caused concern, if not outright resentment amongst the local community. There was a strong feeling that vacant properties should be offered to people with families who already lived in the area and had a role in the community. Interviewees commented that often the houses were offered to "outsiders", who had been in the area for a very short time, or who were moved in from another location. The following interview extracts represent the strength of the feeling on this issue:

> The council houses are few and far between, and when they do come up, they bring in people from anywhere, when there are local people waiting. They [the people who were waiting] could be families with kids as well. And they've been on the local waiting list, but people come in from far afield. It's all being controlled from somewhere else. You would think in a rural situation that the local people would get the first choice. If its a worker coming in, that's fair enough, but these people usually don't have work.

> I believe that houses that become vacant in the village should go to people within the village. Especially when there are people in the village in employment.

> I feel I am a relevant worker to the area. I feel I am a key worker, yet I can't get housed.

> A lot of people get annoyed that outsiders can come in and they seem to get houses straight away, whereas there are locals who are working hard and just want a house so they can stay. An outsider will come in and not work and get it all paid for them.

The decisions behind these allocations were incomprehensible to the local community.

As a consequence of the pressure on the housing, a significant population of people were living in temporary accommodation. This Mull couple's pattern of existence in recent years was quite typical:

> X: It has been difficult to find somewhere to stay here
> Y It's shocking. We're not in long-term accommodation. All the accommodation we've been in has been…. like a winter let.
> X: We've both gone from live-in accommodation in our jobs to staying on friends couches to a caravan with no water..
> Y: No amenities at all..
> X: This was in winter. Then to a caravan that did have water and was quite good, but we had to move out before the summer started, for the tourists to come in. This place came up just at the right time. It was pure luck. We've only got a lease here for a few months. So we're in the same situation again

Caravan-dwelling was common place. It was so usual as to be normalised, seen as the first stage in the housing ladder, and some people lived in the same caravan for years. Those who were now comfortably housed often had an extended period of caravan dwelling in their own history, so there was a feeling of local sympathy for those without permanent homes. Most people living in caravans were young single people or couples, but there were some cases of children being brought up in caravans. The amenities were variable, whilst some had running water, electricity, telephones and television, others were extremely primitive. Winters in the caravans were cold, uncomfortable and could be frightening in the fierce winter storms.

The other option available to people looking for a home was to rent holiday cottages off-season, so some people spent years moving from one insecure tenancy to another, vacating the more commodious accommodation during the tourist season. Again, this gave rise to resentment, as local people passed the summer in uncomfortable conditions in order to make way for the holiday makers.

In West Cowal, the effect of removal of properties from the local housing market was to see families squashed into very small flats, whilst they waited for council properties to become available.

> The other problem I feel in this village is the housing situation. There's a very big problem. Using myself as an example, I'm in rented accommodation. There's five of us in a two bedroomed flat. My daughter shares the living room with me and my husband.

It was reported that many families had moved away due to the housing shortage, although, it was beyond the scope of this project to obtain first hand accounts from those who did choose to move away.

D2.2 Campbeltown

By contrast, Campbeltown had a population that was falling in size, and consequently had an excess of council housing, with some properties standing empty. Some of the dwellings were in a poor state of repair, with frequent reports of leaking roofs, damp walls and insecure doors and windows. A typical example:

> The council's not too bad except when it comes to repairs. I can't get repairs done. Last time I reported repairs I was told there was no money. I've got water that comes in my back door, I've got water comes in my front door I've got water comes in my living room window. I'm sitting with a good bit of my bathroom wall not there any more. It took them that long to fix a leak which was coming up from upstairs that part of my wall had come down. They came to fix the ceiling, but never fixed the wall.

 Not only were repairs left unattended, modifications of properties for people with disabilities were delayed, seemingly indefinitely, with some people struggling with almost impossible provision. An elderly resident described her problem:

> I said what I would really like is a shower because I can't use the bath. I can get in but I can't get out. It's a job getting out because I've only got the one good arm, so I'm not going to try any more. I was told "don't ask for a shower because you won't get one because you are upstairs"

In Campbeltown, within the SIP area, was a small and specific region of housing that was stigmatised. These properties were hard to fill, and consequently some were now empty and boarded up. Interviewees from other parts of the town often spoke disparagingly of the area and its occupants, as apparently did some local officials, as reported in this extract:

> One tenant came back into the town, and she told me she had said she would take a house anywhere. And she went to the council and said she would take an empty house in Parliament Place. And they said to her, who would want to live in any of these places?

Residents of this area were subject to discrimination in the job market, and parents were concerned that their children were under suspicion:

> I found that the police were saying, they quite openly said it [solvent abuse] was just a few children at Parliament Place, as if children in Parliament Place didn't matter.
> Well that's what we feel, when vandalism goes down, it's the kids from Parliament Place, Parliament Place gets the blame for everything.

Some residents complained that the council deliberately directed its more problematic residents into this area:

> They should be selective about who they put into the houses. We've got two drug addicts across the street there.

There was a widespread belief that the empty properties in Campbeltown were used by the Argyll and Bute housing department as an easy solution to the need of emergency housing, throughout the authority. Some people who moved into this area would be escaping difficulties elsewhere, and as such were particularly vulnerable to problems of deprivation. Unfortunately they also provided a scapegoat, and the social problems of this area were often blamed on this group of "outsiders".

However, many residents of this area felt that the reputation was unjustified. One woman described how she had felt obliged to defend the area at a public meeting.

> I go to meetings and sometimes I just can't keep quiet. They brought this place down to the lowest. But I'm not taking it I said there are decent people left in those houses in Parliament Place. They're respectable people who are just as good as people up the other side of the town.

Older occupants, particularly, felt a strong sense of community, even though they perceived that the area had "gone downhill".

Within this area there was a Tenant's and Residents Association and a community flat, "Broom Cottage" both of which were very active in promoting social inclusion. Amongst the interviewees many examples were their success were cited. Consequently, there was a feeling of optimism and confidence amongst some of the residents of this area, which lay at odds with its' wider reputation.

D3. Health

Discussions of health care were dominated by issues of access to specialist services, and this could be seen both in the difficulties encountered by patients travelling to hospital, and the in the problems posed for professionals in providing local care and support. Specific problems were encountered by those suffering from mental illness, which will be considered as a separate case.

D3.1 Access to hospital

All of the survey areas depended upon the large hospitals of the Central Belt for any serious treatment. But even for minor problems requiring hospital attention, Ross of Mull residents travelled across the water to Oban and West Cowal patients travelled to Dunoon.

The implications of this for people's every day lives could be far reaching. For example, pregnant women on Mull were required to travel to Glasgow or Paisley to give birth, and they were expected to check in to hospital two weeks before the due date. Accompanying partners faced the expense of hotel accommodation in the vicinity.

> Having babies is really frustrating here. They send you away [to hospital] two weeks before your due date. That's if everything is ok. If there's any problem they just send you away. If you go away to have a baby you can be away four, six weeks. Unfortunately I didn't have a very easy time and I was away for about eight weeks in all.

The practicalities of both partners being away from home was further complicated if there were other children. One mother in south Kintyre described the heart-ache, and the practical difficulties involved when she had to balance the needs of her premature baby, left in intensive care in Glasgow, with those of the older siblings.

> It was a case that we used to leave [home] after dinner on a Friday, we'd travel to Glasgow, stay there Friday afternoon, Saturday and come back down the road on Sunday night, put my daughter to school, phone three times a day, and that went on for weeks.

Outpatients appointments could be very problematic, particularly for older people. An elderly resident of Mull described his weekly visits to Oban for physiotherapy after a major operation. He would rise at six thirty to catch a bus to the ferry terminal, take a ferry to Oban, then a taxi to the hospital. After an hour of physically exhausting therapy, he retraced his

steps via taxi, ferry and bus, to arrive home at six o'clock to a cold and dark house. Similarly, a man from Campbeltown described his difficulty in attending an outpatients appointment, using public transport:

> Last week I went for a scan. I had to go to the hospital in Oban. I had to leave at quarter past seven in the morning and the earliest I could get back was six o'clock, to travel ninety miles. The scan lasted seven minutes

Access deprivation could have particularly serious consequences in cases where emergency treatment was required. This was a particular concern of residents of Tighnabruaich. (Ironically, the islanders of Mull were sufficiently remote to merit emergency airlift to Glasgow, but the peninsula dwellers of West Cowal were not). The Tighnabruaich ambulance, when staffed, did not stay in the area, and could be directed all over Argyll and Clyde, leaving the town without any emergency vehicle. Ambulances coming from Dunoon would take over an hour to traverse the windy single-track roads. The system had, unfortunately, been put to the test in the recent past, and been shown to be sadly lacking:

> There was a young boy got run down by a car outside the Royal Hotel last year and that boy lay in the road for an hour and a half before the ambulance got to him.

D3.2 Local provision

Not only was it difficult for individuals to travel to hospital, the provision of specialist services within the community was problematic owing to small population size, and the scattered distribution. People with specific health problems spoke of the lack of expertise and support available in small communities. This included a recovering alcoholic:

> There's no help here. I'll tell you now, I've got to be honest, I'm an alcoholic, I went into rehab, I was doing fine, but there's no counselling down here, there's nothing. I came back and I was fine for 10 weeks, but there's no community support. There's a lot of people similar to me, I'll tell you that now.

Someone with Parkinson's disease:

> There's not a lot of services about for disabilities. I have Parkinson's disease. I have found it very difficult to find anybody else around, anything here. You have to go outwith to the national things. I'm fortunate I have access to the internet.

And a sufferer of MS:

> I depend on local GP and nurses for care. None of them have any specialist training about MS. They leave me up to my own devices which is good, in some ways. There is a lack of medical support for MS here.

Not only was it difficult to access expertise, these people felt very isolated as they were unable to meet with others in the same situation through support groups.

Choice emerged as an issue, regarding medical care, particularly at the local level. In the study areas there were a number of single GP practices, in which the doctor both prescribed and dispensed. For many people this was described as beneficial since close links with patients could be established and maintained. But for those patients who were unhappy with the service provided by their local practice, for whatever reason, there was no other option.

D3.3 Mental health

Sufferers of mental health problems encountered difficulties accessing treatment or support. One interviewee in a remote part of Cowal commented that people were only "allowed" to have mental health problems "so far down the road". She implied that at a certain distance from Dunoon, it became difficult to provide a service, owing to the costs of time and travel, and that community psychiatric nurses rarely visited remote patients. She went on to say:

> To have a mental health problem in this area you have to travel, if you have to go onto hospital you have to travel sixty miles to Lochgilphead, no bus service goes from here to Lochgilphead. There is one goes from Dunoon to Inverary, and you wait in Inverary for an hour and a half for a connection. Its an extremely isolating illness in itself, but that isolates you even more. Living in a village like here its even more isolating because of the stigma, its all very hush hush.

The close community ties, the potential for gossip and the perceived stigma of mental illness all interlinked to isolate the mentally ill. Whilst community support was available in larger centres such as Campbeltown and Dunoon through the "Link Clubs" these were inaccessible to many in remoter areas due to transport issues.

D4. Education

Primary school education did not cause any problems for the interviewees. Parents spoke of small schools, small classes, good relations with teachers and a high quality of provision generally. On Mull and in Cowal rural childhood was often described as idyllic and the village school had a significant role to play in creating that belief.

Nor were parents concerned about the quality of the education in the secondary schools. But two significant issues emerged in relation to educational provision for teenagers, one being the need for island children to live in a hostel during the week, the other being the absence of educational choice at age sixteen and above.

D4.1 Hostel boarding

There was considerable concern amongst parents on the Ross of Mull regarding the location of their secondary school in Oban, and the compulsion to send teenage children away to live in a mainland hostel during the week. The absence of teenagers in the Ross of Mull during the week had a strange effect on the community as it left a gap in the population structure. There was very little provision for youngsters of this age on the island, and no opportunity for adults to interact with them, for example through sports, guides, scouts or youth clubs.

There was a sense of sadness at children leaving the family home as young as eleven and a half, and in many cases never returning outside of weekends and holidays:

> My husband and I both feel that you lose so much, it's just not the same.

Parents reported the transfer to secondary school as being quite traumatic in some cases:

> She was eleven when she went away. It was a big shock for her.

Parents felt cut off from their children's education; they were unable to participate in the PTA and parent's evenings involved an overnight stay in Oban, as did attendance at school plays or concerts. One mother stated:

> I have no home-school relationship

Parents reported feeling of loss of control over their children's care and well-being.

> You don't have control of their nutrition, their discipline, all these are taken from you

> We don't know what our kids are doing during the week.

There was a tendency to blame the hostel for any misdemeanours that occurred whilst the children were staying in Oban. (It is difficult to know whether this was justified, as the youngsters were leaving home at an age that is often associated with exploratory behaviour, some of which adults would view as problematic). There were some examples of specific problems with the hostel accommodation, and in one extreme case a young man had left school in fifth year because of his poor relationship with the hostel staff. His mother, commented:

> That hostel ruined my son's education.

However, the absence of secondary school pupils on the island during the study period, excluded them from the interview sample, so the views represented here are those of parents. When these issues were raised with young adults who had spent their teenage years in the hostel, their retrospective accounts ranged from the very bleak:

> It ruins your whole life. Well, it ruins it from when you are twelve until you leave school.

to some more positive points:

> I was one of the ones who enjoyed it, some of my friends didn't, but I enjoyed it. It made you more independent, you learnt how to manage money, and how to iron. For people who went away to university it prepared them for that.

The inhabitants of the Ross of Mull saw the location of secondary schools as a political issue. There was a secondary school on Mull, but it was in Tobermory, a two hour single journey for their children. There was considerable resentment about the decision, in the 1970's, to place the island's only secondary school in a location which effectively prevented their children from living at home during their teens.

> That school was built way back in the 70s. Ordinary people weren't asked about this, and it was decided, instead of a central location, like Craignure, the children at this end of the island would all go away to school in Oban.

Most pupils in the West Cowal area travelled daily to school in Dunoon, except those who lived in Tighnabruaich who were offered the choice of hostel accommodation or free daily transport by bus. In this situation where the boarding was not compulsory, and the children remained on the same land mass, parental reaction was quite different, and the majority of parents and children saw hostel dwelling as an advantage over daily travelling.

> It's a very personal thing depending on the child. It can be an advantage, socialising and maturing. And if you want your child to go on to further education or to see something of the world, it just gives them that wee step of independence. There's pros and cons. The pros outweigh the cons as far as he's [her son's] concerned.

> My kids think it's great. A lot of the kids feel that it's great. I feel that in a way they've got an advantage by their education. They have access to computers, they are made to do their

study, they've got a teacher on hand if they've got any problem with their homework. So that's an advantage there. Plus they can go to the cinema during the week if they want.

D4.2 Education post 16

Argyll and Bute has a strong educational tradition, and many young people stayed at school until the age of eighteen, then opted for higher education. But this necessarily involved leaving their home towns and moving to Glasgow or further afield. This, in turn, contributed to the low numbers of young people living in the area, and many of these people did not return after their courses finished.

For those who left school at sixteen, the educational options were very narrow. Respondents reported that Argyll College offered distance learning for residents of the Ross of Mull, and had small branches in Dunoon and Campbeltown, offering what was perceived as a limited variety, of mostly IT based courses, with a distinct shortage of vocational training. For variety of choice, most students would have to travel considerable distances, which were often impossible to commute daily on public transport. Amongst the interviewees there were two examples of people who suffered tortuous journeys and high living costs in order to gain access to vocational courses. Further education involved considerable expense and inconvenience for most people, and for many it was an impossibility.

Concern was also concern expressed at the lack of workplace training opportunities, in all of the study areas. One young man, who would have preferred to take an apprenticeship opted to stay in mainstream education due to the lack of choice. A resident of Campbeltown, concerned for his own son's future commented:

> I've been in Campbeltown twenty years and I've never seen an advertisement for apprentice mechanic or apprentice joiner. You never hear that word, apprentice.

It was generally felt that the only young people who had access to apprenticeship opportunities were those who had family members in those trades.

D5. Transport

In rural communities, reliable transport is an essential component of social integration. Car dependency is a common feature, which in turn reduces the need for public transport. But those without access to private transport can find themselves severely disadvantaged. In this section, private transport and public transport will be considered separately. Both private and public service vehicles depend on the road system for their efficacy; this will be the final transport topic under discussion.

D5.1 Private transport

Car ownership was given very high priority amongst residents of the most remote areas. People would struggle to keep a car on the road, even when they could barely afford it. Quite apart form the purchase and maintenance of the vehicle, the distances necessarily driven gave rise to very high expenditure. An unemployed father described his petrol consumption:

> Last year I did 30 000 miles, and that's without going to work every day. I spend about £60 a week on fuel, and I've got no money. That's in and out to Dunoon. There's no shop here, if you want a pint of milk its Tighnabruaich or Dunoon. I think I'm probably minus £50 compared to someone who lives in a town and can walk to the shops and walk the children to school. That's without the running costs and repairs. A car here is an essential. It would be awfully difficult, you wouldn't be able to exist. [My daughter's] got one main friend who

lives eight miles away, so its 32 miles just for her to see her friend. That's £5. You want to give your children the best you can.

Yet, there were people, particularly elderly people, living in these remote areas without private transport, and they survived through dependency on friends and family. They would cope with very limited mobility, such as this woman whose one weekly trip from home would sustain all her needs.

> We've nothing here. I've got to go to the post office in Dunoon each week for my pension
> and I don't have a car. So I've got to rely on my friend or my daughter to take me. We've got
> no shops we've got nothing.
> Q: How do you manage?
> I get in once a week and I do a week's shopping

Within families that did own a car, there could still be individuals who had little or no access to transport themselves. This was a particular issue for young people who were seeking work or entertainment outwith their immediate environment.

D5.2 Public transport

The need for transport was varied and complex, buses providing access to employment, leisure activities, medical facilities and essential food shops. Individual perspectives on the failures of the transport system were numerous, but the most significant failings were those that created barriers to employment. A particular absence was found in Tighnabruaich as described here:

> Most people around here have their own car. But you can't live here and work in Dunoon if
> you go back and forwards on public transport because there is nothing at night.

Absence of Sunday buses further limited employment opportunities, as weekly commuting to Glasgow was impossible:

> See if I want to go back to Glasgow on a Sunday to go to my work on Monday, I can't get out
> of this village, there's no bus.

The transport issue did not offer an easy solution, as it was often remarked that the existing bus services, sparse though they were, were not always well used. Individual purposes varied, some requiring transport to employment, or for medical treatment, some for leisure purpose, some for shopping. And needs varied from day to day and week to week. For example, this woman only needed transport for a few weeks in her life:

> I had a hysterectomy and I was quite seriously ill with asthma, and there was no bus. I was
> out of hospital the next day and I had to drive, to get any shopping.

A more flexible solution than running large buses around predetermined timetables was felt to be needed.

D5.3 The road system

The quality of roads was also seen as a factor which isolated communities. The single track road from the ferry terminal through the Ross of Mull carried dozens of tourist buses each day through to Iona, making progress very slow, and dangerous for those travelling in the opposite direction.

> The roads. They'll become impassable soon. Because of the traffic. And a lot of them are in a
> very bad state of repair. Some of the single track roads are just awful at this time of year. A
> lot of them have no idea how to drive on a single track road and go straight past their lay-

> byes, and have to reverse, or they keep coming. And even the buses have to reverse sometimes. It's a hairy experience.

> It takes so long to go anywhere with the single track roads. If you watch the cars coming out of the ferry, very few go north, mostly they come here. In the winter time, if its frosty we have pot holes you can disappear in.

Similarly the single-track access road to Tighnabruaich contributed to its poor transport links and sense of isolation.

> You're really cut off here. You might as well be on an island.

However, not everybody relished the thought of improved transport connections. One resident of Bunessan, in the Ross of Mull dreaded the thought of such changes, feeling that they would destroy the tranquillity of the area.

> I wouldn't have a new road. I hoped that one up at Tobermory wouldn't get built, but it did and now they want to extend it. I know they need to get their supplies up, but they can get their supplies up. It may take half an hour longer. If you want that sort of service, move away.

