

**Closing the Opportunity Gap (CtOG) Target 'h'**  
**Template for Developing Local Target Setting for Rural Services Priority Areas**  
**(RSPAs)**

*To be completed for each RSPA*

<b>CtOG Target 'h':</b> <b>By 2008, improve service delivery in rural areas so that agreed improvements to accessibility and quality are achieved for key services in remote and disadvantaged communities.</b>	
<b>1. Geography of Rural Service Priority Area</b>	
Community Planning Partnership	Argyll and Bute
Data zone number	SO1000755
Name of ward within which data zone lies	Islay North, Jura and Colonsay
Intermediate geography number and name	SO2000134, The Whisky Isles
<b>2. Description of services to be targeted for improvement, the boundary and equality impacts</b>	
<p>2a) Describe the proposed service(s) to be included in the target.  <i>Include generic type (e.g. health/education); service deliver(s); and population to be targeted (e.g. age group)</i></p> <p><b>Advice Network online referrals</b> – a collaboration between public, private and voluntary sector agencies to better coordinate provision of advice services. The system allows an organisation to refer a client to the appropriate source of advice that may be located at a distant site and track the referral through to its resolution or closure. This will improve access to advice services and referrals will ensure that the network plays to the strength of its members, thereby improving quality. This is particularly important for island communities where advice services are underrepresented or not present at all.</p> <p><b>Fast ferry service e.g. using a RIB</b> – capital support for development of a fast passenger ferry service between Craighouse on Jura and Crinan on the mainland, possibly using a covered RIB (Rigid Inflatable Boat). Other links would also be developed to Colonsay and other locations in the area.</p> <p><b>Skills development on Colonsay</b> – training and practical skills development for island population using the Employability Team and experienced trainers. Initial focus would be on work at Colonsay Cemetery to improve access and the state of what is a valued site in the community.</p> <p><b>Children's play facilities on Colonsay</b> – Partial capital support for simple development of children's play facilities</p> <p><b>Enhancements to service for ferry users on Jura</b> – Two enhancements are planned under this action. The first is an Islander Ticket pilot to provide a discount for inhabitants of Jura using the ferry between Islay and Jura. The pilot will test whether a reduced fare will be compensated for by increased travel of island residents. The second is the provision of a messaging sign to prevent unnecessary travel if the ferry is cancelled due to poor sea conditions or technical problems.</p> <p><b>Improved physical access and usability of village facilities</b> – Two main improvements are required. First, improved access to the school and other facilities in Keills on Islay by improvements to the layout and surface condition of pavements in the village. Second, capital contribution to the provision of acoustic panels to absorb excess noise and echoes in Ballygrant Village Hall to enable more effective use of the hall by all users</p>	

2b) Describe the boundary for the geographic area for services to be targeted.<sup>1</sup>

*Benefits must be measurable within the RSPA but it is possible to extend the boundary to include a wider area up to the intermediate geography boundary. Other service delivery boundaries can be taken into account where relevant (please describe). If the area goes beyond the RSPA, note how far and wide the area is and note the location of the main 'delivery centre'.*

**Advice Network online referrals** – the nature of service delivery and management of online referrals means that the change has to take place at an Argyll and Bute wide level. The service will be delivered from a range of locations across the area. The system will bring proportionately larger improvements in access and quality for remote rural areas because the services are usually located in urban settings. The number of enquiries and location of the advice provider is an integral part of the monitoring processes and so information specific to the datazone is possible. This is particularly important for the island communities as they have suffered a reduction in service due to problems with the Islay and Jura Advice Centre and its links with Argyll and Bute Citizens Advice Bureau.

**Fast ferry service e.g. using a RIB** – Primary are of benefit is for the residents on Jura and service providers based on the mainland who would have direct access to the island. There would be secondary benefits for residents of Colonsay as services link to the island and residents of Islay who may choose to access the mainland via the Islay-Jura ferry and fast ferry.

**Skills development on Colonsay** – The focus of this benefit would primarily be for Colonsay, but also for some members of the Employability Team who would come from other locations.

**Children's play facilities on Colonsay** – The enhancement would benefit residents and visitors to Colonsay

**Enhancements to service for ferry users on Jura** – Residents of Jura would be the primary beneficiaries of this enhancement. Island visitors would benefit from the messaging sign service.

