

BENEFITS AND COSTS OF CO-LOCATING SERVICES IN RURAL SCOTLAND

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APPENDIX 1: CASE STUDY SELECTION

A1.1 Introduction

In this appendix we present a range of area definitions that were considered for use during the selection of case study areas. We then outline the procedure followed for selecting the three case studies and present those chosen.

A1.2 Area definitions

A number of area definitions were considered for use during the selection of case studies. These are:

- The Scottish Executive 8 fold Urban Rural Classification 2003/2004
- The Scottish Enterprise network
- The Highlands and Islands Enterprise network
- The Rural Service Priority Areas
- The Community Planning Partnerships

The Scottish Executive Urban-Rural Classification

Within the eight fold Scottish Executive definition of urban and rural areas, the relevant distinction is between accessible rural, remote rural and very remote rural. The eight categories are defined as:

- Large Urban Areas Settlements of over 125,000 people.
- Other Urban Areas Settlements of 10,000 to 125,000 people.
- Accessible Small Towns Settlements of between 3,000 and 10,000 people and within 30 minutes drive of a settlement of 10,000 or more.
- Remote Small Towns Settlements of between 3,000 and 10,000 people and with a drive time of between 30 and 60 minutes to a settlement of 10,000 or more.
- Very Remote Small Towns Settlements of between 3,000 and 10,000 people and with a drive time of over 60 minutes to a settlement of 10,000 or more.
- Accessible Rural Settlements of less than 3,000 people and within 30 minutes drive of a settlement of 10,000 or more.
- Remote Rural Settlements of less than 3,000 people and with a drive time of between 30 and 60 minutes to a settlement of 10,000 or more.
- Very Remote Rural Settlements of less than 3,000 people and with a drive time of over 60 minutes to a settlement of 10,000 or more.

The non-urban categories represented in Figure A1 cover a large proportion of Scotland. Recognising the different geographies of service delivery, The Scottish Executive has targeted a subset of all rural areas as priority service areas (Figure A2).