D6. Cost of living

All of the interviewees were living on low incomes, so the prices of essential items impacted heavily upon their lifestyles. High transport costs affected both personal finances (as described in the previous section) and commercial finances. A crofter on the Ross of Mull described the problems faced by her family, by both buying and selling from a remote location:

> Really, at the end of the year everything is so expensive. Haulage is expensive, everything is expensive. By the time you come to the end of the year and you start over again, there really isn't a great profit margin. Medicines that kind of thing, fencing. Island prices are always that bit higher. Every time the fuel prices go up, that's us, everything's more expensive because everything has got to be transported in. And ferry prices. If you're selling lambs a good percentage goes on Ferry prices and haulage.

The shopkeepers in all of the locations studied were under the same business pressures as described here, and consequently were only able to sell at comparatively high prices, making daily shopping expensive for the residents. Those with large families would find ways of obtaining much of their food through other means.

> The food in the shops here is really, really expensive. It's maybe fine for someone who's here on holiday, for a week or whatever, but its very expensive especially if you have a large family. The co-op in Oban, they have provided an island service where you either fax or send a letter by Monday, and its delivered by a carrier service on Friday. Its delivered to the local hall, and the two shops see this, so they get quite upset. But you couldn't realistically go to them all the time.

Consequently the turnover in the village shops was reduced, with associated loss of variety and quality. Some residents were acutely aware of the need to support the local shops in order to maintain them, particularly the elderly, who were most reliant on them. These people would speak vehemently in defence of the shops' pricing policies, and could be very critical of those who opted to purchase groceries elsewhere.

> I mostly use the village for shopping. There are two shops and what you can't get in one you can usually get in the other, for small shops they're very comprehensively stocked. Pricewise they're a bit more expensive, but then they have to get the stuff here. Then you have the convenience of it. I was round at the shop eight o'clock last night I'd forgotten to get milk in.

One elderly man pointed to the irony of the poorest sector of the community, pensioners, supporting the shops, which then acted as convenience stores for the more affluent members of the community.

Even in Campbeltown which offered many retail outlets and supported a larger population than the other areas, was not able to offer goods at prices that competed with Glasgow.

> There's a big difference: a few weeks ago [my son's] trainers broke, and £29 was the cheapest trainers I could get in the town. Three weeks later I went to Glasgow and it was buy one pair, get one pair free for eight pounds, things like that. The same trainers.

Supermarkets here were perceived to be overpriced, as there was a limited variety of the cheaper products available in the town.

Interviewees also pointed to the reduced cost of living in a rural environment, in that there wasn't very much to spend money on, and consumer pressure was less intense.

> We are better off here than most people are on the mainland. We get more individual attention. We don't have to keep up with the Joneses here, so in that way life is cheaper.

> But having been away I would say its cheaper living here because there's not so much to spend money on, apart from the pub.

Additionally, some of the major pleasures of rural life, that were valued highly were entirely without cost.

> We can go up the hill and walk the dog and have a picnic and you think what do you need money for. We often get wrapped up and just go up the hill

D7. Disability

Issues relating to disability were most in evidence in the south Kintyre study, where several of the interviewees had children with physical disabilities and / or learning difficulties. It appeared that there was a high frequency of disabled children in the area, and it is possible that Kintyre acts as a magnet for such families, since three of them had moved into the area, for the perceived benefit of their children. They were attracted by Argyll and Bute's reputation for good special needs education, the availability of housing in the area, and the health benefits of rural living.

> Q: What brought you here?
> Basically my son. He's a chronic asthmatic and he has quite a lot of special needs. The air down here is much better, he couldn't breathe in the city.

> Q: Why did you move here?
> The education down here, the mainstream school instead of the special school that attracted me.

There was a general feeling that the quality of life afforded to their children in South Kintyre was much higher than could be achieved in a more urban setting, and those who had moved away from the Central belt perceived considerable benefits.

> I think if I lived up the road there'd be a lot more on offer. There's be a lot more services. But there again he wouldn't have the small community he's got You can take him down to the beach and let him run the length of the beach and you know he's safe. If he was in Glasgow you'd be holding on to him. When we go up the road to the Braehead shopping centre you are holding on to him, watching him all the time. Life would be different.

However, as implied in the above quotation, there was a downside to living in South Kintyre, in service provision, and interviewees felt that the needs of disabled people were marginalised in South Kintyre, compared to other areas of Scotland. All parents were concerned about the lack of support available to them, in caring for the children, and this was particularly difficult for single parents. In a number of cases parents were excluded from employment.

> I can't take a job. I was offered the job of [.......], but I couldn't take it. I couldn't get any support with [my child] to free me up. I need someone to transport her back and forward, and I can't get help.

Even occasional commitments were difficult for these parents to manage.

> Hospital appointments are a nightmare, even just trying to get emergency cover. Like if I need a doctor, or I'm wanting to go to a funeral on Wednesday. I can't even find anyone to look after [my son] for an hour to let me go to a funeral. There is nobody you can call upon to help you out.

Social life for some parents was virtually non existent:

> If he didn't have [his disability] I could get a babysitter. I could ask some wee girl to come in and I could say " do you want to watch the children?" Ten pounds, or whatever. I couldn't leave [my son] with anybody. They wouldn't be here when I got back!

> Because of her disability she can't walk in the dark or walk in the wind. What I would do to get an hours walk on a summer evening with [a friend], just go out for an hour and come back. I can't do that. She can't be left herself. I've tried and tried to get other people, but there's no one out there saying "you're entitled to a life".

There was no residential respite care available for children in the area, which meant that families were never relieved from the responsibility of caring. One parent described how her role as sole carer had effectively prevented her from entering a new relationship herself for many years.

Whilst the children were at school, parents were generally very pleased with the educational provision, and those who had chosen to live in South Kintyre for this reason felt they had made a good decision. However, the transition to adulthood was problematic, as parents described their ignorance of disabled rights and the difficulties they faced in organising transport and activities during the day.

Despite the difficulties described, opportunities did exist for people with disabilities to be included in the workplace in Campbeltown, and with some employers being particularly helpful and supportive. This was in marked contrast to the situation in the Ross of Mull where the patterns of employment, effectively excluded people with special needs from the workplace.

A particular concern to the parents interviewed was their children's transition to independent living. In the absence of training houses to support the disabled youngsters move from the parental home, parents viewed their future with dismay.

There appeared to be very little structured advice available to these regarding benefits and their rights to services. The complexity of the benefit system where disability was involved, meant that people were often ignorant of their entitlements, and there were many instances of friends being the main source of information.

> Awareness of rights is really terrible. In rural communities people don't know what their rights are. That can be in education, or within benefits. If you were in the city people like ENABLE would be able to sort that out for you. The idea with benefits is that you come and you claim them. But if you don't know you're entitled to something how can you go and ask about it?

> I think with special needs there should be someone going into the home, because it's a whole range of things that you need to know about. I think you have to be told about things.

The effect of the lack of formal support felt by these families was that informal networks were very strong, and acted as a means of social cohesion. Many parents were involved in voluntary work connected with disability, which acted as a vehicle for their own inclusion as well as supporting others in a similar situation.

> If I hadn't had my daughter I would never have chosen to go down this road. And the quality of life that its given me, the people that I've met, the friends that I've made, the people who have supported me, that has given me the courage and the strength to give support back.

D8. Older people

In all of the study areas the population was aging significantly. Concerns relating to the social inclusion of elderly people featured most prominently amongst the West Cowal interviewees, although many of the points raised could be applied more widely. The scattered nature of rural housing lends itself to isolation, and this can be particularly pronounced for older people. The problems described here, whilst relevant to many older people were particularly pronounced for the most isolated. The two most significant barriers to social inclusion will be considered here: mobility, and access to benefits and entitlements.

D8.1 Mobility

For elderly people who did not own cars, but lived outside the rural towns and villages, access to shops, doctors, post offices and banks could be a problem. Even for those on bus routes, the frequency of the buses was unhelpful, and anyway the steps were often too high to allow the more frail individuals to mount and alight.

> Some people here, although they could walk to the bus stop can't get on the bus

To survive in such circumstances, they evolved transport strategies that either involved depending on the infrequent bus service, or, as is often the case, relying on friends and family for lifts. In either case, visits to towns and villages would usually be infrequent and require careful planning.

Lack of personal transport could be very debilitating. A particularly frustrating situation was created for the following respondent whose husband was requiring nursing care in a different town:

> [My husband's] not well, he's in Dunoon. He's in a home because they say I can't look after him. I couldn't do nights and things. That's my trouble, I don't get to see him very often, because I don't drive. I'm always at somebody else's mercy.

D8.2 Benefits and entitlements

Considerable confusion existed regarding the entitlements of older people, even amongst the professionals in the focus group. For those living alone, there appeared to be no easy way of accessing such information.

> I find that generally the old and the infirm do not know what's available to them. There's nothing when you live in a rural area. There is no one. Until you start getting a nurse coming in on a regular basis

This situation was described where an elderly woman who was unaware of her entitlement to chiropody had left her toenails uncut for years:

> Take a ninety six year old living alone. Because she had cut her leg, not badly, but was bleeding profusely, we saw her toenails and we thought heaven's above this cannot be right. So we made arrangements for someone to come and do her feet. Now, she's ninety six I would have thought that someone would have been keeping a check on that old lady, like her toenails and fingernails and things like that. Would you not? Because she's almost blind. She doesn't have anybody, see.

This was exacerbated by a reluctance to ask for help, as described by this neighbour of an older woman:

> To get her to apply for attendance allowance was like putting on thumbscrews. Even when she got it she said to me "they didn't sent anyone to check up on me, do you think they'll send a doctor to see if I'm lying?" I said, "You're 83 years old you can hardly move, you're hardly lying." She didn't understand this at all, she felt very uncomfortable.

A need was identified for a regular visitor to older people living alone to check on their well being, identify problems and to offer help and advice with benefits. However the problem was not this simple, as the professionals and volunteers all knew of older individuals who were in need of help but were determined to maintain their independence. One worker described the situation in terms of housework:

> I have no authority to tell people to tidy their houses. I would assume that people with home helps wouldn't live like that. They have to agree to getting a home help, though.

Another interviewee described a relative's refusal to seek medical help:

> There's a bit of a... independent streak. She took a funny... she had a really bad depression last year and denied it completely. I would go in and she would be all wrapped up in a blanket ,it was terrible. But she refused all medical help.

Whilst the voluntary and state sectors were highly active in supporting older people in the case study areas, there were numerous examples of people who slipped through the net, either due to the poor systems of detection, or due to their own fierce independence.

D9. Young people

Young people living in rural communities were deprived of many of the leisure activities normally associated with the teenage years, and this led to problems in some communities. Then as they reached the point of transition to independent adulthood, the young people of Argyll and Bute were faced with a series of barriers to making that change successfully. These two issues will be considered here.

D9.1 Leisure

The dearth of leisure facilities was seen as a problem throughout the study. A young woman in Mull made the following point:

> There isn't anything to do social wise apart from go to the pub, which isn't very healthy. There's no pictures or bowling. You find that young people who don't go to the pub are kind of excluded.

However, in Campbeltown, there was universal concern about the facilities and opportunities for young people. Being a larger town, there were more young people in evidence, and the problems created by teenage boredom were a considerable cause for concern. Adults expressed concern about the levels of alcohol consumption by young people, and this was confirmed by the youngsters themselves who made comments such as:

> We always get drunk at the weekends, that's all there is to do

Reference was also made to high levels of recreational drug use. At the time of our visit, there was a feeling of shock about a recent violent drug related crime in the town.

It was not so much organised activities that were missing; young people complained of a lack of places where they could go, undisturbed, for informal leisure, and there was certainly evidence of contested use of space. For example, in the absence of any other illuminated outdoor space in Campbeltown, a supermarket car park was used as a meeting place in the winter. This had apparently caused such friction with the management that the police had been involved in moving the children along, and this had been followed shortly by vandalism of the supermarket. A poor relationship, generally, was reported between youngsters and the police. A school pupil commented:

> The relationship between young people and the police is touchy. You don't hear people in my year being nice about the police and you don't hear the police being nice about us.

When asked what young people needed, the responses were usually similar to this girl's idea:

> Something like Biker Grove, have you seen it? Where there is somewhere to go, not activities like badminton, but somewhere with your friends, where the adults are not too strict

A commonly held opinion was that the council officials in Campbeltown, were unsympathetic towards young people, and that by failing to provide facilities and activities, in consultation with the youngsters, they were contributing to the levels of problem behaviour.

D9.2 Youth transition

Problems with housing, employment, transport and education all conspired to make entry into the adult world particularly hazardous for the young people of rural Argyll and Bute. These factors combined to create an exodus of youngsters from the rural areas, often never to return.

For those who remained, further educational opportunities were severely limited, and employment opportunities were largely restricted to low paid, unskilled and often part time work. Lack of affordable housing could delay leaving the parental home, as in the case of this young single mother:

> Yes, I've put my name down on the [council] list, but there's just no houses. There's just so many people on the list, I think, they just can't house them. There's a lot of people in my position, living at home with their parents, desperate to move out.

Alternatively it could force some young people into patterns of repeated movement between temporary accommodation. The housing situation was considered to be one of the main reasons why young people left the Ross of Mull and West Cowal, or why many did not return after higher education:

> My son was brought up here for nineteen years, and he would never ever get a house up here. That's why he moved away.

There was a particular problem for school leavers in South Kintyre. In common with the other areas, educational opportunities outside of the school setting were limited, but there was also a situation of high unemployment. A particular failure in opportunities was identified, by professionals who worked with young people, for the sixteen year old school leavers. Training through the New Deal was not available until age 18. Employers had an incentive to take New Deal placements, in preference to school leavers, as their wages were paid by the state for six months. Consequently there was a significant problem of young people leaving school, and having no occupation until age 18. By this age they were in a work free routine, and could find it difficult to engage with the demands of the workplace. This depressing entrée to adult life was another factor that was portrayed as a cause of high levels of substance abuse in the area.

D10. Quality of life

In spite of the many and varied problems encountered in rural life, participants commonly valued features of their rural existence over and above the demonstrable disadvantages. Individual perceptions of their circumstances sometimes defied normative definitions of deprivation or poverty. Whilst it was acknowledged that by making the choice to live in a remote setting often involved the sacrifice of a potentially higher standard of living, for a significant number the benefits outweighed the disadvantages.

Commonly cited features of rurality that were highly prized were the beauty and tranquilly of the countryside, safety, and the high quality of the environment for children. Appreciative comments included

> It's the quietness. I love it, you can wander, you can go to the beach. My friend down the road he has a boat and I go out with him. We're not rich, we haven't got it we're just surviving. Its grand to have money but you don't really need a lot to get by.

> Its quite a safe place, you just go out and leave your door open. I don't suppose you should. You never think of doing these things

> I like it here it's a great place to bring kids up. All the kids know all the kids. All the adults know all the kids. Its very safe. I believe I'll stay. I'm happy in the village.

Child-centred decisions brought some families back to their home area, in spite of the detrimental consequences to the adult's careers and income level.

Community issues were at the heart of interviewees subjective accounts of their experiences of rural life. Community was, of course integral to the child safety issue, as exemplified by this quotation:

> I like the network of family, I like the network of local people who, while you can construe it as being nosy and wanting to know everything about you, you can also take a more positive view, that they are genuinely interested in you as a person and your family. I was quite determined to bring up [my son] here because I knew it would not just be me looking out for him, but lots of other people looking out for him, not just family. The wee old lady looking out the window knows he's my son and if she's worried at all….. it's a relatively very safe community to grow up.

But it went beyond this into quite sophisticated systems of mutual help. In the crofting community on the Ross of Mull, "lending a hand" was a widely used method of sharing resources:

> We get quite a bit of help. Yes, if we're bringing in bales and that sort of thing. One good turn deserves another, that kind of thing. So if you help them out they'll help you in return. You can lend a horse-box off someone, and then they'll borrow something off you

In times of crisis, the community could be relied upon to provide support:

> When my husband died we had two fields of hay cut ready to bale, and the neighbours got together and they baled it and brought it in, no problem. At a time like that people do pull together.

However, not everybody viewed the community so favourably. For some it was intrusive:

> They all know you business. It is nice in some ways but in other ways…. You know if you've done anything in the pub the night before its all around the village, its that kind of thing. They're always watching what you're doing.

Whilst for those who had acquired a bad reputation locally the community was extremely obstructive:

> It's a hard place to try and get on with your life. There are people that try and get you all the time, I find. Too many people know too much about your business.

In addition, a small community could be a lonely place to be for a single person, as described by this recently divorced man:

> Well you think how the heck do you ever meet someone else? I suppose it is a thought, how do you get your own life back together? Everyone that is here is settled.

Clearly the experience of rural life is extremely variable, for some the advantages outweigh the disadvantages, but this cannot be seen as the norm. The variety of subjective assessments of rural deprivation serve to highlight the wide ranging diversity of rural experience.

D11. Conclusions

These data highlight a series of issues which can be seen to contribute to rural deprivation and social exclusion. There is evidence of considerable diversity of experience in the contrasting areas of Argyll and Bute, caused by differential access to opportunities and services. This poses challenges for policy makers to meet the varying needs of the wide ranging circumstances within the area.

Within the data are numerous examples where control of services is located outwith the community. Decisions made were perceived as disregarding the specific needs of the smaller communities, often giving rise to inappropriate or failing services, which contribute to social exclusion. The need to consult at local level is apparent from these interviews, and it is also clear that methods of consultation need to access those who are most vulnerable to the problems of deprivation and social exclusion.

This page is intentionally left blank

ARGYLL AND BUTE COMMUNITY PLANNING PARTNERSHIP

Minutes of the meeting held in the Council Chambers, Kilmory on 14th November 2003

Present

Councillor Allan Macaskill (Chair)
James McLellan, Argyll and Bute Council (CEO)
Dougie Dunlop, Argyll and Bute Council
Karen Murray, NHS Argyll and Clyde
John Mungall, NHS Argyll and Clyde
Erik Jesperson, Argyll and Bute Local Health Care Co-operative
Ann Campbell, Argyll and Bute Local Health Care Co-operative
Dougas Trigg, Association of Argyll and Bute Community Councils
Phil Risby, Association of Argyll and Bute Community Councils
John White, Helensburgh Community Council
Mitch Roger, Strathclyde Police
Paul Connelly, Strathclyde Fire Brigade
Alan Milstead, Argyll and the Islands Enterprise
Andrew Campbell, Scottish Natural Heritage
David Dowie, Communities Scotland
Alasdair Bovaird, Argyll and Bute Council
Lynn Smillie, Argyll and Bute Council
Sue Nash, Argyll CVS

1. Welcome and Apologies

Councillor Allan Macaskill welcomed everyone to the meeting and reported that this would be Alasdair Bovaird's last meeting as he had accepted a new post as Chief Executive of Uttlesford District Council. Councillor Macaskill thanked Alasdair for all his hard work for the Partnership on behalf of the Council.

Apologies were accepted from the following people:

Councillor Robin Banks
Lolita Lavery, Community Planning Partnership
Josephine Stojak, NHS Argyll & Clyde
Ken Abernethy, Argyll and the Islands Enterprise
Simon Hodge, Forestry Commission Scotland
Brent Meakin, Forestry Commission Scotland
Neil Wallace, Strathclyde Police
Chris Thomas, Scottish Enterprise Dunbartonshire
Jim Clinton, Bute Community Links
Alan Cumming, Ministry of Defence
Alasdair Oatts, Argyll and Bute Care and Repair
Carl Olivarius, Argyll & Bute Council
Andy Law, Argyll and Bute Council
Kay Eastwood, NHS Argyll and Clyde
Isabelle Cameron, West Highland Housing Association
Ronnie Bell, West Highland Housing Association
Lesley Campbell, National Park
Bill Dalrymple, National Park
Tricia Keenan, Argyll and Bute Council (SIP Partnership)
James Fraser, AILLST Tourist Board

2. Minutes of the Meeting held on 11th July 2003

The minutes were accepted as an accurate record of the meeting held on 11th July 2003.

3.   **Matters Arising**

- <u>Update by James McLellan on Selection of New Initiative at the Edge Areas</u>

It was noted that both Jura and Colonsay had been accepted as new Initiative at the Edge areas.

- <u>Endorsement of 'Choose Life' Action Plan</u>

John Mungall reported that Argyll and Bute Community Planning Partnership had been allocated £238k (£76k in 2003/04, £79k in 2004/05 and £83k in 2005/60) as part of the Scottish Executive's "Choose Life" National Strategy and Action Plan which is the first phase of a 10 year plan aimed at reducing the suicide rate in Scotland by 20% by 2013.

After discussion the Partnership agreed to approve the Action Plan drawn up by the Health and Well-being Theme Group and that it be submitted to the Scottish Executive.