**Improved physical access and usability of village facilities** – Both changes primarily benefit local residents, but there will also be benefits when organisations visiting the area use the school, hall and other facilities.

2c) Describe the 'equality' characteristics of the community in the geographic area targeted for service improvements (the six equality groups are age, disability, gender, race, religion/belief and sexual orientation).<sup>2</sup>

*For example, does the community have a particularly elderly population? are young people leaving the area? and so on. If there is no information for some equality groups please note below.*

- The Population of this datazone is decreasing; however the proportion of over 75s is on the increase. The main decrease is in the under 16s with the working age population remaining generally stable. The current distribution of ages within the population is in line with the average for rural Scotland. As this data zone covers 3 separate island communities it is useful to examine the age profile at the island level, rather than simply across the datazone.
- The table below shows the age composition of the three islands at the 2001 census.

Island	Total Population	Percentage aged 0-15	Percentage aged 16-64	Percentage aged 65-74	Percentage aged 75+
Jura	188	21.28%	67.02%	8.51%	3.19%
Colonsay	120	13.33	66.67	10%	10%
Islay (north)	498	22.69%	63.05%	9.44	4.82%

<sup>1</sup> A map of the intermediate geography areas accompanies this template.

<sup>2</sup> A separate note with key equality statistics for each RSPA accompanies this template.

- The island of Colonsay has a more elderly population than the other islands, coupled with a proportionally lower child population.
- 16.9% of the population have a disability. This is less than the average for Scotland as a whole and about average for rural Scotland.
- The population is equally split between male and female in line with national averages.
- There is little in the way of diversity of ethnicity. Only 0.3% are of “any mixed background” all other groups are white.
- Similarly there is little diversity of Religion:
- 24.7% have no religion, 59.8% are Church of Scotland, 3.6% are Roman Catholic, 0.1% are Buddhist, 0.1% are recorded as “another Religion” and 5.4% did not provide an answer.
- No information was available on sexual orientation.

2d) Is there any evidence that any of the equality groups face greater barriers to access, achieve poorer outcomes or report lower levels of satisfaction with services than the rest of the population in the RSPA? If so, please describe.

*The CPP may already have evidence for some groups and this should be summarised. If there is no evidence, please state that below. If no information is available for the RSPA please describe any evidence for the CPP as a whole.*

- Research suggests that the older population have greater access difficulties in general. The ability to travel to services is limited for this equality group.
- There is also evidence to suggest that the younger population do not have access to services and opportunities that could help them to remain in the area.
- Car ownership is a major determinant of access to services so individuals or households without a private vehicle will be more access deprived. At the datazone level 19.59% of households do not have a car or van. Looking at individual islands within the datazone, the lowest levels of car ownership are in the North Islay output areas, where proportion of households without a car is 20.7%. On Jura the level of non car owning households is 19.1% and on Colonsay it is 16.36%.
- We are currently planning the latest Citizens’ Panel survey and the questions will include reference to access to services

2e) Describe how the services to be included in the target relate to the 6 equality groups.

*For example, which equality groups would the proposed service(s) benefit? which equality groups might be adversely affected?*

**Advice Network online referrals** – The advice services are available to all sectors of the population. Expected usage will be from more vulnerable groups who use advice services, for example the elderly, disabled people and those who are claiming various benefits and credits. Some service providers are able to make home visits and the new system would allow them to refer cases on to other agencies that are better able to deal with certain cases.

**Fast ferry service e.g. using a RIB** – The service would be available to all residents and offers scope for specialists based on the mainland to visit clients more easily.

**Skills development on Colonsay** – This project will develop skills of the adult population (generally of working age) and provide a focus on community facilities for the community as a whole

**Children's play facilities on Colonsay** – This enhancement would benefit children and families.

**Enhancements to service for ferry users on Jura** – This will benefit the whole population of Jura

**Improved physical access and usability of village facilities** – The planned actions will benefit young children and their parents as they visit the school and provide easier access for anyone with

mobility problems. The hall improvements will benefit all hall users, but will provide a more significant improvement for people with hearing or speech problems.

### 3. Baseline information

3a) Summarise the rationale for proposing the service(s) as priorities.