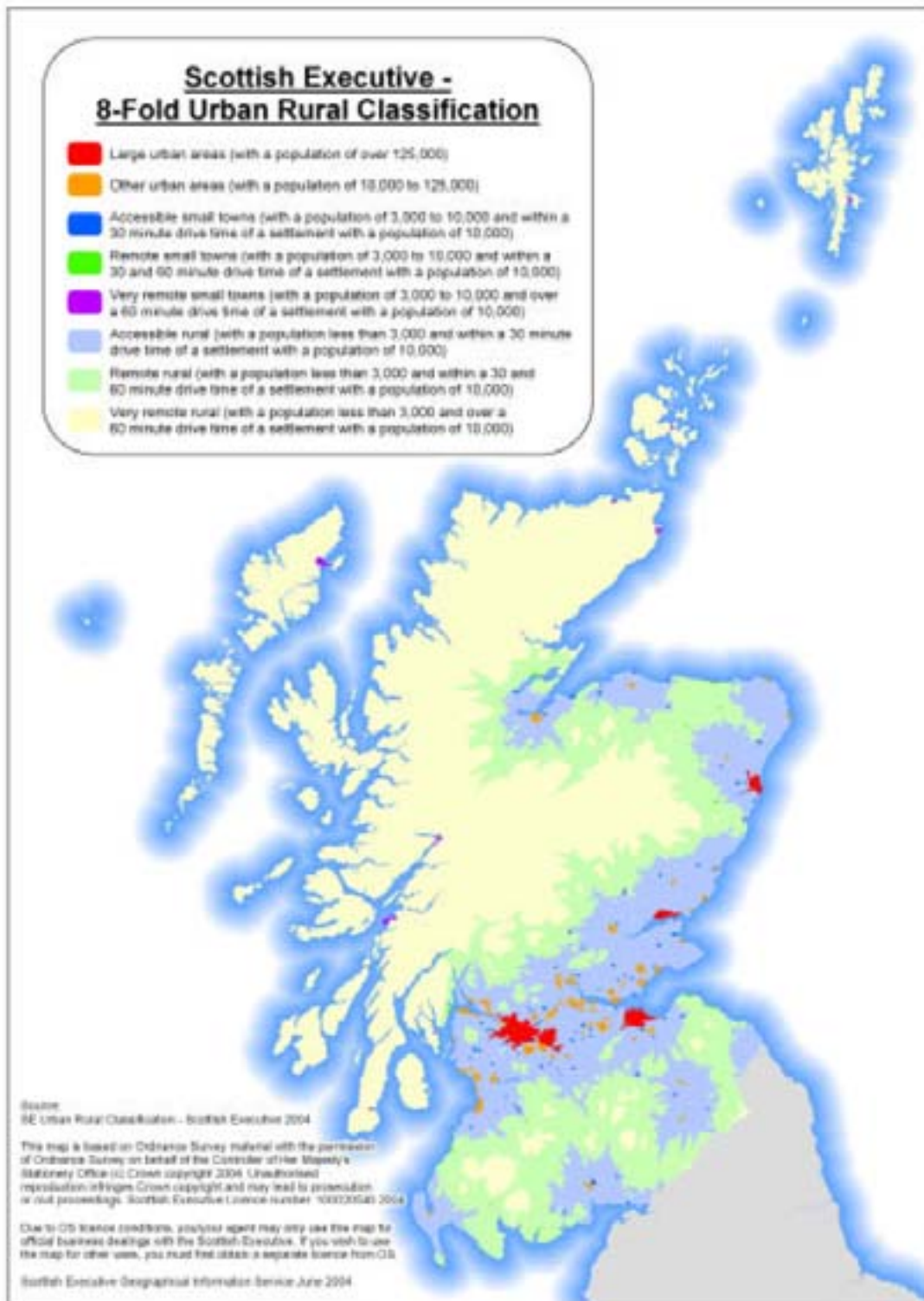


Figure A1: Scottish Executive Urban-rural classification 2003-2004

Rural Service Priority Areas

Twenty two parts of Scotland have been designated Rural Services Priority Areas (RSPA) after the identification of disadvantage in service provision, access to services and subsequently opportunities. The status will enable government, local authorities and other agencies to focus improvements in services in the most disadvantaged rural communities, aiming to find innovative solutions to providing, for example, health care, training or childcare services. The 20 RSPAs, identified by analysing the results of the Scottish Index of Multiple Deprivation 2004, are in local authority areas:

- Argyll and Bute
- Western Isles
- Highland
- Orkney Islands
- Angus
- Dumfries and Galloway
- East Ayrshire
- South Ayrshire

Using the Scottish Index of Multiple Deprivation, the RSPAs are as below. It should be noted that the RSPAs are data zones within the wards listed. Since data zones only have numbers, ward names are used to give some indication of geographic areas.

- East Lochfyne, Holy Loch, Argyll & Bute
- Barra & Vatersay, Eilean Siar (2)
- Daliburgh & Eriskay, Eilean Siar
- Harris West, Harris East, Eilean Siar
- Uig, Eilean Siar
- Skye West, Highland
- Tongue & Farr, Highland
- Brora, Highland
- Sanday, North Ronaldsay and Stronsay, Orkney
- Brechin West, Brechin North Esk, Brechin South Esk, Angus
- Crieffel, Dumfries & Galloway
- Kircudbright-Tarff, Stewartry North, Castle Douglas-Dee, Dumfries & Galloway
- Luce, Dumfries & Galloway
- Canonbie & Kirtle, Lockerbie East, Dumfries & Galloway
- Langholm & Upper Eskdale, Moffat, Dumfries & Galloway
- Dalmellington, New Cumnock East Ayrshire
- New Cumnock, East Ayrshire
- South Carrick, Girvan Glendoune, South Ayrshire
- South Carrick, South Ayrshire

Two additional areas were added as a result of bids from the eight Community Planning Partnerships, one in Argyll and Bute and one in East Ayrshire.