4.   **Proposed New CPP Priorities**

Discussion took place on the new Community Planning Partnership Priorities identified by each of the 3 Theme Groups.

Theme 1: Promoting Health and Well-Being:

John Mungall, Lead Officer on the Health and Wellbeing Theme Group reported that the following priorities had been amended and developed by the Theme Group to address issued identified at the Community Planning Review Day, namely:

1.   Develop a social care and health care service to older people and vulnerable groups
2.   Reduce Coronary Heart Disease, Stroke and Cancer
3.   Improve Mental Health and Well-being
4.   Create Safer Communities
5.   Develop the health and well being of children and young people

Theme 2: Improving Opportunities for Learning, Employment and Skills Development

Alan Milstead, Lead Officer on the Improving Opportunities for Learning, Employment and Skills Development Theme Group reported that the following priorities had been identified by the Theme Group to address the issues identified at the Review Day, namely:

1.   Improving the transport infrastructure of Argyll and Bute
2.   Creating employment opportunities and on-going local business support
3.   Improving the skills base of young people in Argyll and Bute
4.   More people choosing to live and work in Argyll and Bute

At the request of David Dowie it was agreed to add Communities Scotland to the list of partners involved under Priority 2, Action Numbers 2.1 and 2.2.

It was further agreed to amend the wording under Priority 4, Action Number 4.4 to read "To ensure continued delivery of SIP activities in all SIP projects in Argyll and Bute after 2005 subject to evaluation of these and to add NHS Argyll and Clyde to the list of Partners involved under this Action.

Theme 3: Sustaining and Developing Our Communities, Culture and Environment

Dougie Dunlop, Lead Officer for Sustaining and Developing Our Communities, Culture and Environment Theme Group reported that the following priorities had been identified by the Theme Group to help address the issues identified at the Review Day, namely:

1.   Create employment and address education and training needs
2.   Provide adequate and affordable housing
3.   Address transportation and accessibility needs
4.   Improve the accessibility and availability of services and facilities in rural and fragile areas
5.   Enhance the sense of community participation and community identity
6.   Protect and enhance Argyll and Bute's rich environmental assets and diverse habitats and species
7.   Enhance Argyll and Bute's rich cultural heritage

It was noted that the priority Create Employment and address Education and Training Needs was being dealt with by Theme Group 2.

It was agreed that Communities Scotland be added to the list of Partners involved under the priority "to provide adequate and affordable housing" – action numbers 1.1 and 1.2.

It was further agreed that the voluntary sector be added to the list of Partners involved under the priority "to improve the accessibility and availability of services and facilities in rural and fragile areas" – action number 3.5 and under the same priority add Communities Scotland to the list of Partners involved under action number 3.6.

After further discussion, the Partnership agreed:

(i)   The new Partnership priorities subject to the above amendments
(ii)   Requested the Theme Groups to finalise the Action Plans for submission to the next Community Planning Partnership meeting and in the meantime, authorise the implementation of identified actions to date
(iii)   To test the new priorities through the Citizens' Panel

5.   Proposed New Transitional CPP Structure

Alasdair Bovaird, Chair of the Community Regeneration Implementation Group, updated the Partnership on the proposed new transitional structure of the Community Planning Partnership and the proposal that the new structure for community involvement be piloted in two areas of Argyll and Bute, namely Bute and Cowal and a second pilot area to be identified following the outcome of the Rural Deprivation study due to be completed in December 2003.

It was further noted that the Community Regeneration Implementation Group would now be turning its attention to the 'top level' structure of the Community Planning Partnership.

Alasdair Bovaird reported that the Rural Deprivation Study being carried out by Jenny Spratt (Scottish Centre for Social Justice) was going well with good progress being made and a full report on this would be brought to the next meeting of the Partnership.

After discussion, it was agreed:

(i)   To endorse the approach taken regarding the selection of the pilot areas and to ask the Management Committee to proceed to implementation of the pilot schemes.
(ii)   That the Community Regeneration Implementation Group bring a full set of proposals to the next Partnership meeting regarding the 'top level' structure of the Community Planning Partnership.
(iii)   To integrate the Social Inclusion Partnership into the Community Planning Partnership by March 2005.

6.   Update on 'DRIVESafe in Argyll & Bute' Campaign

John Mungall spoke to a report prepared by Carl Olivarius on behalf of the Health and Well-Being Theme Group outlining the 'DRIVESafe in Argyll & Bute' Campaign which had identified the reduction of road traffic casualties as a priority action.

It was noted that in line with Government targets, local targets to be achieved by 2010 have been identified for Argyll and Bute and it has been agreed that there will be a monitoring and driver information giving/driver awareness campaign, targeting drivers through focussing on their employers.

It was also noted that it had been agreed that employers should be engaged in the programme through signing up to a Charter pledging their support to the 'DRIVESafe in Argyll and Bute' Campaign.

It was noted that Year 1 of the 3 year campaign would be "The Belt Up and Shut Up Campaign" to encourage the use of seatbelts even on the shortest journey and to discourage the use of mobile phones when driving.

After discussion, the Partnership agreed the basis of the outline strategy and to commission the development of a 3 year strategy.

It was noted that the Partnership would need to identify necessary resources to support such a strategy but agreed that the strategy be implemented in the meantime.

7.   NHS Argyll & Clyde: Modernisation Board/Development of Clinical Strategy: Presentation by Karen Murray

Karen Murray, Divisional Director of NHS Argyll and Clyde Health Board gave a presentation on the development of a Clinical Strategy which was commissioned by the Modernisation Board of NHS Argyll and Clyde and is a plan for the future of NHS Argyll and Clyde and about identifying safe and sustainable services for the people of Argyll and Clyde. Karen advised that the Modernisation Board would be overseeing the work on the Clinical Strategy, which is to be submitted to the Scottish Executive by October 2004.

Karen described the various stages the Health Board would go through in consultation with partners, public and staff prior to submission to the Scottish Executive.

After discussion, Councillor Macaskill thanked Karen for her very informative presentation.

8.   AOCB

John Mungall advised that due to the Scottish Executive's tight timescale for the Building Strong, Safe and Attractive Communities submission of 30 November 2003, it had not been possible to bring a finalised report to the Partnership meeting and sought approval for the submission subject to approval of the detailed submission by the Council's Strategic Policy Committee at its meeting on 20th November 2003. In light of the tight timescale the Partnership agreed that a submission be made to the Scottish Executive by the 30 November subject to approval by the Council's Strategic Policy Committee.

James McLellan advised that Ken Abernethy was standing down as Chair of the Management Committee and the Partnership agreed to record their appreciation of his input in the early years.

Andrew Campbell advised that the NADAIR Project was in the final stages of securing funding from the Heritage Lottery Fund and would appreciate support from the Partnership in levering extra monies from the Fund. It was agreed that Andrew would draft a letter of support from the Partnership to be submitted to Heritage Lottery Fund for this project.

9.   Date of Next Meeting

The next Community Planning Partnership meeting will be held at **11.00 on Friday 5th March 2004** in the Council Chambers at Kilmory, Lochgilphead.

AGENDA ITEM 7 (a)

PROPOSED CPP TRANSITIONAL STRUCTURE
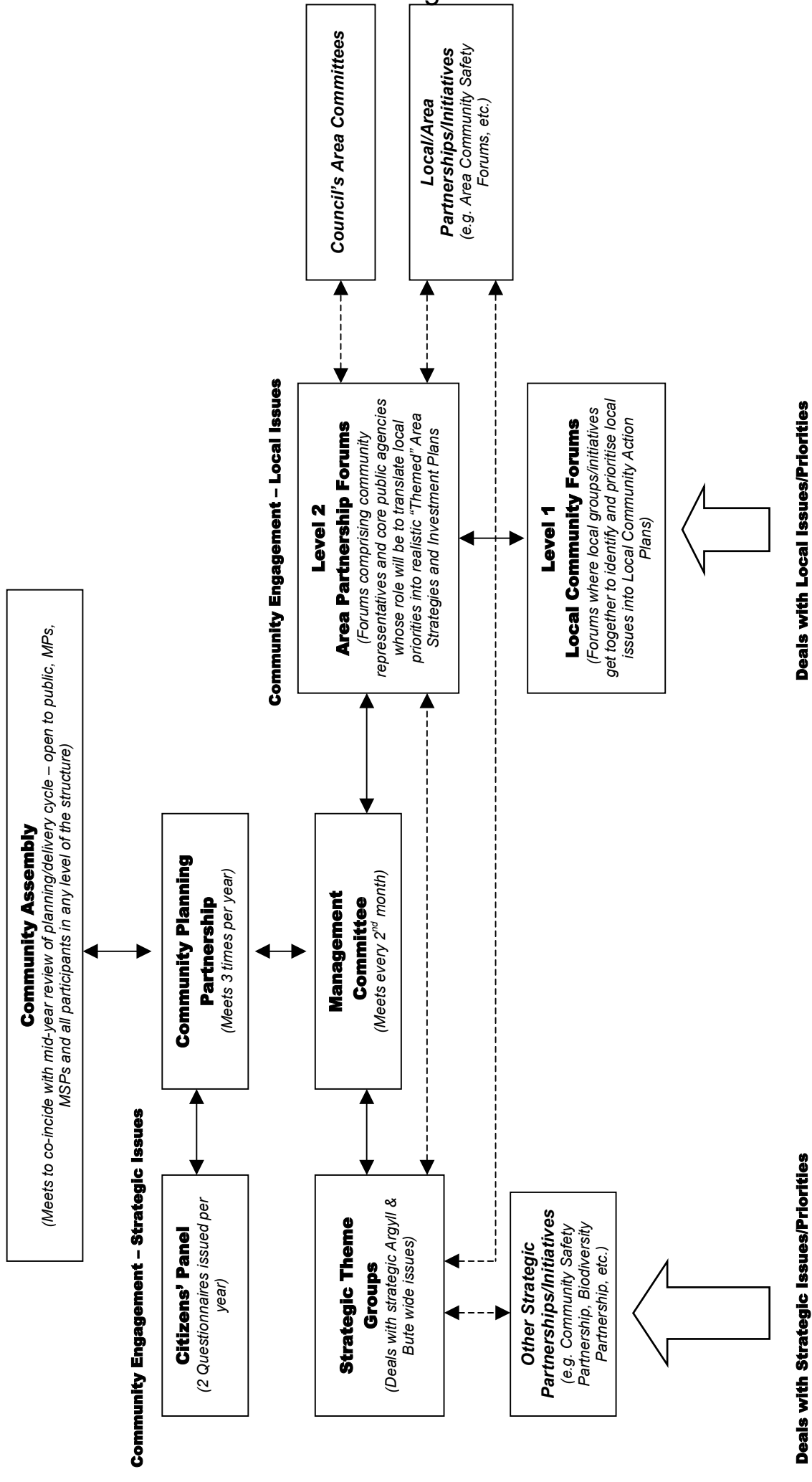## COMPONENTS OF THE TOP LEVEL STRUCTURE

The tables below depict the remit, membership, accountability and frequency of meetings of the various components of the top level and area levels of the proposed transitional CPP structure. The Partnership is invited to discusses and agree the various components of the transitional CPP structure to enable implementation to take place.

Components of Structure	Remit	Membership	Accountability	Frequency of Meetings
Community Assembly	➤ Identifies strategic priorities for CPP for duration of planning cycle ➤ Acts as a forum to report back to on progress made/achievements/ shortcomings ➤ Acts as community "watchdog/ sounding board" for CPP ➤ Reviews/debates any arising issues ➤ Open agenda or possibly "theme related" (possibly including a "theme related" conference)	➤ All CPP Partners ➤ Other Strategic Partnerships ➤ Community Representatives (including Community Councils and Level 1 and 2 representation) ➤ MPs ➤ MSPs ➤ Members of the Public ➤ Press	➤ To broader public	➤ Either every 1 ½ or 2 years to co-incide with mid year review of planning/delivery cycle (either every 3 or 4 years)
Community Planning Partnership	➤ Acts as sounding board for "executive" structure of CPP (Management Committee) ➤ Reviews progress with achieving priorities ➤ Receives reports and presentations from Citizens' Panel/Partners, etc.	➤ Chaired by Council Leader ➤ CPP Partners (at Board member/CEO level) ➤ Representatives from other Strategic Partnerships ➤ Community Representatives (including Community Councils and Level 1 and 2 representation)	➤ To Community Assembly ➤ To broader public	➤ 3 times per year
Management Committee	➤ Responsible for day to day running of CPP (housekeeping) ➤ Takes strategic decisions ➤ Has clear authority to act on Partnership's behalf in absence of a Partnership meeting ➤ Determines broad targets/ performance indicators ➤ Monitors and evaluates progress with achieving priorities/actions	➤ Chaired by Partner agency ➤ Core CPP Partners ➤ Community representatives (including Community Councils and Level 1 and 2 representation)	➤ To Community Planning Partnership	➤ Every 2nd month
Strategic Theme Groups	➤ Deals with strategic Argyll & Bute wide issues ➤ Translates CPP priorities into Action Plans ➤ Implements CPP Action Plans ➤ Establishes links with other Strategic Partnerships and Area Partnership Forums (Level 2) ➤ Responsible for rationalising partnerships/initiatives where possible	➤ Core CPP Partners ➤ Representatives from other Strategic Partnerships ➤ Community representatives (including Community Councils and level 1 and 2 representation)	➤ To Management Committee ➤ Liaises with Area Partnership Forums (Level 2) to establish thematic links at area level ➤ Liaises with other Strategic Partnerships	➤ Meets approximately every 6 weeks **(To be determined by each individual Theme Group)**

COMPONENTS OF THE AREA LEVEL STRUCTURE

Components of Structure	Remit	Membership	Accountability	Frequency of Meetings
Area Partnership Forums (Level 2)	➢ Translates local priorities contained in Local Area Action Plan into realistic and comprehensive "Themed" Area Strategies supported by appropriate Investment Plans and Outcome Agreements ➢ Scrutinises implementation plans of agencies/other partnerships/ initiatives to avoid duplication ➢ Identifies funding sources ➢ Implements Area Strategies ➢ Monitors progress and feeds progress and issues back to wider CPP through the Management Committee	➢ Chair and vice chair (Councillor and Partner agency) ➢ Core Partner agencies ➢ Community representatives (nominees from Level 1 Forums) **Membership to be finalised and agreed through Bute & Cowal Pilot**	➢ To Management Committee ➢ To Local Community Forums	➢ Meets as appropriate **To be determined by each individual Level 2 Forum**
Local Community Forums (Level 1)	➢ Enables communities to collectively identify and prioritise local needs and implement local projects ➢ Identifies needs and prioritises needs into a "Themed" Local Community Action Plan for each identified Local Area ➢ Submits Local Community Action Plan to Area Partnership Forum ➢ Agrees community representation for Area Partnership Forum (Level 2)	➢ Communities to organise themselves into Local Community Forums ➢ Membership needs to reflect local groupings and/or existing partnerships/initiatives **Membership to be determined through Bute and Cowal Pilot**	➢ To Area Partnership Forums (Level 2) ➢ To local communities	➢ Meets as appropriate **To be determined by each individual Level 1 Forum**

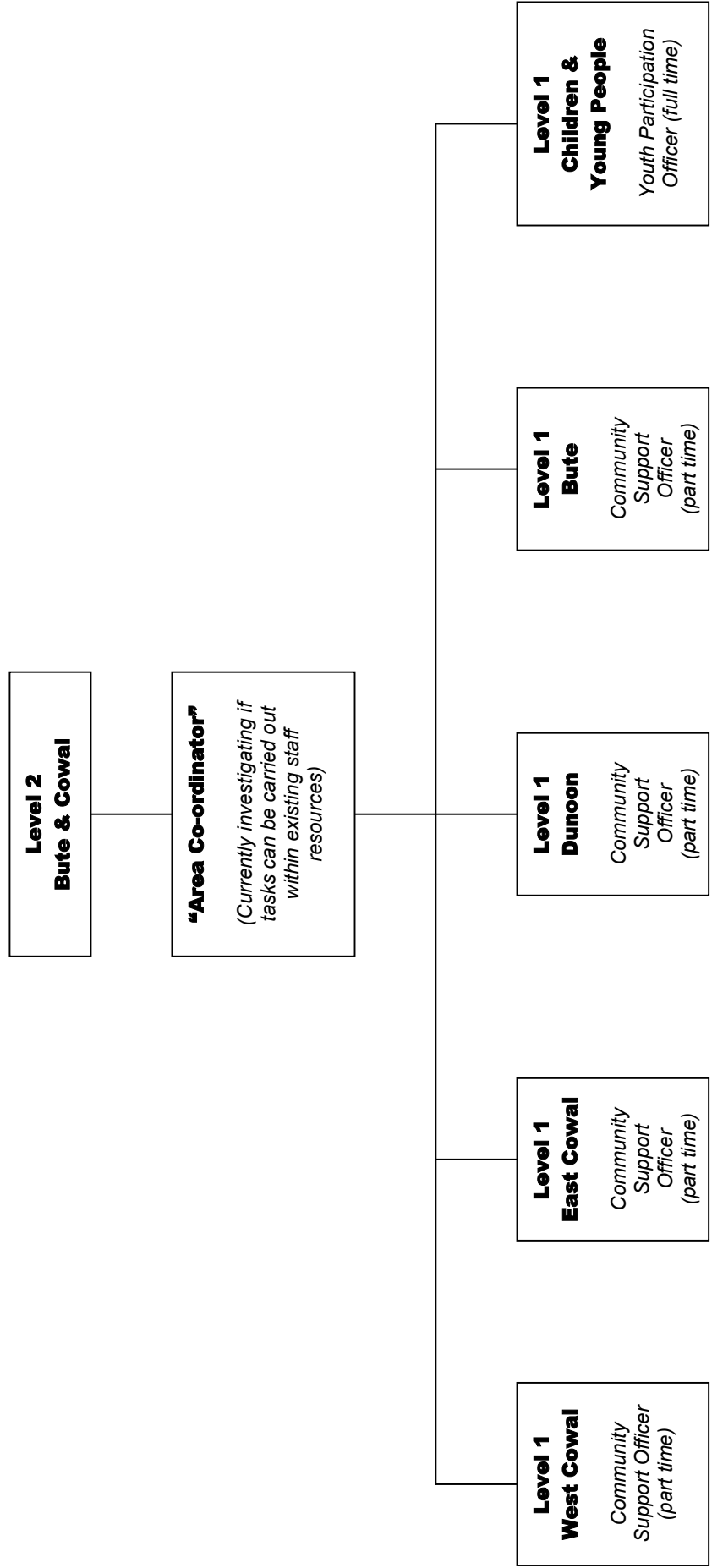# SCHEMATIC REPRESENTATION OF PROPOSED TRANSITIONAL CPP STRUCTURE

Council's Area Committees

Local/Area Partnerships/Initiatives
(e.g. Area Community Safety Forums, etc.)

Community Engagement – Local Issues

Level 2
Area Partnership Forums
(Forums comprising community representatives and core public agencies whose role will be to translate local priorities into realistic "Themed" Area Strategies and Investment Plans)

Level 1
Local Community Forums
(Forums where local groups/initiatives get together to identify and prioritise local issues into Local Community Action Plans)

Deals with Local Issues/Priorities

Community Engagement – Strategic Issues

Community Assembly
(Meets to co-incide with mid-year review of planning/delivery cycle – open to public, MPs, MSPs and all participants in any level of the structure)

Community Planning Partnership
(Meets 3 times per year)

Management Committee
(Meets every 2nd month)

Citizens' Panel
(2 Questionnaires issued per year)

Strategic Theme Groups
(Deals with strategic Argyll & Bute wide issues)

Other Strategic Partnerships/Initiatives
(e.g. Community Safety Partnership, Biodiversity Partnership, etc.)