*Note sources of evidence and findings. Also indicate any relationship between the proposed services and action being taken forward under the Community Regeneration Fund, Initiative at the Edge (for Highlands and Islands RSPAs only).*

All the services relate to issues identified in the SEERAD funded research plus local dialogue with service providers, community groups and local Members. All CPP partners were invited to submit suggestions and the final mix of services was discussed and agreed by the CPP Management Committee.

There is no link between the Community Regeneration Fund for this datazone. There are links with Initiative at the Edge via local community contacts at links with the strategic CPP.

**Advice Network online referrals** – People living in remote areas often have problems accessing advice services as these are often based in urban locations. The Argyll and Bute Advice Network has also identified coordination of referrals as a priority because some voluntary sector organisations are not able to cover the whole area or do not have advisors qualified in certain topics. The ability to refer cases will enhance the quality of service provided and significantly ease access. Once embedded there is scope to extend the service to contacts who are not advice specialists, but who could act as referral agents (e.g. servicepoint managers). Local research shows that 30% of advice providers are unable to provide outreach services and this system will allow those providers to extend the reach of their services by accepting referrals from agencies that are able to provide outreach services or home visits. There is also scope to improve quality assurance as the same research indicated that 42% of agencies did not have quality assurance measures in place – joint working will enable best practice to be shared and joint improvement action taken to improve quality and consistency of service across all providers.

**Fast ferry service e.g. using a RIB** – Ferries are the number one priority for island residents. The cost, speed and frequency of services are an issue, as is access to the mainland. This service will enable island residents to access services more effectively on the mainland. A passenger-only route is more cost effective and, as with other island communities, residents will have onward travel arrangements (e.g. via public transport or a car/van that is permanently located on the mainland). A service of this type also offers a boost to the local economy as day trips to Jura become a realistic option for tourists – e.g. to visit the distillery in Craighouse. There is very strong support for this within the local community and the initiative reflects aspirations of the Council's transport planners.

**Skills development on Colonsay** – Colonsay Cemetery is a very important community asset. This support offers an opportunity to improve access and develop skills of local people at the same time. The skills are then available for use in other areas of the island.

**Children's play facilities on Colonsay** – Formal play equipment for children is limited on the island and this action responds to a need expressed in the focus group research.

**Enhancements to service for ferry users on Jura** – The cost of ferry services is a limiting factor for travel by many residents on Jura. A discount will reflect the essential nature of the service and potentially enable residents to travel more often (as their current budget for travel will go further). The message board will be placed at a convenient location so that if the ferry service is disrupted the residents and visitors to the island avoid a lengthy journey on single track roads to the ferry at Feolin Ferry.

**Improved physical access and usability of village facilities** – The improvements in Keills are a specific example of the general comment about roads made in the research. Residents of Keills have highlighted their concerns about the current pavement in the village. The pavement links the school with other parts of the village and so is used by children and partners on a regular basis. There are also difficulties for people with mobility problems. The improvements will ease access for all groups using the school and other facilities in the village.

Ballygrant Village Hall is used by the community for a variety of uses and by local agencies needing a local facility for consultation or delivery of services. The Hall acoustics are not very good and users find larger meetings and events difficult because the poor acoustics interfere with the smooth running of any activity. Improved acoustics will particularly benefit those who have difficulty hearing or who have difficulty making themselves heard.

3b) Describe what would happen to the service(s) in the absence of the CtOG initiative.

*For example, if the service would be provided at lower quality/over a different timescale/at a different scale/or not at all.*

**Advice Network online referrals** – Referrals would not be managed in a coordinated manner, with clients failing to benefit from more specialist advice to speed up their case or increase the benefits from any action. With the large number of agencies involved in the Advice Network, cross-referrals would be hard to monitor – which in turn limits the ability of the network to plan and monitor improvements in service provision.

**Fast ferry service e.g. using a RIB** – Residents of the island and service providers would continue to use existing routes with all the inherent limitations this entails. For example the mainland is accessed via two scheduled ferry routes or a ferry and flight combination. This makes access to any distant service more difficult and compensates for the fact that many distant service providers (e.g. facilities in Glasgow) often do not have video conferencing facilities to match those at the island servicepoint). A potential economic development opportunity for additional tourism might also be missed.