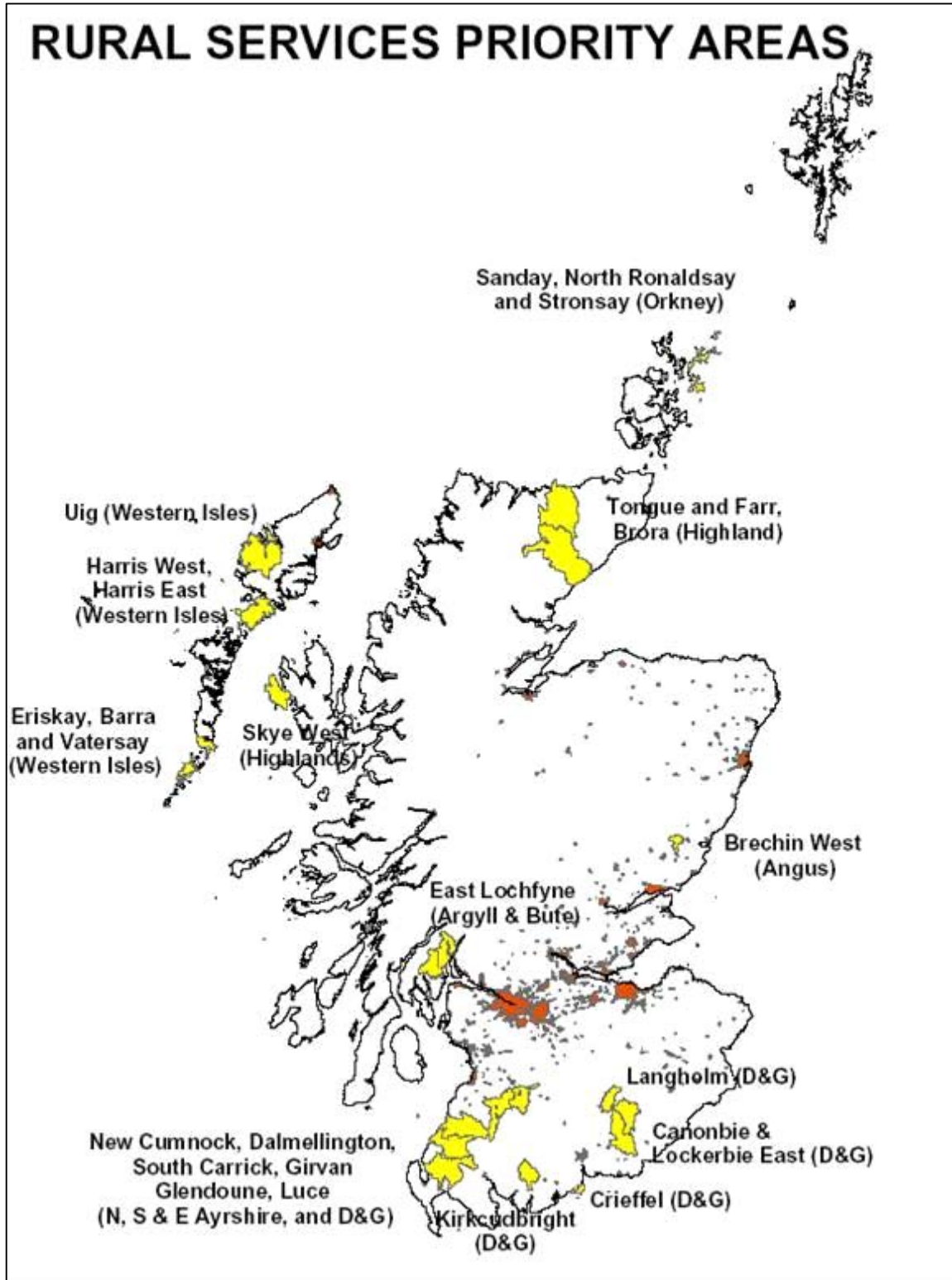


Figure A2: Rural Service Priority Areas

Scottish Enterprise

The Scottish Enterprise Network has 12 local enterprise companies - or LECs - located across the southern half of Scotland, from the Grampians down to the Borders. These are:

- Ayrshire
- Borders
- Dumfries & Galloway
- Dunbartonshire
- Edinburgh & Lothian
- Fife
- Forth Valley
- Glasgow
- Grampian
- Lanarkshire
- Renfrewshire
- Tayside

Highlands and Islands Enterprise

In the Highlands and Islands of Scotland, there are nine Local Enterprise Companies which HIE contracts to deliver its programmes and pursue development in a way that matches local needs. The nine are:

- Argyll and the Islands Enterprise
- Caithness and Sutherland Enterprise
- HIE Inverness and East highland
- Lochaber Enterprise
- HIE Moray
- Orkney Enterprise
- Shetland Enterprise
- HIE Skye and Wester Ross
- Western Isles Enterprise

Community Planning Partnership areas

Community Planning Partnerships bring together key public service providers such as councils, the NHS, police, fire services and the enterprise networks together with the communities they serve to plan services that better meet the needs of people who use them. There are 32 Community Planning Partnerships covering each local authority area in Scotland.

A1.3 Selection procedure

We chose to use the Scottish Executive Urban-Rural classification and a number of other relevant criteria in the case study selection process. Accordingly, the next stage of the research involved compilation, using GIS, of a map of all possible case study options on the urban-rural classification model (Figure A3).

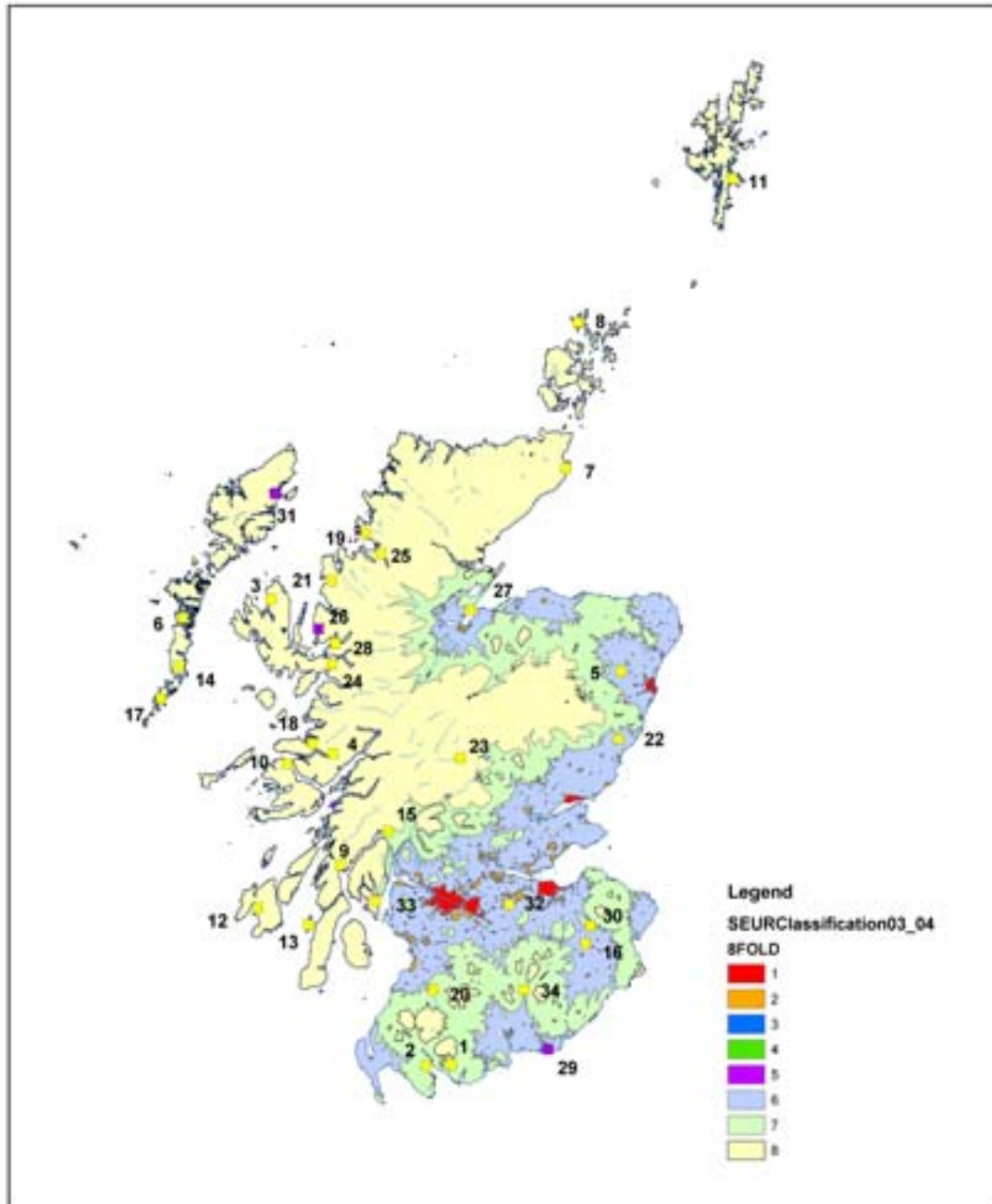


Figure A3: Possible case studies

All potential case studies (Figure A3)

Gatehouse of Fleet DG7 2HP

Wigtown DG8 9JH

Uig IV51 9XX

Strontian, Acharacle, Argyll PH36 4JA

Kemnay, Aberdeen AB51 5FW

Benbecula, HS7 5LA

Pultneytown Wick KW1 5HW

Westray - Orkney KW17 2DH

Lochgilphead PA31 8JZ

Mull PA75 6PN

Lerwick, Shetland ZE1 0JP

Islay, PA42 7DR

Gigha PA41 XXX

Lochboisdale HS8 5TH

Cairndow Community Trust PA26 8BL

Partnership Southern Uplands TD1 3PE

Barra HS9 5XD

Acharacle, Argyll PH36 4JU

Achiltibuie, Ullapool IV26 2YG

Dalmellington, East Ayrshire KA6 7QL