Deals with Strategic Issues/Priorities

Denotes "Accountability/Communication"

Denotes "Linkages"

SCHEMATIC REPRESENTATION OF PROPOSED AREA STRUCTURE

Proposal for Bute and Cowal Pilot depicting supporting staff structure

The Management Committee considered a paper submitted by the Community Regeneration Implementation Group outlining the proposed staff structure for the Bute and Cowal pilot at its meeting on 11 February 2004. The following is an extract from the notes of the Management Committee meeting:

"David Dowie advised that the pilot scheme and staffing structure had been updated and approved by the Implementation Group subject to certain issues being resolved. He provided some background on the proposals to adopt a two tiered structure to develop and implement the scheme and advised that a bid had been submitted to Communities Scotland for grant funding for staff requirements. He mentioned that although external appointments should not be ruled out, it was felt that capacity should exist within partner organisations to enable secondments/transfers to fill the majority of posts. Sue Nash mentioned that the bid to Communities Scotland may have to be revised to reflect a more community based approach to better fit the criteria. The final date for submission was 5 March 2004. It was agreed that Sue should submit a revised bid to Communities Scotland. As it was not certain whether the bid to Communities Scotland would be successful, and as there were mixed feelings regarding the appointment of a new co-ordinator, it was agreed that the Pilot Scheme proposals be referred to the Council's Bute & Cowal Area Chair in liaison with the Strategic Director for Bute & Cowal to discuss the finer details of the Pilot in collaboration with the Community Regeneration Implementation Group."

Level 2 Bute & Cowal

"Area Co-ordinator" (Currently investigating if tasks can be carried out within existing staff resources)

Level 1 West Cowal	Level 1 East Cowal	Level 1 Dunoon	Level 1 Bute	Level 1 Children & Young People
Community Support Officer (part time)	Community Support Officer (part time)	Community Support Officer (part time)	Community Support Officer (part time)	Youth Participation Officer (full time)

Document is Restricted

This page is intentionally left blank

Agenda Item 8a

LAUNCH OF 'DRIVESafe in Argyll and Bute' - Road Safety Charter

1   BACKGROUND

1.1   A working group, comprising members from the Community Planning Partnership and the private sector, have been engaged in the development of 'DRIVESafe in Argyll and Bute', an Employers Road Safety Charter.   This joint initiative has been supported by the Partnership at all stages. Group members have been drawn from Argyll and Bute Council, Strathclyde Police, Strathclyde Fire Brigade, NHS Argyll and Clyde, Argyll and Bute LHCC and Blacks Transport (Dunoon) Ltd.

1.2   It is anticipated that active support for this Charter will become a significant addition to the existing measures, which are aimed at reducing road traffic casualties in line with HM Government targets by 2010.

1.3   This Progress Report builds on regular updates, which have been provided since early 2003 and in particular recent decisions taken by the Management Committee and the Partnership.

   a)   At its meeting on 8th October 2003, the Management Committee noted the contents of a tabled Report, which recommended the development of a three year 'DRIVESafe in Argyll and Bute' strategy along with the need to identify the necessary resources.
   b)   At its meeting on 14th November 2003, the Community Planning Partnership discussed and agreed the basis of a three year strategy and also accepted there was a need to identify the necessary resources to allow 'DRIVESafe in Argyll and Bute' to proceed.
   c)   At its meeting on 11th February 2004 the Management Committee agreed to support the campaign which has now been amended to reflect the flexibility of the Scottish Health at Work Award Scheme, i.e. employers will be able to proceed to different levels of campaign compliance at their own pace. It was also agreed to allocate £5000 from within existing budgets for 'DRIVESafe' publicity.

1.4   It is intended to launch the 'DRIVESafe in Argyll and Bute' campaign in Lochgilphead on Tuesday 13th April 2004 and the necessary planning has commenced.   This event will provide a focus for media coverage.

1.5   At the launch employers from both the Public and Private Sectors will be asked to pledge their support to the campaign by agreeing to:

   •   Identify a senior champion from within their organisation who will have responsibility for promoting the Charter
   •   Include employee road safety within their Health and Safety policy and monitor casualty and crash data
   •   Raise staff awareness by supporting a series of ongoing themes

2   PROGRESS

2.1   Logo design has been finalised and an 'Employers Pack' is currently being developed.   This pack will contain samples of workplace posters, vehicle stickers, suggested record forms etc.

2.2   The Charter framework is shown below.   It sets out the basic level of Employer commitment and will be further developed to a series of subsequent stages which employers will be encouraged to follow.

Charter	
Framework:	**Guidance notes:**
• Identify senior champion within the organisation to progress the Charter	• Champion – must be in a position of decision making and able to influence the strategic policy of the organisation
• Include Road Safety within Health & Safety policy	• H&S policy – must reflect the risk assessments undertaken, with responsibilities for action allocated
• Support first DRIVESafe theme of 'Belt Up and Shut Up' (encourage seat belt use and no mobile phone while driving)	• Distribute free materials – display in staff areas/vehicles and/or provide to staff

• Monitor incidents and accidents (Check sheet to be provided)	• Monitoring – simple recording sheet for incidents and accidents, which can be used to measure performance and inform policy. This sheet will allow for on-going evaluation of the Charter scheme by Argyll & Bute Community Planning Partnership
• Raise staff awareness through promoting and publicising a series of themed campaigns	• Awareness raising – participate in regular campaigns
• Raise staff awareness of other road user needs.	• Other road users – highlight drivers' responsibilities to other road users including pedestrians, horse riders, cyclists, and motorcyclists

2.3 Successful promotion and uptake of 'DRIVESafe' can only be achieved if the campaign is adequately resourced. For Community Planning Partners, this resource will primarily be employee's time. Senior "champions" should be identified within CPP organisations to lead this work; it is recommended that within the local authority these would be the leaders of the evolving SHAW groups, and within the LHCC these would be locality managers. The time commitment for these individuals is likely to be around half a day per month.

Within the larger organisations there will be a need to identify an additional individual as the lead officer for 'DRIVESafe'. It is recommended that within the LHCC this would be the Public Health Practitioner; within NHS Argyll and Clyde it would be the Senior Health Promotion Officer, who has agreed to lead this work and introduce the Charter to small and medium enterprises in the private sector. A lead contact person would require to be identified within the local authority, and it is recommended that this be the Road Safety Officer. The time commitment for these link/support people is expected to be 2 days per month.

2.4 It is proposed that a Charter Policy Steering Group be formed, with representatives from key partners. This Group should have responsibility for co-ordinating the development and implementation of the Charter, including future publicity materials. It is recommended that this group is convened and chaired by the Road Safety Officer, and meet 4 times per year to review progress and develop the programme of implementation.

2.5 In addition to the time resource, which will require to be committed, there is a need for the Partnership to make a budgetary provision for the Charter. This will be required to cover the costs of promotional material, advertising and administration costs and it is anticipated that this will total £5000 in the first year. As shown in 1.3C above initial costs have been secured from within existing allocation but it will be necessary for the Partnership to reconsider future funding during 2004-05.

3 MONITORING/EVALUATION

3.1 The Steering Group will agree a system to monitor the impact of Charter actions. This is likely to take the form of a pre-printed sheet for employers to record casualty and crash data. This information will then be used to measure performance, influence future 'DRIVESafe' policy, and allow an ongoing evaluation of the scheme by CPP.

4. RECOMMENDATIONS

It is recommended that:

4.1 'DRIVESafe in Argyll and Bute' is formally launched on Tuesday 13th April 2004 and all Community Planning Partners demonstrate their commitment to reducing road casualties in Argyll and Bute by signing a Charter at the launch.

4.2 This event will be media focussed and will provide local newspapers with a photo opportunity centred around the Charter logo and vehicle drivers from private and public sector companies that have signed up to the Charter

4.3 DRIVESafe in Argyll and Bute' is allowed to develop along the lines of the SHAW Award Scheme.

4.4   Large organisations identify link/ support person to co-ordinate implementation of Charter within own structure. Time commitment is likely to be 2 days per month.

4.5   All Partners identify 'Champions' and are ready to sign up to Charter in Spring 2004. Champions' time commitment is likely to be half a day per month.

4.6   A Charter Policy Steering Group is formed to develop and implement the Charter. The group will meet four times per year and be chaired initially by Council's Road Safety Officer.

4.7   The Road Safety Officer makes effort to allocate time within his work plan for Charter implementation, as the most likely point of contact, Council's lead officer, and the convenor of the Charter Policy Steering Group.   This time commitment may be as much as 4fourdays per month in the early stages.

4.8   All Partners identify small and medium enterprises within Argyll and Bute who can be approached by Senior Health Promotion Officer to encourage them to participate in 'DRIVESafe in Argyll and Bute'.

4.9   Community Planning Partners identify £5,000 annually between them to cover costs of PR, promotional material, marketing and admin costs.

4.10   The Communications Team within the Local Authority give professional support and guidance to the Charter Policy Steering Group in relation to development of publicity materials and marketing strategies.

Carl Olivarius
Chair, Charter Development Group

This page is intentionally left blank

UPDATE ON NEW CPP PRIORITIES

THEME GROUP 1: PROMOTING HEALTH AND WELL-BEING

REVIEW DAY ISSUES

The following issues were identified at the CPP Review Day:

1. Broaden Community Safety to include home safety and domestic abuse
2. Address the mental health needs of communities
3. Recognise the needs of Carers
4. Focus on life circumstances such as diet, physical activity, smoking, etc.
5. Address alcohol and drug misuse by focussing on, amongst others, education, underage and adult drinking, peer pressure and training of licensees
6. Focus on the needs of children and young people by, amongst others, developing more youth cafes and drop-in centres especially in rural areas
7. Develop a more holistic approach to address the needs of vulnerable groups such as the elderly and people with a disability
8. Consider the health impacts of related services such as housing and transportation

THEME GROUP PRIORITIES

The following priorities have been amended and developed by the Theme Group to help address the issues identified at the Review Day:

1. Develop a social care and health care service for older people and vulnerable groups
   To provide a range of services, facilities and support mechanisms to allow people to live as independently as possible within their chosen community, to reduce isolation and exclusion and to encourage active participation in the community. This action will be achieved by integrating a range of new and existing services into a cohesive care package.

2. Reduce Coronary Heart Disease, Stroke and Cancer
   To reduce Coronary Heart Disease, Stroke and Cancer through programmes and activities designed to improve lifestyles

3. Improve mental health and wellbeing
   To improve mental health and wellbeing with particular attention to reducing the number of suicides in Argyll and Bute

4. Create safer communities
   To create a safer community for people to live, work in or visit

5. Develop the health and well-being of children and young people
   To develop integrated services for children and young people

THEME GROUP 1 ACTION PLAN

The following Action Plan has been developed to address the stated Priorities:

PRIORITY 1: To develop a social care and health care service for older people and vulnerable groups

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
1.1	Expand Care and Repair project to provide coverage of Argyll and Bute	500 Care and Repair cases successfully dealt with per annum	More elderly/ vulnerable people able to live in their own homes for longer	➤ Now fully established ➤ On-going provision	➤ Capital £500k per annum (secured) ➤ Revenue £160k per annum	➤ **Communities Scotland** ➤ **Argyll & Bute Council** ➤ **Argyll CVS** ➤ NHS Argyll and Clyde ➤ Housing Associations	➤ Joint Health Improvement Plan ➤ Joint Mental Health Strategy ➤ Social Justice
1.2	Develop accident prevention and home assessment services	400 home safety audits completed per annum	➤ Easier access to a comprehensive range of care services to elderly and vulnerable groups. ➤ Reduced level of accidents in the home and reduced hospital admissions	To be established in 2004/05	£60k per annum plus in kind contributions from key agencies	➤ Care & Repair Project ➤ Argyll & the Islands Enterprise ➤ Social Inclusion Partnership ➤ Strathclyde Police ➤ Strathclyde Fire Services ➤ Trading Standards ➤ Local Communities	➤ Milestones 17, 21 & 27 ➤ Local Housing Strategy ➤ Supporting People Strategy ➤ 3 Argyll Housing Association programme plans ➤ For action 1.4 – refer to Action 1.4 of 3rd Theme Group
1.3	Develop a range of new approaches to caring for older people in island communities	Innovative approaches in Atlantic Islands	Evidence of reduced need for island residents to leave for long term care	On-going	Capital £1.5m over 3 years Budget not yet committed		
1.4	Develop Progressive Care Centres for Mull/Iona and Jura to provide specialised housing and care/support packages	2 new centres to ensure locally provided incremental care (including a range of specialised housing) appropriate to need	➤ More people enjoying improved quality of life ➤ To ensure locally provided incremental care appropriate to need	Initial building work to commence 2004/05	Approximately £8m ➤ Communities Scotland have allocated investment funding for 04/05 and 05/06 for the housing element ➤ Mull community has raised approx. £250,000 ➤ Balance being sought from other agencies involved		

PRIORITY 1: Continued

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
1.5	Pilot "Smart Homes" to exploit technical innovation	6 pilot projects completed through Housing Association programmes	Increased numbers of elderly and vulnerable people able to live independently	Over 2003 - 06	Capital - £450k	⋗	⋗
1.6	Research housing conditions of the elderly/vulnerable groups	Research report and analysis	To inform partner agencies on levels of sub-tolerable housing, incidence of elderly households in poor housing conditions and links between housing and health	2004/05	£50k+	⋗ **Communities Scotland** ⋗ **Argyll & Bute Council** ⋗ **Argyll CVS** ⋗ NHS Argyll and Clyde ⋗ Housing Associations ⋗ Care & Repair Project ⋗ Argyll & the Islands Enterprise ⋗ Social Inclusion Partnership ⋗ Strathclyde Police ⋗ Strathclyde Fire Services ⋗ Trading Standards ⋗ Local Communities	⋗ Joint Health Improvement Plan ⋗ Joint Mental Health Strategy ⋗ Social Justice Milestones 17, 21 & 27 ⋗ Local Housing Strategy ⋗ Supporting People Strategy ⋗ 3 Argyll Housing Association programme plans
1.7	Set up more Elderly Forums	Argyll & Bute wide network of support for the elderly in existence	More supported elderly people in the community	On-going	£50k in place, £50k required for island development		
1.8	Develop Befriending Project			On-going	£150k required		
1.9	Develop Advocacy services			On-going	£100k in place		

PRIORITY 2: To reduce Coronary Heart Disease, Stroke and Cancer

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s)	ASSOCIATED INITIATIVES/ PLANS
2.1	Improve diet in all ages, especially young people	Nutrition Action Plan in place and being implemented	➢ Increased uptake of healthy choices by young people in schools ➢ Increased nutritional standard of meals provided by Local Authority caterers	2003 - 2006	Existing resources plus NOF bid	➢ **Argyll and Bute Council** ➢ **NHS Argyll and Clyde** ➢ Scottish Natural Heritage ➢ Dialogue Youth ➢ Atlantis Leisure	➢ Joint Health Improvement Plan ➢ Social Justice Milestones 18 & 22
2.2	Achieve a sustained increase in the activity levels of the whole population	50% increase in the uptake of Argyll Active	➢ Increased use of paths and more people walking ➢ Increase in the number of young people achieving and sustaining the recommended level of physical activity	2003 - 2006	Existing resources plus NOF PE+ Sports funding		
2.3	Reduce the prevalence of smoking		➢ Increased uptake of smoking cessation services and a reduction in smoking ➢ Smoke free environments in Partnership establishments	2003 - 2006	Existing resources plus NOF	➢ **Argyll and Bute Council** ➢ **NHS Argyll and Clyde** ➢ Scottish Natural Heritage ➢ Dialogue Youth Atlantis Leisure	➢ Joint Health Improvement Plan Social Justice Milestones 18 & 22

PRIORITY 3: To Improve Mental Health and Well-Being

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s)	ASSOCIATED INITIATIVES/ PLANS
3.1	Develop and implement a plan in accordance with "Choose Life" to reduce the number of suicides	Reduction of 10% in suicides by 2013	Raised awareness of mental health issues, reduced stigma, on-line directory of mental health services, more integrated and accessible support services	Action Plan to be submitted to Scottish Executive by end of December 2003	➢ 2003/04: £76k ➢ 2004/05: £79k ➢ 2005/06: £83k	➢ **NHS Argyll and Clyde** ➢ Argyll and Bute council ➢ Dialogue Youth ➢ Strathclyde Police ➢ CVS	➢ Joint Health Improvement Plan ➢ Choose Life Guidance ➢ Joint Mental Health Strategy
3.2	Implement staff development on mental health and wellbeing issues in schools						

PRIORITY 4: Creating safer communities

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
4.1	Improve road safety and reduce road traffic accidents through a Road Safety Code of Practice	Reduction of 3% in the number of road accidents, fatalities and injuries over the next year	Reduction in fatal, serious and slight casualties by 2010 in line with Government targets	"DRIVESafe" Charter to be launched in 2003 to initiate 3 year programme	Within existing resources	➤ **Argyll & Bute Council** ➤ **Dialogue Youth** ➤ **Argyll & Bute Substance Misuse Strategy Group** ➤ **Strathclyde Police** ➤ NHS Argyll & Clyde ➤ Strathclyde Fire Services ➤ Coastguard Services ➤ Children's Panel ➤ Social Inclusion Partnership ➤ Housing Associations ➤ Communities Scotland ➤ Argyll College ➤ Argyll Training ➤ Argyll & Clyde ADAT ➤ Licensing Boards ➤ Argyll & Bute Youth Forum ➤ Community Safety Forum ➤ Argyll & Bute Women's Aid	➤ Joint Health Improvement Plan
4.2	Address crime and anti-social behaviour through the creation and implementation of a Community Safety Strategy	Strategy adopted and implemented by all partners by December 2003	Reductions in anti-social behaviour, crime and fear of crime	On-going			➤ Joint Health Improvement Plan ➤ Community Safety Strategy ➤ Youth Crime Plan ➤ Social Justice Milestone 26
4.3	Address Domestic Abuse through the implementation of the Against Domestic Abuse Strategy	Continue to: ➤ Educate and create greater awareness ➤ Develop responses and resources within a rural setting ➤ Develop co-ordinated policies and procedures ➤ Raise awareness of issues and barriers faced in rural areas	Reduction in the number of incidents of domestic abuse	On-going	➤ £5k from NHS Argyll & Clyde ➤ £10 – 20k to be identified		➤ Joint Health Improvement Plan ➤ Domestic Abuse Strategy
4.4	Address homelessness through the adoption of the Homelessness Strategy	Implementation of strategy	Reduction in the number of homeless people	On-going	£210k allocated from SE		➤ Joint Health Improvement Plan ➤ Homelessness Strategy

PRIORITY 4: Continued

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
4.5	Reduce the incidence of, and harm related to, alcohol abuse	➢ All licensees trained ➢ Young Scot Card ➢ Teacher training	➢ Reduction in complaints associated with licensed premises ➢ Reduction in underage drinking	On-going	Within existing resources plus NOF	➢ **Argyll & Bute Council** ➢ **Dialogue Youth** ➢ **Argyll & Bute Substance Misuse Strategy Group** ➢ **Strathclyde Police** ➢ NHS Argyll & Clyde ➢ Strathclyde Fire Services	➢ Joint Health Improvement Plan ➢ Social Justice Milestones 18 & 25 ➢ Argyll & Clyde Alcohol Plan
4.6	Building Strong, Safe and Attractive Communities – Neighbourhood Compacts and Community Wardens	Wardens appointed and compacts agreed	Reduction in incidents and complaints of anti-social behaviour	2004/5	£115k from SE 2004/5	➢ Coastguard Services ➢ Children's Panel ➢ Social Inclusion Partnership ➢ Housing Associations ➢ Communities Scotland ➢ Argyll College ➢ Argyll Training ➢ Argyll & Clyde ADAT ➢ Licensing Boards ➢ Argyll & Bute Youth Forum ➢ Community Safety Forum ➢ Argyll & Bute Women's Aid	➢ Joint Health Improvement Plan

PRIORITY 5: Develop the health and well-being of children and young people

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s)	ASSOCIATED INITIATIVES/ PLANS
5.1	Adopt and roll out FUSIONS with integration of New Community Schools and Changing Children's Services Funds		Meeting the targets "For Scotland's Children"	2003/6	£828k	➢ **NHS Argyll and Clyde** ➢ **Dialogue Youth** ➢ Argyll and Bute Council ➢ Young Scot Project ➢ Strathclyde Police ➢ Argyll and Bute Youth Forum ➢ Argyll and Bute Women's Aid ➢ CVS	➢ Joint Health Improvement Plan ➢ Social Justice Milestones 5 & 11 ➢ For Scotland's Children
5.2	Pilot and roll out Health Promoting School Standards to all schools	All schools achieving Health Promoting School status	Children benefiting from holistic approach to health	On-going	Within existing resources		
5.3	Children's Safety Information Group to update safety information for young people regularly	Improved access to information	More young people able to access safety and health information within their own localities	On-going	Within existing resources		
5.4	Adopt and implement Dialogue Youth Annual Conference action points	Annual conference	More young people using Young Scot Website and participating in policy making processes	On-going	Within existing resources		