**Skills development on Colonsay** – There would be little or no progress on this activity.

**Children's play facilities on Colonsay** – There would be little or no progress on this activity.

**Enhancements to service for ferry users on Jura** – Residents of the island and service providers would continue to use the ferry at current levels with an increase in number of journeys unlikely. Ferry passengers would potentially waste time travelling for a ferry that was not due to run or miss a ferry when the service resumed.

**Improved physical access and usability of village facilities** – Physical access and usability of facilities in Keills and Ballygrant would continue to be limited, either in terms of physical access or from existing users to make the best of the available facilities.

3c) Describe the current accessibility of the service and how access will be improved through the CtOG initiative.

*Refer to SEERAD research for possible measures of access. If the CPP already has quantitative measures of access/access targets available please describe them below.*

**Advice Network online referrals** – Mixed range of access dependent on area of coverage for different advice providers. Service will be available for the whole datazone area (with more agencies able to refer as the system develops).

**Fast ferry service e.g. using a RIB** – There is currently no scheduled service between Jura and the

mainland.

**Skills development on Colonsay** – Access will be improved to a valued community facility.

**Children's play facilities on Colonsay** – Facilities are currently very limited.

**Enhancements to service for ferry users on Jura** – The significant financial barriers to travel for Jura residents will be reduced, offering opportunities for additional travel or funds to divert to other essential uses. Improved signage will not improve access directly, but will enable users to make decisions about alternative activities sooner if the ferry is delayed.

**Improved physical access and usability of village facilities** – Access to the school and other facilities will be significantly eased by these changes/improvements and the hall, as a valued community facility, will be able to offer an improved user experience that will improve the effectiveness of meetings/events and improve perceptions of the hall as a community facility.

3d) Describe the current quality of the service and how quality will be improved through the CtOG initiative.

*Refer to SEERAD research for possible measures of quality. If the CPP already has quantitative measures of quality/quality targets available please describe them below.*

**Advice Network online referrals** – Quality varies depending on the advice provider. Users will get a more consistent, higher quality, service as cases are referred to a more qualified provider if the initial point of contact is unable to deal with more complex aspects of a case or more complex cases.

**Fast ferry service e.g. using a RIB** – The new service would transform the range of travel options and destinations for island residents and ease travel for service providers visiting the island.

**Skills development on Colonsay** – The development will help to build social capital on the island and so facilitate other developments such as those arising through Initiative at the Edge.

**Children's play facilities on Colonsay** – Island children will have access to better quality equipment.

**Enhancements to service for ferry users on Jura** – The increased availability of information about ferry services will improve the interaction with customers and perceptions of service quality.

**Improved physical access and usability of village facilities** – The improvements will improve the quality of access and perceptions about the quality of services provided at the two main locations.

3e) Indicate below whether you would require further data collection/statistical analysis in order to be able to estimate the baseline situation of access to, and quality of, the targeted services. Also indicate whether you would like assistance from SEERAD analytical services division in developing the baseline measures.

*Indicate yes/no.*

**Advice Network online referrals** – No

**Fast ferry service e.g. using a RIB** – Possibly

**Skills development on Colonsay** – No

**Children's play facilities on Colonsay** – No

**Enhancements to service for ferry users on Jura** – Possibly

**Improved physical access and usability of village facilities – No**

#### **4. Funding and sustainability of service(s)**

4a) Funding of £100k is available in financial year 2006/07 for this RSPA. What will the money be spent on?

*Note whether the funding will be used for a one off capital spend or revenue spend. Also note the estimated cost of providing the services being targeted for improvement and basis for cost estimates.*

**Advice Network online referrals – £10k** to fund half the purchase costs for access to the software package and half the licensing costs for the first year. The remaining 50% will be funded through the funds allocated to the Loch Goil/Eck datazone.

**Fast ferry service e.g. using a RIB – £40k** – Partial support for capital costs, e.g. to purchase a RIB. This will be managed via the Council's transport planners to ensure there are effective links with public transport provision, open competition to provide the service and compliance with legislation – e.g. European State Aid rules (if applicable). The CPP will use a contract that enables recovery of funds should the service fail within a specified period.

**Skills development on Colonsay – £10k** focused on drystone dyking/access work with initial project at Colonsay cemetery. This links with adult education category in the SEERAD research and is an excellent opportunity to make links between the Employability Team and an island community.