Gairloch, Ross shire IV21 2BP

Laurencekirk, Kincardineshire AB30 1BL

Rannoch and Tummel Community Venture, Kinloch, PH16 5PR

Bernera HS2 9LZ

Ullapool IV26 2UN

Applecross IV54 8LU

Fortrose IV10 8TW

Lochcarron IV54 8UD

Eastriggs DG12 6NH

Lauder TD2 6TR

Stornoway HS1 2ND

Loganlea EH55 8HN

Isle of Bute PA20 0JT

Moffat DG10 9HF

The purpose of case study selection was to identify three rural areas in Scotland where the costs and benefits of co-location service provision models could be investigated. Selection of these areas was based on a number of factors. Specifically, the aim was to have a mix of remote rural and accessible rural areas, and areas with different combinations of existing services. In addition it was considered to be important to have at least one case study area not on the mainland, and at least one in the south of Scotland. Consideration was also given to population levels and whether or not the area featured an example of co-located services that was included in the recently completed One-Stop-Shop research. It was felt that having at least one area that met this latter criterion would provide a degree of continuity through the research that the Scottish Executive has commissioned on this issue. Consideration of the nature of existing co-located service projects was another important criterion. The three areas chosen all include existing co-location initiatives. However, as can be seen in the details that follow, these have developed via contrasting processes, involving different stakeholders and agencies. In addition, they have been in existence for varying amounts of time. Indeed one was only opened in July 2005. Other important distinctions between the co-location projects in the chosen case study areas are the scale of the project and the 'hub' around which other services are located. We believe that the choice of areas serves to provide as varied a combination of case studies as is feasible with three cases.