LEAD PARTNER CONTACTS

PRIORITY	ACTION	ORGANISATION	NAME	TELEPHONE	E-MAIL
1	Lead for 1.1 Joint for 1.2, 1.5 & 1.6	Communities Scotland	David Dowie	0141 – 8898896	dowied@communitiesscotland.gov.uk
	Lead for 1.3 Joint lead for 1.2,1.5 & 1.6	Argyll & Bute Council	Sandra Greer		sandra.greer@argyll-bute.gov.uk
	Lead for 1.7, 1.8 & 1.9	Argyll CVS	Sue Nash	01546 – 606808	acvs@onetel.net.uk
2	Joint Lead	Argyll and Bute Council	Shirley MacLeod (Contact for Actions 2.1 & 2.2)	01369 – 701962	shirley.macleod@argyll-bute.gov.uk
	Joint Lead	NHS Argyll and Clyde (joint)	Ann Campbell (Contact for Action 2.3)	01631 – 570082	acampbell@gp84581.ac-hb.scot.nhs.uk
3	Lead	NHS Argyll and Clyde	Ann Campbell	01631 – 570082	acampbell@gp84581.ac-hb.scot.nhs.uk
4	Lead for 4.1, 4.3, 4.4 & 4.6	Argyll & Bute Council	Carl Olivarius (Contact for Action 4.1)	01546 – 604669	carl.olivarius@argyll-bute.gov.uk
	Lead for 4.1, 4.3, 4.4 & 4.6	Argyll & Bute Council	Shirley MacLeod (Contact for Action 4.6)	01369 701962	shirley.macleod@argyll-bute.gov.uk
	Joint lead for 4.5	Dialogue Youth	Alison Debling	01546 – 600035	alison.debling@argyll-bute.gov.uk
	Lead for 4.2	Strathclyde Police	Neil Wallace	07884234096	neil.wallace@argyll-bute.gov.uk
	Joint lead for 4.5	Argyll & Bute Substance Misuse Strategy Group	Janice Thomson	0141 – 842 7390	janice.thomson@achb.scot.nhs.uk
5	Lead for 5.1 & 5.2	NHS Argyll and Clyde	Clare Beeston	0141– 8427240	clare.beeston@achb.scot.nhs.uk
	Lead for 5.3 & 5.4	Dialogue Youth	Alison Debling	01546 – 60003	alison.debling@argyll-bute.gov.uk

EXAMPLES OF GOOD PRACTICE/SUCCESSES

☺ Conference held in Oban on Coronary Heart Disease and Stroke leading to the development and implementation of 3 projects
☺ Argyll Active outreach programme operating in Dalmally, Connel, Luing and Easdale and Dunoon providing a programme centrally
☺ Development of A&B Food and Health Action Plan identifying activities in all localities
☺ Link nurses offering smoking cessation services in all localities; Smoke Free classes pilot running in Campbeltown
☺ Conference held in Dunoon, with satellite version in Oban, on Road Safety leading to the development of the Road Safety Charter – DRIVESafe in Argyll and Bute which will be launched later this year
☺ Road Safety Initiative involving Pass Plus scheme in Oban and Helensburgh
☺ Water Safety leaflet in Oban and Lorne area
☺ Safe Kids Initiatives took place in Oban, Dunoon, Lochgilphead, Rothesay and Campbeltown
☺ Youth Diversion Project – free swim and gym passes during school holidays
☺ Get Real sexual health conference
☺ Argyll and Bute against Domestic Abuse Conference
☺ Choose Life proposals developed by expert group on Mental Health
☺ Care and Repair expanded to cover all Argyll and Bute – caseload some 60% over the annual projected cases
☺ Establishment of Elderly Forums in Helensburgh/Lomond, Campbeltown and Oban
☺ Significant progress in working up development proposals for Progressive Care Centres for Mull/Iona and Jura. West Highland Housing Association now taking lead role for Jura centre

THEME GROUP 2: IMPROVING OPPORTUNITIES FOR LEARNING, EMPLOYMENT AND SKILLS DEVELOPMENT

REVIEW DAY ISSUES

The following issues were identified at the CPP Review Day:

1. Increase employability by improving access to locally-based training facilities and by addressing the skills shortage crisis
2. Help businesses to grow by increasing local economic activity, improving competitiveness and productivity and by focussing on recruitment and retention of staff
3. Develop a more joined up education system between schools, further education facilities and universities

THEME GROUP PRIORITIES

The people of Argyll and Bute are its greatest asset, and their wellbeing represents the underlying rationale for all our efforts to improve the economy. It is therefore essential that each individual is properly equipped to realise their full personal potential, and make a worthwhile contribution to the society in which they live. The local economy of Argyll and Bute cannot remain insulated from the fast-changing world economy, and individuals must be given encouragement to adapt their skills, knowledge and aptitudes to the varying opportunities which constantly arise.

The businesses of the area are the key vehicles for providing individuals with constructive and fulfilling employment, based on appropriate learning and skills. Businesses across the full range of industrial sectors represent the main engine of prosperity for communities, creating employment and wealth, and adapting employment opportunities to changing economic conditions. They are also essential to the delivery of appropriate training geared to the real needs of individuals and the local economy.

Employers therefore have an essential part to play in the Community Planning Process overall. The Local Economic Forum and the public agencies of Argyll and Bute need to work closely with business organisations such as the Chambers of Commerce and the Federation of Small Businesses. The agencies' programmes must also reach out directly with individual businesses, in order to increase their competitiveness and their ability to sustain and create expanded employment opportunities.

Infrastructure, in the form of transport links, telecommunications and business premises, provides the essential backbone for the growth of the business sector, and hence the prosperity of Argyll and Bute. Improved access, and a positive image for the area, will contribute to attracting more visitors and more inward migration. These in turn will provide the basis for further economic progress.

This will only be achieved by quality training and learning facilities, efficient access to them which is not constrained by geographic disadvantage, and personal development outcomes which are geared towards constructive and fulfilling employment. The future needs of the area and its people, whether already resident or choosing to live here in the future, require co-ordinated action on several separate fronts.

Working together, the different agencies aim to achieve training and education to meet the needs of the individual, to enhance his or her potential for rewarding employment, and to provide the means of accessing opportunity from where they live.

The following priorities have been identified by the Theme Group to help address the issues identified at the Review Day:

1. Improving the transport infrastructure of Argyll and Bute
    Transport links are difficult throughout Argyll and Bute adding to journey time and costs. As Argyll and Bute is essentially a rural area public transport links are a limiting factor. Through this action efforts will be made to improve these links and the way they can be made to operate more innovatively and effectively through joint working with the appropriate organisations and agencies.

2. Creating employment opportunities and on-going local business support
    To form an alliance with existing agencies, funders and interested parties who will identify joint working opportunities to maximise employment gains. Substantial opportunity exists in Argyll and Bute and a joined up approach will achieve improved employment results from planned investments. A Liaison Officer has been employed through joint Funding to co-ordinate and promote this work.

3. Improving the skills base of young people in Argyll and Bute
    The businesses that characterise the future knowledge economy are increasingly dependent on their people's skills and the effectiveness with which they can put those skills to work. The declining numbers of young people make this work increasingly important to avoid damaging Argyll and Bute companies' future competitiveness through a lack of skilled people. Preliminary research indicates that work based schemes have had a good record of success in attracting new students.

4. More people choosing to live and work in Argyll and Bute
    Visitors and potential investors must see Argyll and Bute as a competitive place. Improving this competitiveness is about building high quality communities that people want to live in. We need to understand the issues that influence people in choosing where to live, e.g. quality of education, healthcare and community safety. Our objective is to market Argyll and Bute as a place with safe and attractive communities and a strong civic pride.

THEME GROUP 2 ACTION PLAN

The following Action Plan has been developed to address the stated Priorities:

PRIORITY 1: To improve the transport infrastructure of Argyll and Bute

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
1.1	Develop a 20 year Transport Strategy covering all forms of transport	Integrated strategy agreed by relevant agencies and communities which is accepted within the HITARANS Strategy	Development of a plan that provides a framework within which all agencies can work towards a transport infrastructure that supports and services growing communications	December 2004	➢ Staff time from relevant Agencies ➢ Funding for: • External expert advice • Facilitation of community consultation	**Argyll & Bute Council** ➢ Argyll & the Islands Enterprise ➢ Local Economic Forum ➢ North Ayrshire Council ➢ NHS Argyll & Clyde ➢ Communities	➢ Refer to Theme Group 3 Action ➢ Napier University Transport Study ➢ HITRANS Strategy ➢ "Access the Future" (Argyll & Bute Council's Transport Strategy)
	Create strategic timber haulage routes through a partnership approach	Transferring 20% of Argyll and Bute's timber production to new haul routes within 4 years	Relieving local communities of the disturbance and danger of timber traffic and increasing access opportunities for tourism and local residents alike	2004 - 2006	Funding by Partners along with contributions from European Structural Funds	**Argyll and Bute Council** ➢ Forestry Commission ➢ Private Forestry Industry ➢ Argyll and the Isles Enterprise ➢ Scottish Natural Heritage	
1.2	Develop a consultative community group for transport matters for the Atlantic Islands	Formation of a facilitated group that represents island community and business transport interests	Input of island community and business perspective into 1.1 above	May 2004	External Facilitator	**Argyll & the Islands Enterprise** ➢ Local Economic Forum ➢ Argyll & Bute Council ➢ North Ayrshire Council ➢ NHS Argyll & Clyde ➢ Communities	➢ Refer to Theme Group 3 Action ➢ Napier University Transport Study ➢ Refer to Theme Group 1 (action 1.4) and Theme Group 3 (action 1.4) regarding the Progressive Care Centres for Mull/Iona and Jura

PRIORITY 2: To create employment opportunities and on-going local business support

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
2.1	Working closely with construction sector employers and procurers of construction works in the public sector, establish mechanisms to maximise opportunities for skills development and economic benefit via construction activity in Argyll and Bute	➢ Increased skills base and business development in the construction sector in Argyll and Bute ➢ Additional services for construction employers to promote: • Recruitment • Employee Training • Management Development	➢ Increase in number of Modern Apprentices and other industry related qualifications ➢ Increased capacity of construction sector businesses to engage with modernising construction agenda and benefit from public sector investment locally	Ongoing – preparatory work during 2004	➢ Construction Liaison Officer ➢ Employment Training ➢ Dedicated Resources (ESF – ABC, AIE, SED etc.) ➢ Possible further CED bid re Capacity Building	**Argyll and Islands Enterprise** ➢ Argyll & Bute Council ➢ Scottish Enterprise Dunbartonshire ➢ Fyne Homes ➢ Dunbritton Housing Association ➢ West Highland Housing Association ➢ Chambers of Commerce ➢ Construction Businesses ➢ Jobcentre Plus ➢ Communities Scotland	➢ Argyll and Bute Council's PPP/ NPDO Initiative ➢ Argyll and Bute Council's Housing Stock Transfer ➢ Modernising Construction ➢ Reshaping Dunbartonshire
2.2	Working closely with employers to develop sector skills support to maximise opportunities and address skills shortages	➢ Increased skills base for entry to Care and Support sector opportunities ➢ Localised responses (such as Distillery initiative on Islay) – to develop skills to meet skills shortage issues in local areas	➢ Increased skills base for entry to Care sector opportunities ➢ Localised responses (such as Distillery initiative on Islay) to meet skills requirements	➢ Care sector – 2004 ➢ Localised responses – ongoing	➢ Staff time from relevant Agencies ➢ Funding for skills development and work experience opportunities	**Argyll & Bute Council** ➢ Argyll & the Islands Enterprise ➢ Scottish Enterprise Dumbartonshire ➢ Careers Scotland ➢ NHS Argyll & Clyde ➢ Chambers of Commerce ➢ Employers ➢ Communities Scotland	➢ Joint Futures ➢ Future Skills Scotland ➢ Employability ➢ Tourism and Hospitality Alliance ➢ Supporting People Strategy

PRIORITY 2: Continued

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
2.3	Establish integrated business support facilities for Argyll & Bute	Argyll & the Islands area: ➢ Establish a single point of contact for business enquiries at Argyll and the Islands Enterprise's office. Scottish Enterprise Dunbartonshire area: ➢ Promote & provide access to services through Business Gateway facility in Helensburgh & Lomond Area. ➢ Provide on-line access to these services through Business Gateway register	➢ Improved support for growing Argyll & Bute businesses ➢ Increased numbers of new businesses started focussing on SIP areas, women, young people & high growth start-ups	Argyll & the Islands area: ➢ 31 December 2003. Scottish Enterprise Dunbartonshire area: ➢ 31 December 2003	Argyll & the Islands area: ➢ £25k. Scottish Enterprise Dunbartonshire area: ➢ Staff time & expertise ➢ Finance for service delivery ➢ Finance to support company start ups & growth. Other Partners: ➢ Staff commitment & time	➢ **Argyll & the Islands Enterprise** ➢ **Scottish Enterprise Dunbartonshire** ➢ Argyll & Bute Council ➢ Federation of Small Business ➢ Chambers of Commerce ➢ North Ayrshire Council ➢ Princes Scottish Youth Business Trust ➢ Scottish Executive Environmental Rural Affairs Department ➢ Jobcentre Plus ➢ Community Education ➢ AILLST Tourist Board ➢ Ayrshire & Arran Tourist Board ➢ Crofter's Commission ➢ Scottish Natural Heritage	Reshaping Dunbartonshire: New Era, New Thinking, New Place – Economic Development Strategy
2.4	Pilot projects to establish ICT broadband connections for businesses & communities in Rural areas	1 pilot project in Helensburgh & Lomond area established jointly with business and community users	Increase in the uptake and use of e-commerce and broadband connectivity in non-broadband areas	Summer 2004	Scottish Enterprise Dunbartonshire: ➢ Technical support & expertise ➢ Consultancy & business development support ➢ Access to finance	➢ **Scottish Enterprise Dunbartonshire** ➢ Local businesses ➢ Community groups	Reshaping Dunbartonshire: New Era, New Thinking, New Place – Economic Development Strategy

PRIORITY 3: To Improve the skills base of young people in Argyll and Bute

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
3.1	Implement Argyll and Bute Council's Enterprise in Education Plan to provide the best start for all our young people	To secure the involvement of all primary, special and secondary schools, pupils, parents and staff as appropriate to the wide range of actions set out in the plan	To support the development of enterprising young people in Argyll & Bute and to extend the enterprising culture in our schools	September 2003 to March 2006	Over three years, a total of £689,000 to implement all aspects of the plan in full	**Argyll & Bute Council (Education)** ➢ Careers Scotland ➢ Argyll & the Islands Enterprise ➢ Employer Representation	➢ National Priority 5 ➢ Education Service Plan ➢ School Improvement Plans ➢ Council's Teaching for Effective Learning Policy on Enterprise in Education
3.2	Pilot innovative workplace literacy projects in response to the National Literacy Initiative to target specific priority groups	➢ Active marketing of Adult Literacy & Numeracy provision in Argyll & Bute ➢ Increased awareness raising training for Spotters & Referrers ➢ Key staff and tutors undertaking the National Literacy Team's accredited training programmes	➢ Attracting and increasing the numbers of people wishing to improve their literacy & numeracy skills thus making a significant impact on their personal, family, work and community life ➢ More young people participating in further education, training and skills development initiatives	Project extended to March 2006	➢ Main funding from the Scottish Executive distributed to partners via Challenge Fund Bids ➢ Matched funding to the Challenge Fund Bid from partner agencies	**Community Education** ➢ Argyll & Bute Community Learning Partnership	Argyll & Bute Community Learning Plans for Essential Skills
3.3	Develop tools to encourage increased participation in training & development by defining and measuring the return on investment to employers	Development of range of good practise case studies detailing cost and benefit of in-work training to promote participation	Increased participation in training & development by local businesses leading to increased competitiveness and profitability	Case studies developed – Summer 2004	Scottish Enterprise Dunbartonshire ➢ Development Finance ➢ Staff time & expertise	**Scottish Enterprise Dunbartonshire** ➢ Argyll & the Islands Enterprise ➢ Providers of Training & Development Support (e.g. Lennox Partnership, Business Gateway)	Reshaping Dunbartonshire: New Era, New Thinking, New Place – Economic Development Strategy
3.4	Survey the destinations of school leavers who enter into employment	To ensure that young people have access to training opportunities within their work environment	Increase in the number of young people going into "employment with training"	End of March 2004		**Careers Scotland (Argyll & the Islands)** ➢ Careers Scotland (Dumbarton & Lomond)	

PRIORITY 4: More people choosing to live and work in Argyll and Bute

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
4.1	Provide links to job opportunities on the Community Planning Partnership and Jobcentre Plus websites	Target of 5/6 partners actively participating in the website initiative	Internet access to job opportunities within Argyll and Bute by means of a single point of access	March 2004	Staff time	**Argyll and Bute Council** ➤ Jobcentre Plus ➤ NHS Argyll & Clyde ➤ Argyll College ➤ Strathclyde Police ➤ West Highland Housing Association ➤ Voluntary Sector ➤ Scottish Natural Heritage ➤ Dialogue Youth	
4.2	Create a single employer database of training opportunities	➤ Single network for training opportunities ➤ 2 shared training events held	A schedule of training provision which is made available to all Partners	March 2004	Staff time	**Argyll & Bute Council** ➤ Jobcentre Plus ➤ NHS Argyll & Clyde ➤ Argyll College ➤ Strathclyde Police	
4.3	Increase employability by improving access to locally-based training facilities and by addressing the skills shortage crisis	Improved local infrastructure to better match supply and demand	➤ Develop and deliver activities and projects to raise individuals awareness of learning and increase participation in community-based learning opportunities ➤ Lever support & resources from a number of external funding agencies such as ESF, NOF & CALL ➤ Better opportunities matched to skills shortages	On-going	<u>Argyll & the Islands Enterprise</u> ➤ £100k per annum approx ➤ Future Skills Scotland (local labour market resource used to inform re skills shortages)	**Helensburgh & Lomond Learning Partnership** **Argyll & the Islands Enterprise** ➤ Argyll & Bute Council ➤ Argyll College ➤ Argyll Training ➤ Scottish Enterprise Dunbartonshire	➤ Training for Work ➤ New Deal Partnership ➤ Refer to action points 2.1 and 3.3

PRIORITY 4: Continued

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/PLANS
4.4	To ensure continued delivery of SIP activities in all SIP projects in Argyll & Bute after 2005 subject to evaluation.	➢ All SIP projects to produce business plan ➢ All SIP projects to establish a sustainability strategy – including funding plans ➢ All SIP projects to prepare a Regeneration Statement for their area	➢ A Business Plan to be in place by 2004 ➢ Lever support and resources from a number of external funding agencies such as ESF, ERDF, local Enterprise Companies, Communities Scotland ➢ Growth of community groups becoming social economy organisations delivering services in SIP areas ➢ Increase in employment opportunities in SIP areas	➢ March 2004 ➢ Relevant funding cycle dates depending on area involved ➢ March 2005 ➢ March 2005	➢ Staff time ➢ Consultant fees ➢ European funding, other Trusts and Communities Scotland ➢ Partner agencies	➢ **Social Inclusion Partnership** ➢ Community Learning Partnership ➢ Communities Scotland ➢ Argyll & Bute Council ➢ Argyll & the Islands Enterprise ➢ Scottish Enterprise Dunbartonshire ➢ NHS Argyll and Clyde	➢ Community Learning Plans ➢ ADA Strategy ➢ NOF ➢ Childcare Partnership ➢ Employability Partnership