**Children's play facilities on Colonsay – £10k** – Partial capital support for equipment as indicated in the SEERAD research

**Enhancements to service for ferry users on Jura – £10k** split between an Islander Ticket pilot and messaging signs to indicate the status of service and any interruptions to the service

**Improved physical access and usability of village facilities – £20k** for improvements to the layout and condition of the path linking Keills school with other parts of the village and partial capital support for acoustics panels to reduce ambient noise in Ballygrant Village Hall (split approx 15:5)

4b) Describe the current pattern of funding for the targeted services.

*Note that the CtOG funding is not designed to directly replace other funding sources available from the Scottish Executive, Communities Scotland or Initiative at the Edge ((for Highlands and Islands RSPAs only). The aim of the CtoG funding is to add value.*

**Advice Network online referrals** – The funding will complement a mix of support provided to advice giving bodies by public, private and voluntary sector organisations. There is currently no provision to explicitly manage referrals between the different organisations.

**Fast ferry service e.g. using a RIB** – None

**Skills development on Colonsay** – None on the islands, but work of the Employability Team is supported from a variety of bodies including the Council, Scottish Executive and Local Enterprise Company.

**Children's play facilities on Colonsay** – None

**Enhancements to service for ferry users on Jura** – Mixture of private and public support.

**Improved physical access and usability of village facilities** – The main activities are usually

supported as low priority Council spend or through community fundraising.	
4c) Which of the exit strategies below best describes your plans for sustaining the targeted services? <i>Note that funding is not dependent on having an exit strategy</i>	
<b>Exit strategy</b>	<b>Indicate yes/no below</b>
Capital spend. Project is finite but any insurance and maintenance issues will be addressed.	<b>Improved physical access and usability of village facilities</b>
Existing, ongoing service. Monitoring and evaluation will continue and mainstream funding will ensure continuation of service.	<b>Enhancements to service for ferry users on Jura</b> – Pilot will be evaluated to consider future arrangements.
New project, on going service. Monitoring and evaluation will be put in place, and mainstream funding will ensure continuation of service.	<b>Advice Network online referrals</b>  <b>Fast ferry service e.g. using a RIB</b> – Service will be operated by a private sector contractor  <b>Children's play facilities on Colonsay</b>
Other, please describe opposite.	<b>Skills development on Colonsay</b> – Continuity through ongoing transfer of skills
<b>5. Other service aspirations</b>	
5a) One of the aims of the CtOG rural services target is to encourage Partnership working across SEERAD and CPPs. SEERAD have committed to raising rural issues with other Executive departments (e.g. education, health). <i>Please describe one service issue that you would like SEERAD to take forward with other Executive departments.</i>	
<p>Issues affecting service delivery in Argyll and Bute primarily relate to the fragmented geography of the area and the impact this has on service delivery in terms of costs and the ability to deliver a full range of services. All CPP partners face this as a common problem and in many respects the geography, common problems and local culture have worked to create strong partnerships locally.</p> <p>There is a common feeling that these issues are not fully appreciated at an Executive level as the topic of islands is often discussed in the context of Orkney, Shetland and Eilean Siar with the conspicuous absence of Argyll and Bute – even though the area has 28% of the inhabited islands in Scotland. The three islands councils have an advantage where key services are provided on the main island or group of linked islands. In Argyll and Bute the key services are often provided on the mainland which is usually a lengthy ferry journey away.</p> <p>Key rural issues from Argyll and Bute to raise with other Scottish Executive departments would be to:</p> <ul style="list-style-type: none"> <li>• appreciate that a significant proportion of the Argyll and Bute population (17.4%) lives on islands</li> <li>• that transport links across the whole area are difficult and even more so with islands where ferry services are clearly the poor relation to those in other island areas</li> <li>• that there is a significant cost (cash and time) for partner organisations providing services to these island communities and communities in remote rural areas</li> <li>• that there is a common view among partners that the Executive needs to decentralise it's activities so that people managing Executive investment for the area are located in or close to Argyll and Bute so that they tap into the strong local partnerships and directly experience the issues affecting the area</li> </ul>	

**Please complete and return to Samantha Reynolds by 31st January 2006**

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