A1.4 Chosen case studies

Following discussion with the steering group the three chosen case studies were Stornoway, Applecross and Eastriggs (Dumfries and Galloway) Table A1 presents a summary of the three case study areas. Having chosen our three case study areas, extensive consultation was carried out in the areas. This was conducted through workshops with service providers and local residents.

Table A1: Selected case studies

Criteria	Stornoway	Applecross	Eastriggs D&G
Urban – rural classification	Very Remote Small Town	Very Remote Rural	Accessible Rural
Area of Scotland	Island	Highland mainland	Southern Uplands
Enterprise area	Highlands and Islands Enterprise area	Highlands and Islands Enterprise area	Scottish Enterprise area
Population (of settlement)	8055	240	1683
Existing co-location initiative?	Yes	Yes	Yes
Bottom-up or top-down co-location initiative?	Community / voluntary group led	Local authority led	Local authority led
Co-location initiative established	Opened August 1997	Unknown	Opened July 2005
Services co-located	<ul style="list-style-type: none"> - Meeting space - Support and training for voluntary organisations - Befriending scheme - Information and support for families / carers with special needs children - Mental health support - Minibus hire - Careers Scotland - Chamber of Commerce - Garden / amenity project to help elderly and disabled maintain gardens - Computer loan scheme 	<ul style="list-style-type: none"> - Primary education - Library - Nursery 	<ul style="list-style-type: none"> - Post office - Council tax enquiries - Street lighting reporting - Pothole reporting - Issuing of bus passes - Enquiries relating to refuse collection - Housing benefit enquiries
Hub	Volunteer resource centre	Primary School	Post office
Continuation from OSS research?	Yes	No	No
Other comments			New pilot project

APPENDIX 2: TOPIC GUIDE FOR CASE STUDY WORKSHOPS

Arrival, tea / coffee

Welcome and introduction to project

Mention that everyone should have a statement in their pack from the Scottish Executive

Need to emphasise that this project is not just about council services.

Evening only - Make sure everyone has completed a form with their details so that we can post out 'thank you' voucher.

Mention outline of evening (afternoon attendees have agenda)

Exercise one: Mapping exercise - 15 minutes

Explain that one of the things we would like to do today is to draw up a picture of services in the area, starting with where certain services are located.

We provide a map of the area attached to the wall.

Give participants 10 post-it notes each with one of the following services written on.

- Primary school
- Post office
- Grocery shop
- Health centre / surgery
- Day care for elderly
- Police office
- Parent and toddler group
- Nursery school / playgroup
- Computer and internet access (public)
- Public house

Ask them to write on the post-it notes where they use that service (if they use it) , e.g. post office in Eastriggs

Ask them to stick post-it note onto the map (or we collect and stick them ourselves if room restricts movement)

There may be some services that they use that are 'off the map'. These need to be indicated by a post-it at the edge of the map at the appropriate point (i.e. on the road leading to the place).

Ask what services in particular are lacking.

Move on to next exercise.

Exercise two: What's good about the services in this area? – 20 minutes

So we have built up some idea of where certain services are located. What we want to do next is to get some idea of what you think are the good points about services in your area (or in this village / town). We have given you each 3 (pink) post-it notes to write three good things about services in your area. Just one on each note.

We will be coming round the tables to collect the notes as you write them.

Facilitator to collect the post-its as they are completed and begin to collate them into similar groups on flipchart sheet.

When all participants have completed 3 each and all have been collected have group discussion about themes / issues emerging

Exercise three: What's not so good about the services in this area? – 20 minutes

So we have built up some idea of what you think are the good points about services in your area. What we want to do next is to get some idea of what you think are the not-so-good points about services in your area. This time we have given you each 3 (blue) post-it notes to write three not-so-good things about services in your area. Just one on each note.

We will be coming round the tables to collect the notes as you write them.