LEAD PARTNER CONTACTS

PRIORITY	ACTION	ORGANISATION	NAME	TELEPHONE	E-MAIL
1	Lead for 1.1	Argyll & Bute Council	Dave Duthie		dave.duthie@argyll-bute.gov.uk
	Lead for 1.2	Argyll & the Islands Enterprise	Ken Abernethy	01546 – 605433	k.abernethy@hient.co.uk
2	Lead for 2.1	Argyll & the Islands Enterprise	Lucinda Gray		l.gray@hient.co.uk
	Lead for 2.2	Argyll & Bute Council	Ailsa Clark		ailsa.clark@argyll-bute.gov.uk
	Joint lead for 2.3	Argyll & the Islands Enterprise	Alan Milstead	01546 – 605435	a.milstead@hient.co.uk
	Joint lead for 2.3	Scottish Enterprise Dunbartonshire	Virginie Hannah	0141 – 951-2121	virginie.hannah@scotent.co.uk
	Lead for 2.4	Scottish Enterprise Dunbartonshire	Jane Feore		jane.feore@scotent.co.uk
3	Lead for 3.1	Argyll & Bute Council	Gordon Anderson	01369 – 708527	gordon.anderson@argyll-bute.gov.uk
	Lead for 3.2	Community Education	Nasreen Kharegat	01436 – 677489	nk@kirkmichael-centre.helensburgh.co.uk
	Lead for 3.3	Scottish Enterprise Dunbartonshire	Mhairi Robertson		Mhairi.Robertson@scotent.gov.uk
	Lead for 3.4	Careers Scotland	Joyce Borthwick		joyce.borthwick@careers-scotland.org.uk
4	Lead for 4.1	Argyll and Bute Council	Danny Longwill	01546 – 604020	danny.longwill@argyll-bute.gov.uk
	Lead for 4.2	Argyll and Bute Council	Danny Longwill	01546 – 604020	danny.longwill@argyll-bute.gov.uk
	Joint lead for 4.3	Helensburgh & Lomond Learning Partnership	Lorna Campbell	01436 – 670481	
	Joint lead for 4.3	Argyll & the Islands Enterprise	Lucinda Gray	01546 – 605408	l.gray@hient.co.uk
	Lead for 4.4	Social Inclusion Partnership	Tricia Keenan	01546 – 604711	patricia.keenan@argyll-bute.gov.uk

EXAMPLES OF GOOD PRACTICE/SUCCESSES

☺ The Construction Liaison Officer post has been very successful so far (only been going for 6 months). Consultations with the construction industry are about two thirds of the way through and excellent feedback is being received which will enable an action plan to be developed for the future – a very positive example of partnership working

THEME GROUP 3: SUSTAINING AND DEVELOPING OUR COMMUNITIES, CULTURE AND ENVIRONMENT

REVIEW DAY ISSUES

The following issues were identified at the CPP Review Day:

1. Improve employment opportunities by addressing the skills shortage, amongst others
2. Provide more affordable housing
3. Provide a more integrated and affordable transportation system
4. Provide easier access to public services and facilities especially on the islands
5. Enable local communities to develop a sense of community identity and participation (community capacity building/empowerment)
6. Address waste management, renewable energy and energy conservation issues
7. Address heritage and cultural issues
8. Develop sustainable world class tourism

THEME GROUP PRIORITIES

The following priorities have been identified by the Theme Group to help address the issues identified at the Review Day:

1. Create employment and address education and training needs
   (Action taken by Theme Group 2)

2. Provide adequate and affordable housing
   The development and implementation of the Local Housing Strategy for Argyll and Bute will address the key housing component of the Community Plan, and deliver on the overarching goal which is "To secure an adequate supply of good quality, affordable housing to help sustain the development of the communities that we serve". This will be delivered via 13 key objectives: increasing housing choice by developing flexible and innovative services; improving information and advice services; addressing issues of condition, quality and sustainability in the private and social rented sectors; addressing issues of fuel poverty and energy efficiency; building strong, safe and attractive communities; empowering communities and increasing community participation; supporting economic development; increasing understanding of the operation of the housing system; increasing understanding of particular needs groups; enabling independent living for vulnerable people and those with particular needs; and addressing issues of homelessness.

   Underpinning the overall Local Housing Strategy are the integral, subordinate strategies addressing Homelessness, Supporting People, Fuel Poverty, and the Home Energy Conservation Act. A key aspect of the Local Housing Strategy will be the linkages with statutory Land Use Plans, and in particular the implementation of an Affordable Housing Policy in relation to private developments. The development of new social rented housing will be facilitated by the Council and delivered primarily via the capital investment programme of Communities Scotland and local Registered Social Landlords, while a major mechanism for improvements in Council housing itself will be the Stock Transfer, subject to tenants' approval.

3. Address transportation and accessibility needs
   The purpose of Napier University's Transportation Study was to identify a means to improve access to public services for the residents of Argyll and Bute who need an effective and integrated transport system to enable them to access health and other services both locally and out-with the area. The recommendations outline the need for better co-ordination and use of existing resources (through action based forums, a local transport co-ordinator and joint working between the key agencies and departments), greater sharing of information and the potential for greater use of flexible forms of transport. Through this action efforts will be made to make more flexible use of existing resources to improve the transportation infrastructure.

4. Improve the accessibility and availability of services and facilities in rural and fragile areas

5. Enhance the sense of community participation and community identity

6. Protect and enhance Argyll and Bute's rich environmental assets and diverse habitats and species

The protection and enhancement of Argyll and Bute key asset – its environment – is dependent on proactive, integrated and coordinated management from a wide range of individuals and agencies. Three key types of Forum exist to provide this coordination and to drive forward the environmental agenda in Argyll and Bute. The management of the land is chiefly undertaken through farming, crofting and forest management. The Argyll and Bute Agriculture Forum seeks to bring together all of those bodies with an involvement in land management to work to an agreed strategy of action (currently being developed) to promote the interest of this sector for the economic, social and environmental benefit of the area. The Forum has a complementary role to that of the Biodiversity Forum, which seeks to promote the actions contained in the Local Biodiversity Action Plan (LBAP) and to support the environmental activities of the agriculture, forestry and marine sectors. The current drive for the promotion of countryside access at a national level is being taken forward at a local level by the Argyll and Bute Countryside Access Project, which is seeking to promote in the long term a network of coordinated, well managed access routes on an equitable basis throughout the area. The Project will seek to develop a shadow access forum for Argyll and Bute to involve user groups and land management interests in building consensus over the management of access. In relation to the marine environment, a phased roll-out of coastal zone management projects based on the Argyll and Bute Structure Plan is being planned. The Marine Natura Project is pioneering this approach. The project seeks, through a number of user forums, to build consensus over the management of two Marine Special Areas of Conservation, Loch Creran and the Firth of Lorn, An Integrated Coastal Zone Management Project has received funding and will commence shortly on Loch Fyne and Loch Etive.

7. Address waste management, renewable energy and energy conservation issues

Argyll and Bute faces a distinct challenge in delivering sustainable waste management to its diverse area and has a particular focus in working in partnership with the community and private business sectors in delivering this basic, and hugely important, service. A Public Private Partnership with Shanks has been in place since 2001 for around half of the Council's area which has delivered major infrastructural improvements at three mainland sites in the area and has major composting plants due to begin operation in April 2004. These plants will produce a marked increase in the volume of waste diverted from landfill. On the island communities, the Council is also planning major improvements to its landfill sites and this will build on the successful kerbside collection schemes introduced in 2003. The Council is also planning to extend its range of recycling opportunities available in the Helensburgh and Lomond area and will be considering a long term strategy for this part of Argyll and Bute over the next few years to reflect the ending of their current contractual arrangements in 2007.

Argyll and Bute is an area with a huge resource for renewable energy. It is in the interest of Argyll and Bute to ensure the responsible harnessing of the full range of renewable energy resources in the longer term while maximising benefit to local communities and the local economy. In order to pursue this agenda, a strategic partnership is being developed between Argyll and Bute Council, Argyll Lomond and the Island Energy Agency (ALI Energy), and a range of partners including the utilities and energy companies, to coordinate activities for mutual benefit. An early action from this partnership will be the development of a resource study detailing the renewable resources in the area and the scope for harnessing that resource in the short and long term. The Argyll, Lomond and the Islands Energy Agency has increased its workload hugely since its creation in 2000. The demand for energy efficiency measures in domestic, business and public sector buildings and vehicles is immense, as is the demand for small scale, community and business level renewable energy schemes. ALI Energy is moving forward on all these fronts and working with significant results with a range of partners in this area of activity, such as Fyne Homes, West Highland Housing Association, Highlands and Islands Enterprise and others. This is an ongoing and growing, area of activity.

8. Enhance Argyll and Bute's rich cultural heritage

To develop a Cultural Strategy for Argyll and Bute that highlights the range of cultural activity that identifies Argyll and Bute to its residents and a wider audience. The Strategy should identify and recommend investment in key "centres of excellence" and resources, prioritise areas of artform development, opportunities for artists and outline support for professional and voluntary organisations.

THEME GROUP 3 ACTION PLAN

The following Action Plan has been developed to address the stated Priorities:

PRIORITY 1: To provide adequate and affordable housing

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
1.1	Develop & Implement the Local Housing Strategy	➢ Scottish Executive assess & approve strategy ➢ LHS action plan targets achieved	➢ Ultimate housing goal will be addressed – to secure an adequate supply of good quality, affordable housing to help sustain the development of all communities we serve	April 2004 - 2009	➢ LHS development fund £56,000 - 2004 ➢ £5/6m. per annum Communities Scotland development programme for new build ➢ Additional rural investment allocation (to be confirmed) ➢ £2.5m. A&B Council annual HRA capital programme, maintenance of existing council stock ➢ £2m. per annum, A&B Council private sector repair & improvement grant aid ➢ RSL repair & maintenance programmes ➢ Homeless Task Force Grant	➢ **Argyll & Bute Council** ➢ Communities Scotland ➢ West Highland housing Association ➢ Fyne Homes ➢ Dunbritton Housing Association ➢ Other Registered Social Landlords (RSL) ➢ Private Sector Developers ➢ Private Landlords and Estate Agents	➢ Homeless Strategy ➢ Supporting People Strategy ➢ Fuel Poverty Strategy ➢ HECA Strategy (Home Energy Conservation Act) ➢ Local/Structure Plans ➢ RSL development & investment strategies ➢ Argyll & Bute Council's Housing Stock Transfer
1.2	Transfer of GP & Nurses' Housing & Surgeries from NHS Trust to Housing Associations	➢ Transfer & renovation of houses to Housing Association standards ➢ Surgeries to be kept in good state of repair	➢ Improvement in quality of accommodation, to be maintained over the long-term ➢ High quality accommodation should act as an aid to recruitment & retention of staff	Ideally, within the current financial year	Significant sums required to finance the purchase and renovation of these properties	➢ **West Highland Housing Association** ➢ **Fyne Homes** ➢ NHS ➢ Communities Scotland	
1.3	Provide Collective Rural Home Ownership	Development of a process which removes barriers to opportunities to owning newbuild housing	Enable more local residents to purchase their homes	Ongoing	Depends on the financial situations of the individual households participating in projects	➢ **West Highland Housing Association** ➢ **Fyne Homes** ➢ Communities Scotland	

PRIORITY 1: Continued

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
1.4	Develop Progressive Care Initiatives on Mull/Iona and Jura to provide specialised housing packages	2 new centres including a range of specialised housing facilities appropriate to need	Development of supportive accommodation resources	End of 2005/06 financial year	Approximately £8m	➢ **West Highland Housing Association** ➢ Communities Scotland ➢ Argyll and Bute Council ➢ Progressive Care Groups ➢ NHS Argyll & Clyde	Refer to Action 1.4 of Theme Group 1
1.5	Linking the development of ground for new social housing with the repositioning of the existing football pitch at Kirkmichael	➢ Provide 28 social housing units ➢ Put in place a new all-weather sports facility and changing rooms	Provision of social housing and a community sports facility in Helensburgh	2004/05	Potential of £350,000 (capital receipt to the Council from Dunbritton Housing Association for the sale of ground for new social housing on existing playing field)	➢ **Dunbritton Housing Association** ➢ **Argyll & Bute Council** ➢ Communities Scotland	

PRIORITY 2: To address transportation and accessibility needs by making more flexible use of existing resources to improve the transport infrastructure

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
2.1	Implement recommendations from Napier University's Transportation Study	Dependent on outcome of funding bids	➢ Better co-ordination of transport ➢ Better utilisation of vehicles	2004-2007	Rural Challenge Fund or Rural Community Transport Initiative	➢ **Argyll & Bute Council** ➢ Association of Community Councils ➢ NHS Argyll and Clyde ➢ Local transport providers ➢ Scottish Ambulance Service	Refer to Action of Theme Group 2 re Transportation Strategy
2.2	Make Partnership application to either Rural Challenge Fund or Rural Community Transport Initiative to fund the appointment of a transport co-ordinator for 3 years to take forward pilot schemes in 3 areas	Bid submitted 5th October 2003	➢ Better access to health and other services in the pilot areas	October 2003	Staff time		
2.3	Pilot exploring joint use of pool cars which can be rolled out to other areas if viable	General improvement in vehicle availability	Assuming shared vehicles (mostly small cars) is a viable proposition – more efficient use of existing fleets thereby enhancing access for NHS and Social Work staff to the community as a whole	Clarity regarding insurance, taxation, legal responsibilities, etc. – end December 2003		➢ **NHS Argyll & Clyde (Lomond & Argyll Area)** ➢ **Argyll & Bute Council (Social Work & Transportation)**	Refer to Action of Theme Group 2 re Transportation Strategy

PRIORITY 3: To improve the accessibility and availability of services and facilities in rural and fragile areas

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
3.1	Investigate the roll-out of the Three Islands Initiative to other areas	Provision of 7 more video conferencing sites	Improved services for citizens	2004	➢ £25,000 from 3IP and balance from Whelk ➢ Revenue from Education and Voluntary organisations	➢ **Argyll & Bute Council** ➢ Local Voluntary Groups	
3.2	Investigate the development of the Contact Centre proposals	To develop a dispersed model contact centre with extended operating times	Enhanced service presence in rural and fragile areas	To be confirmed	Set up costs still being assessed, additional revenue costs will require to be found from within existing Council budgets	➢ Will seek to identify suitable partnership opportunities after 9/12/03 seminar and assessment of preferred scheme	
3.3	Develop a Joint Partnership Estate Management/Facilities Strategy	Identify opportunities to share resources and or facilities, especially in remote and rural areas and enhance maintenance and facilities services	➢ Improve maintenance and facilities services and standards ➢ Reduce costs	2004 and onwards	Should be managed within existing budgets	➢ **NHS Argyll & Clyde** ➢ Argyll & Bute Council	
3.4	Active participation in the Community Futures/National Park Village Planning Programme	Identification of the needs and wants of the communities within the National Park area	Provision of services that are responsive to the true demands of the communities involved	Ongoing	Varied – depend entirely on the issues identified as part of the process	➢ **Loch Lomond & the Trossachs National Park** ➢ Fyne Homes ➢ Dunbritton Housing Association ➢ Argyll and Bute Council ➢ NHS Argyll & Clyde ➢ Voluntary Sector	
3.5	Gigha Masterplan & Sustainable Development Policy	Masterplan confirmed for the development of the Island, along with Sustainability Policy	To ensure that the quality of development on Gigha is as high as possible and addresses the needs and wants of the islanders	Ongoing	Cost of production of Masterplan & Policy (will have implications for capital costs in the short term but will have cost benefits in the medium-long term)	➢ **Fyne Homes** ➢ All other agencies who are/will work on Gigha ➢ Communities Scotland	

PRIORITY 4: To enhance the sense of community participation and community identity through capacity building and community regeneration initiatives

ACTION NUMBER	ACTION	TARGET	TIMESCALE	OUTCOME	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
4.1	Develop a Capacity Building Strategy for Argyll and Bute			Being developed as part of the capacity building requirements for the transitional CPP structure More detail to be provided at the next meeting		➢ **Argyll and Bute Council** ➢ Social Inclusion Partnership ➢ CVS ➢ Community Councils	Refer to work of Community Regeneration Implementation Group
4.2	Develop a Community Regeneration Strategy for Argyll and Bute			Being developed as part of the integration of SIPs into the CPP (Regeneration Outcome Agreements) More detail to be provided at the next meeting		➢ Enterprise Companies ➢ Scottish Natural Heritage ➢ Careers Scotland ➢ Strathclyde Police ➢ NHS Argyll and Clyde ➢ Registered Social Landlords ➢ Community Trusts	➢ Refer to work of Community Regeneration Implementation Group ➢ Deprivation Research Study

PRIORITY 5: To protect and enhance Argyll and Bute's rich environmental assets and diverse habitats and species

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
5.1	Development of Marine Natura Project	⋏ Creation of a community based management forum to formulate plans for the conservation and sustainable economic and social development of Argyll's Marine Special Areas of Conservation ⋏ Development and production of Management Plan documents for the Firth of Lorn and Loch Creran Marine Special Areas of Conservation by December 2004	⋏ Management plans for the sustainable development and use of Argyll's Marine Special Areas of Conservation ⋏ Increased awareness and understanding of Argyll and Bute's exceptional marine environment through education initiatives	Development of Management Plans up to December 2004	Funding by partners along with WHELK Leader + funds	⋏ **Argyll & Bute Council** ⋏ Scottish Natural Heritage	Coastal Zone Management Project for Loch Etive and Loch Fyne
5.2	Development of Integrated Coastal Zone Management Project for Loch Fyne and Loch Etive	⋏ Creation of a community based management forum to formulate plans for the sustainable economic, environmental and social development of these two loch systems ⋏ Development and production of Coastal Zone Plans for the two loch systems	⋏ Positive relationships developed between the various stakeholders on these loch systems ⋏ Management plans for the sustainable development and use of these two lochs ⋏ Increased awareness and understanding of Argyll and Bute's exceptional marine environment through education initiatives	2004/2005	⋏ European Funding from Highlands & Islands Special Transitional Programme ⋏ Argyll and Bute Council ⋏ Crown Estate Commission ⋏ Scottish Natural Heritage	⋏ **Argyll & Bute Council** ⋏ Crown Estate Commission ⋏ Scottish Natural Heritage ⋏ Fishing, Aquaculture & Tourism interest ⋏ Statutory Agencies	Marine Natura
5.3	Implementation of Biodiversity Action Plan	To meet all objectives and targets within the life span of the LBAP by 2006	Sustainable development of key environmental areas	On going process	⋏ Argyll & Bute Council ⋏ Argyll & the Islands Enterprise ⋏ Scottish Natural Heritage ⋏ European Regional Development Fund/European Agricultural Guidance & Guarantee Fund	⋏ **Argyll & Bute Council** ⋏ Argyll & the Islands Enterprise ⋏ Scottish Natural Heritage ⋏ Highlands Partnership Programme	Community Action for Biodiversity, Business & Biodiversity

PRIORITY 5: Continued

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
5.4	Improve countryside access provision and develop core path network plan	➤ Establishment of a computerised countryside access management programme ➤ Improve 13 paths, with an overall length of 38.5km	➤ Health, social & economic benefits to area ➤ Increased awareness and use of path networks	2006-7	Funding from the Highlands & Islands Special Transitional Programme (ERDF/EAGGF) and partners, SNH/AIE/ABC	➤ **Argyll & Bute Council** ➤ NHS Argyll & Clyde ➤ Highlands & Islands Enterprise ➤ Paths for all Partnership ➤ Forest Enterprise ➤ Scottish Natural Heritage ➤ Argyll & the Islands Enterprise	➤ Highlands & Islands Countryside Access Strategy ➤ A Countryside Access Strategy for Argyll & Bute ➤ Towards a path network for Argyll and Bute
5.5	Develop Argyll and Area Agriculture Strategy	➤ Completion of an Argyll and Area Agriculture Strategy	➤ The creation of a strategy ➤ The strategy will provide an agenda of actions to support the agricultural sector in moving forward and becoming more sustainable	2004 Onwards	➤ Argyll and Bute Council ➤ Argyll and the Islands Enterprise ➤ Scottish National Farmers Union ➤ Scottish Natural Heritage	➤ **Argyll & Bute Agriculture Forum (wide range of partners)**	➤ LBAP, Access Project, CAP Reform
5.6	Employment of Argyll and Bute Agriculture Officer	➤ Creation of a post for an officer to coordinate the work of the Argyll and Bute Agriculture Forum and support partners with policy advice in this sector	➤ Coordination and rapid action on the range of actions from the strategy, resulting in a more vibrant and competitive, agricultural sector	2004 onwards	Funding Package to be developed	➤ **Argyll & Bute Agriculture Forum (wide range of partners)**	➤ LBAP, Access Project, CAP Reform

PRIORITY 6: To address waste management, renewable energy and energy conservation issues

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
6.1	Improvement to waste infrastructure	To work towards diverting more waste from landfill, extending recycling services and ensuring better standards of environmental care across Argyll and Bute (In line with the kind of priorities established in the Area Waste Plan for Argyll and Bute)	Environmentally friendly disposal of waste material	On an ongoing basis, with frequent reporting (on a quarterly basis) to Waste Strategy Area Group in Argyll and Bute, comprising members from the Council, private Waste Companies, Community Waste Groups, the Waste Regulator (SEPA) and Scottish Water	➢ Council budgets ➢ Potential additional funding from: • Scottish Executive's Strategic Waste Fund • European Funding Sources • Input from partner organisations budgets	➢ **Argyll & Bute Council** ➢ SEPA (as facilitator) ➢ Barr Ltd ➢ Shanks Argyll & Bute Ltd ➢ Campbeltown Waste Watchers ➢ Mull & Iona Community Trust ➢ Group for Recycling in Argyll and Bute ➢ Greenlight Environmental ➢ Scottish Water ➢ Recycling Islay & Jura Group (REJIG) ➢ Bute Waste Watchers	➢ Area Waste Strategy for Argyll and Bute ➢ Scottish National Waste Strategy
6.2	Development of a Renewable Energy resource study and Strategic Partnership	➢ Renewable Energy Resource Study ➢ Formation of partnership	Coordinated and close working between partners involved in harnessing renewable energy for the long term benefit of the community of Argyll and Bute	2004	30,000 for a study Package to be assembled ➢ Argyll & Bute Council ➢ Argyll & the Islands Enterprise ➢ Highlands & Islands Enterprise ➢ Utility companies	➢ **Argyll & Bute Council** ➢ Argyll & the Islands Enterprise ➢ Highlands & Islands Enterprise ➢ **Scottish Power** ➢ **Scottish and Southern Electricity** ➢ **ALI Energy**	
6.3	Promotion of small scale renewable energy schemes for communities/house holds and businesses	➢ Development of a Woodfuel Supply Chain ➢ A number of schemes throughout the area	➢ A secure wood fuel supply chain ➢ A number of small scale Renewable Energy schemes	2004	Project funding assembled from a wide range of sources	**ALI Energy and a wide range of partners**	
6.4	Energy Efficiency Measures	➢ A wide range of energy efficiency promotional activities throughout the area	Greater awareness and use of energy efficiency measures among the population of Argyll and Bute	2004 ongoing	A range of sources	**ALI Energy and a wide range of partners**	

PRIORITY 7: To enhance Argyll and Bute's rich cultural heritage

ACTION NUMBER	ACTION	TARGET	OUTCOME	TIMESCALE	RESOURCES	PARTNERS INVOLVED (bold denotes lead partner(s))	ASSOCIATED INITIATIVES/ PLANS
7.1	Develop a Cultural Strategy for Argyll and Bute	Raise awareness of cultural activity and heritage in the area and the importance they play to the health, well-being, confidence and pride of the community	➢ Greater quality and wider range of cultural activity ➢ More resources for communities to undertake cultural activity	June 2004	➢ Budget ➢ Staff time	**Argyll & Bute Council**	Refer to National Cultural Strategy

LEAD PARTNER CONTACTS

PRIORITY	ACTION	ORGANISATION	NAME	TELEPHONE	E-MAIL
1	Lead for 1.1	Argyll & Bute Council	Malcolm MacFadyen		malcolm.macfadyen@argyll-bute.gov.uk
	Lead for 1.2	West Highland Housing Association	Ronnie Bell		ronnie@westhighlandha.co.uk
	Lead for 1.3	West Highland Housing Association	Ronnie Bell		ronnie@westhighlandha.co.uk
	Lead for 1.4	West Highland Housing Association	Ronnie Bell		ronnie@westhighlandha.co.uk
	Lead for 1.5	Dunbritton Housing Association	Morven Short		MShort@dunbritton.org.uk
2	Lead for 2.1	Argyll & Bute Council	Blair Fletcher		blair.fletcher@argyll-bute.gov.uk
	Lead for 2.2	Argyll & Bute Council	Blair Fletcher		blair.fletcher@argyll-bute.gov.uk
	Lead for 2.3	Argyll & Bute Council	Blair Fletcher		blair.fletcher@argyll-bute.gov.uk
3	Lead for 3.1	Argyll & Bute Council	Deirdre Forsyth		deirdre.forsyth@argyll-bute.gov.uk
	Lead for 3.2	Argyll & Bute Council	Charles Reppke		charles.reppke@argyll-bute.gov.uk
	Lead for 3.3	NHS Argyll & Clyde	Stephen Wilson	01546 - 604905	Stephen.Wilson@aandb.scot.nhs.uk
	Lead for 3.4	Loch Lomond & the Trossachs National Park	Lesley Campbell		lesley.campbell@lochlomond-trossachs.org
	Lead for 3.5	Fyne Homes	Peter MacDonald		PMcDonald@fynehomes.co.uk
4	Lead for 4.1				
	Lead for 4.2	Argyll & Bute Council	Donald McVicar		donald.mcvicar@argyll-bute.gov.uk
5	Lead for 5.1	Argyll & Bute Council	Ken Buchan		kenneth.buchan@argyll-bute.gov.uk
	Lead for 5.2	Argyll & Bute Council	Audrey Martin		audrey.martin@argyll-bute.gov.uk
	Lead for 5.3	Argyll & Bute Council	Marina Curran-Colthart		marina.curran-colthart@argyll-bute.gov.uk
	Lead for 5.4	Argyll & Bute Council	Jenny Carter		Jenny.Carter@argyll-bute.gov.uk
	Lead for 5.5	Argyll & Bute Agricultural Forum	Debbie Mackay		debbie.mackay@argyll-bute.gov.uk
	Lead for 5.6	Argyll & Bute Agricultural Forum			
6	Lead for 6.1	Argyll & Bute Council	Andy Law		andy.law@argyll-bute.gov.uk
	Lead for 6.2	Argyll & Bute Council			
	Lead for 6.3	ALI Energy	Steven Watson		steven.watson@argyll-bute.gov.uk
	Lead for 6.4	ALI Energy	Steven Watson		steven.watson@argyll-bute.gov.uk
7	Lead for 7.1	Argyll & Bute Council	Eileen Rae		eileen.rae@argyll-bute.gov.uk

EXAMPLES OF GOOD PRACTICE/SUCCESSES

☺ Success has already been demonstrated in the strategic haul routes initiative by the successful bid for European money

☺ A small success has also been achieved at Arrochar station access road when the Council, Forestry Commission and private partners in the industry arranged to have the access road reinstated, thus allowing haulage of timber by rail thereby getting more trucks off the roads

☺ On Islay and Mull both islands now have baling sheds and improved public access to recycling sites in place, an investment of over £150,000 on each island. Accompanying this, a mix of collection services is also done for recyclable wastes by the Council directly (paper and glass uplifts) and by the Community Sector.

☺ The paper collections, which started this month, are the first kerbside recycling schemes carried out by Argyll & Bute directly as opposed to other third party groups in the area. This will lessen the dependence on landfill on each island.

☺ The Voluntary Sector Audit 2002 and Directory of Voluntary and Community Groups. The directory with 410 entries has proved useful to voluntary and community groups and to agencies who engage with the sector. The audit has for the first time given a comprehensive picture of the voluntary sector in Argyll and Bute and has identified the huge input it makes in terms of economic benefits as well as the contribution of volunteers.

☺ Argyll CVS, as a community development organisation and as part of its core function, assists voluntary and community groups to develop their capacity to take part in local and national agendas. The CVS anticipates this role increasing and intensifying as community involvement within Community Planning grows. They would expect to be one of the lead agencies ensuring that communities are promoted to reach their full potential and articulate their needs at local and national levels.

The Argyll and the Islands Local Economic Strategy has been agreed by Argyll and the Islands Enterprise and by Argyll and Bute Council and is now being recommended for approval by the Community Planning Partnership.

Argyll and the Islands
Local Economic Forum

Strategy
for
Argyll and the Islands

26 January 2004

Contents

Strategy and Planning in Argyll and the Islands

The Background

Why do we need a Strategy?

The partners in the Argyll and Islands Local Economic Forum have a long history of strong partnership working at a programme and project level. The opportunity presented by The Scottish Executive's LEF process enables us to formalise this with the production of a joint Economic Strategy.

This strategy therefore has been prepared in accordance with The Scottish Executive's request to prepare a Local Economic Development Strategy covering the area. It takes forward and builds on the national strategy, *A Smart, Successful Scotland*, and delivers the economic development component of the Community Planning Partnerships.

Argyll and the Islands offers the people of the area, Scotland, the UK and Europe a rich cultural and natural heritage, quality produce from land and sea, and a place for recreation and leisure. Such assets cannot be sustained over time, however, unless Argyll and the Islands can generate the levels of economic activity needed to support dynamic local communities.

The strategy will provide a clear and robust framework within which to plan partners' economic development activities. It identifies the key issues for the economy in the area - its strengths, weaknesses and key areas of opportunity. It also sets the economy of Argyll and the Islands in its wider context, identifying its unique nature, and reflecting partners' areas of responsibility and competence. By taking a joint approach, integrating development priorities and tackling common concerns, the partners will work together to implement the strategy.

A Smart, Successful Scotland

The national economic strategy, *A Smart, Successful Scotland* (SSS), strives to create a vision for Scotland where creating, learning and connecting faster is the basis for sustained productivity growth, competitiveness and prosperity. SSS aims to give a clear sense of direction and identifiable priorities for the Enterprise Networks and their partners. This will be achieved through pursuing the three Objectives of Growing Businesses, Global Connections, and Skills and Learning.

In the Highlands and Islands, *A Smart Successful Scotland* has an additional Objective. This addresses community development, recognising the importance of community sustainability to overall economic performance in remote areas. The four Objectives are:

- Growing Businesses
- Making Global Connections
- Developing Skills
- Strengthening Communities

The AILEF strategy seeks to be consistent with these objectives, building on them to reflect the local dimension.

Consultation Process

In preparing the Strategy, the aims and objectives of LEF members and other stakeholders were reviewed. In all, 22 organisations were contacted.

Seventeen organisations have strategic or planning documents. In total, 33 documents from these organisations were reviewed. The documents were supplemented by 14 interviews.

Argyll and the Islands - An Economy Shaped by Land and Sea

Argyll and the Islands is an area defined by its unique geography, having a deeply indented and fragmented coastline longer than that of France, with all the constraints which this imposes. The area faces considerable economic and social challenges, many of them deriving from the underlying characteristics of land and sea.

Physical Geography

Argyll and the Islands constitutes the second largest Local Economic Forum area in Scotland. It is dissected by sea and freshwater lochs, including several of Britain's longest, and has approximately 20% of Scotland's coastline. Of its 100-plus islands, more than a quarter are inhabited, giving the area a total island population of over 20,000.

The unique geographical structure of Argyll and the Islands, with 30 inhabited islands and remote mainland locations, means that transportation links impact on almost all facets of social and economic life. For the area to play its part in a *Smart, Successful Scotland*, particular emphasis must be given to decreasing the perceived and real isolation of many individuals and businesses in the area. Low population densities and the absence of major centres of settlement are key characteristics, therefore global connectivity is a central feature of the AILEF strategy. Several of the area's key infrastructure priorities relate to road, air and sea transportation. Although distance on the map from the central belt to Argyll and the Islands seems small, the area's geography leads to convoluted journeys and lengthy travel times. The cost and frequency of public transport, where it exists, further exacerbates this.

The importance of the superb natural environment afforded to Argyll and the Islands by its topography must also be recognised. Not only is the area's physical environment woven into its culture and traditions, it is also an essential contributor to much economic activity and employment including tourism. Its quality is illustrated by the high number of natural heritage designations, both in terms of landscape and biodiversity. This, along with the designation of Loch Lomond and the Trossachs National Park, brings with it important challenges and opportunities which require careful management if community, environmental and economic objectives are to be reconciled to the maximum advantage of the area.

Vehicle ferries:
Summer only / All year

Passenger only ferries:
All year

Airport

Airstrip

Tourist Information Centres:
Summer only / All year

© Wendy Price Cartographic Services 2002.

Key Socio-Economic Factors

The headline economic and social statistics for the area, many of them rooted in geography, provide the underlying arguments upon which the case for development rests. They point to some of the key issues which this Strategy must address.

The Argyll and the Islands area is experiencing population decline greater than the average rate for Scotland. This is particularly apparent in the younger age groups. The resultant population is therefore ageing, and consequently less productive. This profile is magnified on some islands and remoter communities, where accessibility is poor.

The main demographic characteristics of the area include:

* Population of 70,000 in 2001
* Population decline in most areas is counter to the growth shown in the Highlands and Islands as a whole
* Even steeper population decline predicted to 2012
* Population growth evident in only a very limited number of areas
* 30% of the population live on the area's 26 inhabited islands
* Ageing population has an older age profile than the Highlands & Islands as a whole

The economy of Argyll and the Islands is defined by a number of key characteristics which include:

* High public sector employment of over 30%
* High dependence on seasonal tourism
* Restructuring underway in the declining traditional sectors of agriculture and fisheries
* Lower than average income levels (in 2002 Argyll and Bute earnings were 91% of the Scottish average, and 84% of the UK average, for full-time adult workers)

The Development Agenda

Deriving from the characteristics of the area, be they geographic, demographic or economic, a number of key economic development issues arise:

* Transportation links
* Long term population decline in most areas
* One of the lowest GDPs per worker in Scotland
* Economic and social exclusion
* High unemployment in certain areas
* More seasonal unemployment than in the Highlands and Islands overall
* High rate of self-employment and employment in small businesses
* Skills shortages and skills gaps in key areas
* Restricted travel-to-work opportunities
* Housing shortages in some areas, and escalating house prices

The dependence of the economy on two main sectors, public administration and tourism, reflects the low level of diversity in the economy in general. Seasonality and external events can impact significantly on tourism activities, causing fluctuating visitor numbers. Public administration can provide more stable employment opportunities, but is also subject to external policy changes and has limited growth prospects. The traditional primary sector activities of agriculture and fisheries are facing significant restructuring and decline due to external policy changes and other forces. Productivity is lower than average, illustrated by the lack of secondary processing and manufacturing in the area.

Low income levels, combined with higher costs of living due to remoteness, reduce the overall prosperity level. This is compounded by scarcity of housing in particular areas. Remoteness also contributes to restricted travel to work areas, a lack of alternative employment opportunities and consequently a high rate of self employment, and employment in small and micro businesses. The underlying issue of transportation is therefore a key challenge to improving economic prosperity, as it affects accessibility to markets, goods, services and employment opportunities.

Economic Opportunities

- Environmental opportunities, including the Loch Lomond and the Trossachs National Park
- Marine sector
- Information and communication technologies
- Construction
- Higher than average rate of business start-ups
- Short breaks and eco-tourism

Several new opportunities present themselves within Argyll and the Islands, for example, in digital media and the renewable energy sector, in marine science and environment-based activities. Some of these are based on the natural characteristics of the area and its surrounding waters, yet others are made possible by advanced technologies in telecommunications and computing. There are major opportunities for business development and growth in the construction sector due to a substantial programme of planned public and private investment.

The existing high level of business start ups is a positive opportunity for widening the economic base of the area, and in the tourism sector, the growing interest in short breaks and eco-tourism can be harnessed to extend the season, providing more stable employment and income to the sector. The development of good transportation infrastructure projects underpins the realisation of all these economic opportunities.

Development Strategy

for Argyll and the Islands

A Strategy for Argyll and the Islands LEF

The Strategy must reflect the wide range of economic activity in the area, from the high level of public sector dependency, to the traditional industries of tourism and the primary sector, and from the diversity of new business start-ups to large scale inward investment. This is compounded by the geography of the area, where the requirements of the remote island communities are different from those of the mainland towns, with their varying levels of prosperity. The LEF strategy therefore uses the model of *A Smart, Successful Scotland* to foster a broadly based economy, creating the conditions for new business to become established, encouraging the sustainability of existing enterprises, and providing an attractive location for inward investment. It aims to create a sustainable and diverse economy, resilient to sectoral shocks, with a more equitable spread of economic opportunity. The strategy will be informed by ongoing economic audits, which will provide additional information to enable strategic targeting of investment.

Against this background, the Strategy for Argyll and the Islands sets out a Vision, to be achieved by pursuing an Aim through five Objectives, each in turn supported by a set of Priorities.

Vision

Our vision is for an Argyll and the Islands in which the people of the area have equality of opportunity in their access to employment, education, training, recreation, travel, housing, health and the other services and facilities expected in a modern economy. We will strive to achieve this irrespective of an individual's background, culture, community or place of residence.

We seek to promote the creation of an economy in which vibrant, locally-run businesses thrive alongside enterprises which have chosen to settle in the area. Business growth and continuing innovation will be essential in providing employment and prosperity for the area's people in a rapidly-changing world economy. Responsive and forward thinking public services also have a key role to play in creating a progressive economy and society.

However, for Argyll and the Islands to achieve a high quality of life to match its superb environment, economic progress must be complemented by recognition of the key roles of culture, community, and natural heritage. These must be preserved, sustained, developed and used in a way which does not compromise our unique assets.

Key to much of this will be an integrated transport and communications infrastructure providing fast, frequent access between central and peripheral parts of Argyll and the Islands, and national and international connections.

Achieving this will finally bring to an end the unnecessary outward migration of the area's people in search of opportunity, and encourage sustainable and economically active inward migration.

Aim of the Strategy

To promote prosperity and well-being for the people of all parts of Argyll and the Islands.

Objectives

The Highlands and Islands version of *A Smart, Successful Scotland*, with the additional Community aspect which is reflected in the ideals of many LEF members, provides a sound basis for the AILEF strategy. As the economy of Argyll and the Islands is shaped by its physical characteristics, it is essential to add an Objective covering the Environment. This gives five Objectives for AILEF's strategy.

- Growing Businesses
- Making Global Connections
- Developing Skills
- Strengthening Communities
- Making Best Use of the Environment

Priorities

Each of these five Objectives is in turn supported by a number of Priorities attached to it, which give direction to the development activities which the Forum will pursue.

The priorities for *Growing Businesses*

- Greater Entrepreneurial Dynamism and Creativity
- More e-business
- Increased Commercialisation of Research and Innovation
- Global Success in Key Sectors

The priorities for *Making Global Connections*

- Digital Connectivity
- Increased Involvement in Global Markets
- Argyll and the Islands as a Globally Attractive Location
- More People Choosing to Live and Work in Argyll and the Islands

The priorities for *Developing Skills*

- Improved Operation of the Labour Market
- The Best Start for all our Young People
- Narrowing the Gap in Unemployment
- Improved Demand for High-quality in-Work Training

The priorities for *Strengthening Communities*

- Investment in Community Assets and Services and Culture
- Development of Community Strengths, Leadership and Confidence
- Enhancement of the Quality of the Environment and Culture
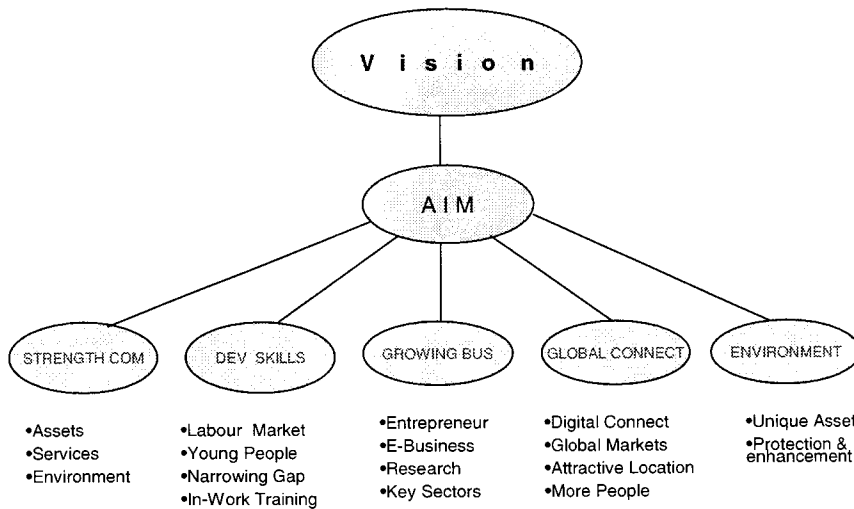
The priorities for *Making Best Use of the Environment*

- Realising the Economic and Social Benefits of a Unique Asset
- Protecting and Enhancing the Environment

Strategic Framework Diagram

The various elements of the AILEF Strategy, and how they relate to one another, can be shown graphically as follows.

AILEF Strategy Framework

```
                    ( V i s i o n )
                          |
                       ( A I M )
       _____/  /  |  \  _____
      /        _____/  /   |   \  _____        \
(STRENGTH COM) (DEV SKILLS) (GROWING BUS) (GLOBAL CONNECT) (ENVIRONMENT)

•Assets      •Labour Market  •Entrepreneur  •Digital Connect    •Unique Asset
•Services    •Young People   •E-Business    •Global Markets     •Protection &
•Environment •Narrowing Gap  •Research      •Attractive Location  enhancement
             •In-Work Training •Key Sectors  •More People
```

The Area Dimension

This is an inclusive Strategy aimed at enhancing the economic and social development of all parts of Argyll and the Islands. As the pattern of economic need and opportunity varies so widely across the geographic extent of Argyll and the Islands, the Strategy requires to have the flexibility to address disparate conditions in different ways.

In order that economic opportunity may be realised, and economic disadvantage addressed, the LEF will develop and implement a strategy to balance economic opportunity and need.

Implementing the Strategy

An Action Framework for Argyll & the Islands

Implementing the Strategy I - Strategy into Action

The strategic framework adopted by Argyll and the Islands Economic Forum shows a clear Aim, working towards our Vision for the future prosperity of the area. The way to achieve our Aim is marked out by a supporting set of Objectives and Priorities. These reflect the needs and opportunities of Argyll and the Islands, and determine the key Action areas that the partners agree need to be addressed.

A Strategy on its own represents an aspiration about what the future might look like, and what types of goals are required to move in the correct direction. It has to be backed up by activity on the ground, if real progress is to be achieved. It also has to address the differing needs and opportunities of the varied localities within Argyll and the Islands.

The Economic Forum for Argyll and the Islands will take the following principles into account when turning the Strategy into Action.

The Importance of Partnership

The breadth of our Vision for the area, and its current needs and opportunities, are such that no one agency can hope to achieve it on its own. The Forum members make a commitment to working in partnership together, and with the other stakeholders who share our vision for prosperity, towards the objectives of the Strategy.

Co-ordinated Working

Our Strategy demonstrates the important linkages which exist between skills and business growth, between transport and community vitality, between the environment and employment, and between many other aspects of economic and community development. Therefore, the partners will work to ensure the complementarity of their different functions and activities. We will strive to extract the most from the varied strengths of the different partners, recognising that organisational expertise and resources differ widely. In the process we will aim to achieve best value for money and the best use of other resources. The partners commit to the implementation of this strategy by maximising outcomes through joint working.

Community Planning

The Forum's Strategy is intended to provide the essential economic input into the Community Planning Process. It sets out the economic framework and direction on which planning activity is based. Argyll and the Islands' LEF Strategy will primarily inform the Community Planning process for Argyll and Bute, but also for North Ayrshire, in respect of Arran and the Cumbraes.

Targeted Assistance

While the Forum does not itself direct the creation of new businesses and employment sectors, which emerge from the entrepreneurial energies of the people of the area, it can influence and shape economic prosperity through partnership action. A successful economic development strategy needs to be responsive to local initiative. AILEF therefore places high importance on targeted interventions assisting good local projects, however they arise, and investing in the people behind them.

Monitoring Progress

In implementing this Strategy, the Forum commits itself to ensuring that progress towards the objectives, and key indicators of economic and social conditions in the area, will be regularly monitored. The Forum will ensure that appropriate arrangements are set up, drawing on the key areas of expertise among its members.

In the first instance an economic audit of Argyll and the Islands will be carried out to enable benchmarking, targeted investment and future monitoring.

Implementing the Strategy II – An Action Framework

The Action Framework of the Forum's Strategy outlines the bigger picture within which projects can be realised. It is an essential part of our Strategy, and is the route-plan for its implementation. It takes the strategy forward into a scheme of actions through which real economic progress can be achieved. It provides a strategic rationale and the basis for advancing individual projects and programmes aimed at addressing disparate aspects of economic development, both opportunity and need.

The projects and programmes of the partner bodies represent the major activities in economic development for Argyll and the Islands. The member agencies undertake to develop and execute their activities in partnership and in accordance with the framework of the Strategy.

The legacy of close working relationships means that there are already on hand some large joint projects in pursuit of the Forum's Objectives. While many projects and programmes are already underway, and can be accommodated within the framework where they are seen to work towards the Forum's Objectives, successful implementation of the strategy depends on co-ordinated partnership planning and implementation to deliver the strategic objectives.

Action Themes

In pursuit of the economic strategy, the Forum has selected 4 key Themes which make a significant impact on all 5 Objectives of the Strategy, and which the LEF partners will pursue as priorities for collective action:

- Transportation
- The Economic Coast
- Environment
- Skills Sustaining Communities

These represent:

- o The removal of barriers to development
- o The exploitation of new opportunities.

Action Theme 1 : Critical Infrastructure - Transport

This Action Theme is fundamental to achieving the LEF Strategy Vision, since it impinges on all of our Objectives. Given the geography of Argyll and the Islands, transportation is the most crucial single factor in pursuit of the Local Economic Forum's Vision of equality of opportunity for all, and access to economic well-being.

Transport is central to all 5 Strategic Objectives:

- *Growing Businesses*
  All businesses in Argyll and the Islands are dependent on transportation infrastructure for access to markets, goods and services. The continued competitiveness of these businesses requires cost effective and reliable transportation, locally, regionally, nationally and internationally. The infrastructure must also be in place to attract inward investment and public sector employment re-location.

- *Making Global Connections*
  The market place for many businesses is now global, with investors selecting optimum business locations on a world-wide basis, and businesses seeking markets internationally. ICT is a key component of this, but physical accessibility remains vital to the delivery of goods to markets and the customer to the marketplace.

- *Developing Skills*
  Argyll and Islands has several key areas of skills shortages. Transportation is an important component in enabling trainers to deliver to clients, and trainees to access placements and employment.

- *Strengthening Communities*
  Reliable and affordable transportation is fundamental to enabling people in remote and island communities to access lifeline services and employment. The crucial issue of island de-population is linked directly to accessibility, so it is the cornerstone of economic sustainability for these areas.

- *Making Best Use of the Environment*
  The unique environment of Argyll and the Islands is crucial to a number of key economic sectors, such as tourism, aquaculture and forestry. These all rely upon integrated and effective transportation to achieve their full potential.

The aspiration: to develop a vision, with a horizon of 20 years, of an integrated transport system that meets the needs of a growing population and an expanding economy.

Such a strategy would need the full commitment of all public agencies and the wider community. It would be essential that in developing the strategy, a clear understanding was reached of the present and future needs of, particularly, the heath service and other major deliverers of public services. The strategy must be developed within the framework of HI-Trans to ensure maximum national and international connectivity.

- - o - -

Strategy In Action - Example: Argyll Air Services

Development proposals for improving the airstrips at Oban, Coll and Colonsay contribute toward the desire for **more people choosing to live and work in the Highlands and Islands.** By allowing Argyll & Bute Council's airstrip at North Connel to become a regional air centre, island air passenger services could be established serving the remote islands of Coll and Colonsay, with onward links to Glasgow from Oban. Currently, it is not possible to travel from these islands to the mainland and back in a day. Tiree already has a licensed aerodrome, with an air service to Glasgow.

Initially, scheduled flights are planned from Edinburgh and Glasgow to Oban. As well as being a key service centre for the islands, Oban holds considerable growth potential of its own as a regional centre.

Argyll & the Islands Enterprise and Argyll and Bute Council are promoting the upgrading of the airstrips at Oban, Colonsay and Coll for economic as well as social reasons. Regular air services between these locations would bring important healthcare benefits and reduce their peripherality. Over time, the initiative would contribute towards safeguarding the population of the islands. As an **investment in community assets and services,** Argyll Air Services contributes equally to the Strengthening Communities priority.

- - o - -

Action Theme 2 : The Economic Coast

Harnessing the huge potential of the Argyll and the Islands coast is vital to the successful implementation of the LEF strategy. The location of the majority of settlements on the coastal areas, the importance of the coast to the unique tourist experience of Argyll and the Islands, the primary sectors of fisheries and aquaculture, the unique biodiversity of the coastal areas including 7 Marine Natura sites and the focus of transportation hubs at the coast all contribute to the overall impact. The unique opportunities presented by this have led to the development of a key growth area in **Marine Science**.

The Economic Coast is central to all 5 Strategic Objectives:

- *Growing Businesses*

In a local context, the Growing Businesses objective addresses several of the fundamental socio-economic issues in Argyll and the Islands, especially closing the gaps between national and local earnings levels, and the percentage of population that is economically active. A number of specific projects in the marine biology sector will be especially aimed at the third priority under Growing Businesses - Increased Commercialisation of Research and Innovation.

- *Making Global Connections*

The development of a globally renowned centre of excellence and high quality primary products will serve to raise the profile of Argyll and the Islands internationally and increase opportunities for global trade and marketing.

- *Developing Skills*

Skills developments relating to marine science and coastal tourism have potential for enormous growth and will contribute to a widening skills base, with specific expertise in these sectors.

- *Strengthening Communities*

Coastal communities comprise the majority of those in Argyll and the Islands. Building upon this distinctiveness through specialisation and sectoral focus will serve to strengthen these communities in economic and social terms.

- *Making Best Use of the Environment*

The development of the marine science and coastal tourism sectors presents the partnership with the optimum opportunity of making the best use of the unique coastal resource for the long term development and sustainability of the economy.

The aspiration: to develop a new robust globally competitive sector in North Argyll around the kernel of expertise at Dunstaffnage and taking into account other centres of opportunity and excellence, such as Millport and Machrihanish Research Station. To implement this vision will take a long term and integrated approach across a range of partners including AIE, Argyll & Bute Council, North Ayrshire Council and the private sector.

- - o - -

Strategy In Action - Example: European Centre for Marine Biotechnology

We seek to **increase commercialisation of research and innovation** by assisting the Scottish Association of Marine Science (SAMS) to create an international centre of excellence in marine biotechnology at Dunstaffnage – a European Centre for Marine Biotechnology (ECMB). The development of incubator space will attract high growth firms and we will continue to work closely with SAMS to enhance and expand the facility.

The £8 million project provides over 5,000 sq m of new space, including a laboratory, marine biotechnology wing, library and conference facilities. A senior project executive at SAMS is charged with raising capital for commercial research and innovation projects. A key benefit of the project is expected to be the creation of high value employment opportunities in a rapidly growing sector of the economy, making the area a **desirable place to live and work.**

Building on the anticipated success of this innovative bio-technology centre, AIE is seeking to procure land and resources to build a science industry which will position Dunstaffnage as a leading UK marine biotechnology centre, creating 40-50 new jobs on-

site within 5 years. Beyond that, the project is expected to create opportunities for related businesses to cluster around Dunstaffnage and the Oban area. Incoming businesses will include a mix of health care and marine science businesses, along with a range of specialist service companies.

Particularly important will be the planning dimension and the development of housing, education and leisure facilities, along with the creation of the Oban airport.

- - o - -

Action Theme 3 : Environmental Opportunity - The National Park

The environment of Argyll and the Islands is essential to much of the area's economic activity and employment, notably its largest industry, tourism. The landscape and natural environment of the area provide the quality of life and quality of experience essential to attract and retain its resident population and its visitors, and offer opportunities for new industries such as renewables. Argyll and the Islands is celebrated as having some of the best biodiversity in the United Kingdom and indeed Europe.

These issues are all brought together under the key opportunity in this theme, the Loch Lomond and the Trossachs National Park is a long term project of immense potential significance which requires thoughtful and balanced management by all parties involved. It provides a common theme for a wide range of economic activities, employment opportunities and heritage assets.

The natural environment is a defining feature of the area, and a unique asset. Our Strategy accepts the challenge of Sustaining the Environment, an Objective of considerable importance to Argyll and the Islands. Realising the benefits of the area's natural assets in the National Park and elsewhere, while continuing to protect them as a key contributor to quality of life, is paramount.

This Action Theme also implies the need to spread understanding of the importance of the environment in the fabric of Argyll and the Islands. Commercial opportunities therefore require careful co-operation between public agencies, communities and the private sector, combined with sensitive implementation. The physical environment in itself provides many opportunities for integrated economic activity.

In addition to tourism, the agriculture sector is hugely significant in terms of both economic output and its impact on the landscape, natural environment, and the social systems, which it supports. Agricultural output in the Argyll and the Islands is estimated at £60 million per annum representing approximately 7% of the total output of the area. It is a sector, which is facing change, due to external forces, and that change will potentially have a significant impact on agricultural businesses, but also on tourism, as landscape character, one of the key features of tourism in the area, may alter.

The environment is therefore a theme which impact and shapes our approach to all five strategic objectives:

Growing Businesses
Our rich environment contributes to the creation of quality produce of national and international excellence. The current restructuring challenges facing our farming industry require concerted and coordinated support from many partners to assist this critical industry to survive, adapt to market conditions and prosper.

The environment also provides opportunities for the development of outdoor activity businesses, which require nurturing and support. They also require good quality infrastructure such as well-maintained path networks, good quality transportation links, and other countryside and coastal recreational facilities.

The renewable energy sector offers new opportunities for business development at a number of levels. It is vital that the development of supply chains to support renewable energy is supported by partner effort.

Making Global Connections
The Loch Lomond and the Trossachs National Park is one of the key assets of Argyll and the Islands, one that makes a substantial contribution to business growth, employment creation, skills development, strengthening fragile communities and preservation of our heritage. The National Park designation creates a key global identity and attraction, which can substantially benefit the rest of Argyll and the Islands if the appropriate infrastructure is in place to spread the benefits of the National Park.

Argyll and the Islands environment supports the development of quality produce of national and international renown.

The tourism sector requires concerted partner effort in relation to creating and sustaining a quality tourism product and promoting that product to a national and international customer base.

Developing Skills
There is a need to enhance the skill base of those working in the environment to ensure that it is managed wisely and economic opportunities are used to their full advantage. The skills required for contributing to the growing renewable energy sector must be encouraged to develop. The challenges facing the agriculture and fisheries sectors in relation to the current restructuring of these industries requires concerted partner effort to ensure that skill gaps are addressed and training is widely available and accessible. The tourism sector also requires ongoing support to enhance and develop a wide range of marketing, catering and customer care skills.

Strengthening Communities
The environment offers significant opportunities for communities to become involved in developing access, biodiversity and woodland schemes which enhance their local

environment and support the growth of strong, capable communities. Involvement in developing such schemes can develop skills which can be transferable to the workplace and increase career opportunities.

Making Best Use of the Environment
It is vital that our environment receives wise management and investment. This requires to concerted effort of partners on a number of fronts.

The aspiration: to develop Loch Lomond and the Trossachs National Park as one of the key assets of Argyll and the Islands, one which makes a substantial contribution to business growth, employment creation, skills development, strengthening fragile communities and preservation of our heritage. Support the restructuring of the agricultural industry in the short to medium term, with partnership action.

- - o - -

Strategy In Action - Example: National Park

The designation of Scotland's first National Park has seen 6 of the more fragile communities of Rural Cowal take a more sustainable approach to bottom-up community economic development through the implementation of the Community Futures Programme. The programme has helped them prepare and produce Community Action Plans, which are unique to their individual areas, resulting in an increased level of community involvement and participation towards the social and economic development of the area, creating **community strengths, leadership and confidence** at the grass roots level.

Argyll and the Islands Enterprise (AIE), in partnership with the Loch Lomond and the Trossachs National Park Community Partnership, are now working towards a project that will see the enabling of these communities to develop and achieve the priorities identified in their Local Action Plans.

Funding from AIE is allowing a level of localised resources to be made available in the form of fully trained Community Agents who are providing the expertise and support to the communities to enable the Local Action Plans to be implemented. It is anticipated that the plans will provide a delivery mechanism that will **enhance and sustain the quality of the environment,** which is the very asset that has seen the area being designated as a National Park.

- - o - -

Action Theme 4 - Skills Sustaining Communities

This Action Theme is essential to realising the LEF Strategy Vision, by developing the skills base of Argyll and the Islands and ensuring people are able to use and improve their skills locally. Many areas of Argyll and the Islands have been affected by population decline, and skill retention and development is critical to sustaining local communities, as well as encouraging people to bring their skills into the area. Addressing skills shortages and providing support for skills development will ensure the Local Economic Forum's Vision to generate levels of economic activity to support dynamic local communities.

There are key opportunities for skills development in the immediate future relating to the construction and care sectors. A number of important developments in the public sector, including changes to the Argyll and Bute Council Development Plan and the potential Housing Stock Transfer, offer significant opportunities in the construction sector. Demographic changes in Scotland as a whole, which are more extreme in Argyll and the Islands, have resulted in an increasing need for care workers. This, combined with the government's community care approach to providing personal support, will result in an increased opportunity for skills and employment in this area.

Skills Sustaining Communities is central to all five Strategic LEF Objectives:

- *Growing Businesses*
Business growth in Argyll and the Islands requires skilled and motivated people to innovate and develop new markets, products and services. Developing the skills base will provide businesses with an opportunity to improve quality and efficiencies, and will provide a sustainable future and economic prosperity for Argyll and the Islands.

- *Making Global Connections*
A skilled population base is a key factor when attracting new investors from the global market to Argyll and the Islands, as is the ability to provide support and training to enable people to develop skills to meet the needs of new businesses. In addition, businesses in Argyll and the Islands need to have the skills to compete in the global market place and be able to maximise the opportunities that global connections provide.

- *Developing Skills*
Skills shortages can restrict and constrain economic development in Argyll and the Islands; it is therefore critical to develop the skills base and ensure opportunities for continuing training and development to maximise the area's economic potential. Highly skilled and motivated people are essential to the sustainability and development of the communities and economy of Argyll and the Islands. It is vital that people are encouraged and supported to realise their potential, and ensure this valuable asset is maximised.

- *Strengthening Communities*

Developing the skills base of Argyll and the Islands and ensuring a climate where people with specialised training and skills can return to or come to the area, and make use of their skills, is vital to redress the depopulation trends and demographic shift. Skilled and motivated people are an essential component to ensure that the communities of Argyll and the Islands can be sustained and strengthened, building on the character and vitality of the area as a whole.

- *Making Best Use of the Environment*

Argyll and the Islands has many physical and geographic challenges, however the unique environment of the area makes it a highly attractive place to live and work. Developments in technology and improved infrastructure combined with the asset of people and a high level of skills will ensure that the area is able to reach its full potential, providing equality of opportunity for all, and access to economic well being.

The aspiration: to develop a highly skilled population base, which is able to take a proactive and innovative approach to the challenges and changes of the global market place, and contribute to the sustainability and economic prosperity of Argyll and the Islands, for the long term future and development of the area.

- - o - -

Strategy in Action – Example: Modernising Construction

Skills shortages in the construction sector are an issue for Scotland as a whole, and Argyll and the Islands has already been affected by this trend. This is likely to be further compounded by the increase in demand for construction required for public sector works, such as the potential housing stock transfer, and the rebuild and maintenance programme for the area's schools, as well as the potential for further private sector development via the structure plan review.

To address this issue a partnership capacity-building programme has been established, involving Fyne Homes, Argyll and Bute Council, and Argyll and the Islands Enterprise, securing resources via Community Economic Development. This will undertake a needs analysis of the industry sector, followed by a series of road-shows, working together with contractors and businesses in the construction sector to examine key issues and opportunities. An event was held with representatives from the public sector agencies responsible for capital investment to examine how procurement practices can be further developed to maximise community benefits. Issues include local labour clauses, as well as achieving greater efficiencies and bringing environmental benefits.

These events have identified a number of areas of work which could contribute to maximising the benefits from capital investment, and will provide a basis for future partnership working to address issues and realise opportunities for economic and community benefit.

Strategy in Action – Example: Bruichladdich Distillery

Bruichladdich Distillery on the Isle of Islay was mothballed for seven years from 1993 to 2000, employing just two people for maintenance. Since January 2001 public sector support from a range of agencies including Argyll and Bute Council Employability Team, Jobcentre Plus and Argyll and the Islands Enterprise has enabled the distillery to employ and train its new workforce, now numbering 40 staff. This has resulted in a highly skilled and motivated team who have worked together to deliver a high quality product with a traditional history dating back more than 100 years. The Bruichladdich product has been a huge success in the global market place winning a gold award for "Distillery of the Year" from the Malt Advocate of America in 2002 and 2003, and Food from Britain "Drinks Exporter of the Year" award in 2003.

This page is intentionally left blank