Facilitator to collect the post-its as they are completed and begin to collate them into similar groups on flipchart sheet

When all participants have completed 3 each and all have been collected have group discussion about themes / issues emerging

Exercise four: Co-location choice sets – 20 minutes

So we have some idea of some of the problems that you feel exist with the provision of services in this area, some of the things that are not so good. Perhaps one of the ways to overcome some of the problems is to look at alternative ways of providing services.

We said at the beginning of the workshop that this research is about issues relating to how services can be provided in rural areas and for rural communities. The main aim of our work is to address the issue of the costs and benefits of co-located services – that is where different services are provided by different organisations within shared premises. Here in Easttriggs an example of 'co-location' is the primary school and library which share the same building, and also the post office where some council services can also be accessed.

What we would like you to do for the final exercise is to take a look at a number of hypothetical options for service provision, each of which could have cost implications for taxpayers. Remember that these are hypothetical. Around the room are six pairs of choices. For each option there is a different mix of attributes, for example, different opening hours, different location, different staff and level of information available.

Now each option also has a cost implication for the individual. What we would like you to do is to work through the pairs of choices and in each case pick your preferred option, taking into consideration all of the features of each option including cost.

Have whole group discussion at end of exercise.

Ask – Did you find the exercise easy / difficult? Probe

Which of the attributes were most important for your choice each time?

Are there other attributes that you think are important that we do not have?

And finally....

What we are going to do next

What we will use the outcomes from the workshop for.

The outcomes from this and the other five workshops we are running will be written up into a report and sent to the Scottish Executive and our steering group.

The outcomes, particularly from the final exercise, will be used to inform the design of a survey as the next stage of the research will be to conduct interview surveys in the three case study areas.

Any questions?

Remind people they need to have completed the registration form for the voucher.

Thanks and departure

APPENDIX 3: STATEMENT FROM SCOTTISH EXECUTIVE DISTRIBUTED AT WORKSHOPS



SCOTTISH EXECUTIVE

Statement from the Scottish Executive about this research

This research is funded by the Scottish Executive Environment and Rural Affairs Department (SEERAD)

In rural areas, innovative methods of service delivery are often required because of low population numbers and sparsity of population. One innovative method of service delivery in rural areas is co-location of services, that is, for services to be located in the same place and to share building space. Little is known, however, about the costs and benefits of co-locating services relative to other models of service delivery. This research aims to fill that gap.

A potential advantage of co-location is that cost savings may arise through shared building space. Another potential advantage of co-location is that rural communities benefit from having better access to services. The size of these cost savings and benefits depends on a range of factors including availability of building space and current access to local services. This research will estimate the relative size of costs and benefits associated with co-location of services.

SEERAD is the end user for the research. SEERAD is committed to ensuring that people living in rural Scotland have access to high quality services essential to their life and work. Since the research is being conducted in three rural communities which differ according to population size and remoteness, it is hoped that the research will be able to draw conclusions about the circumstances in which co-location of services can work best. If co-location does work then SEERAD can promote it as an effective means of service delivery, should provision of individual services in rural services come under review.

APPENDIX 4: STORNOWAY WORKSHOPS

Stornoway mapping service use

SERVICE	ACCESSED WHERE? (AFTERNOON)	ACCESSED WHERE? (EVENING)
<ul style="list-style-type: none"> Primary school 	Leurbost North Bragar	Laxdale Stornoway (3) Sandwick Leurbost (2) Shawbost
<ul style="list-style-type: none"> Post office 	Stornoway (4) Bayhead (Stornoway) Back / Bac Great Bernera	Stornoway (10) Back Leurbost (2) Gravir Lochs (2) Uig Shawbost Bragar
<ul style="list-style-type: none"> Grocery shop 	Stornoway (3) Stornoway (Cearns Community Shop in housing area) Back South Bragar Stornoway, occasionally Great Bernera	Stornoway (11) Barvas Leurbost Uig
<ul style="list-style-type: none"> Health centre / surgery 	Stornoway (3) Leurbost North Lochs Carloway Great Bernera (2 days a week)	Stornoway (9) Leurbost Gravir (2) Uig Carloway (2)
<ul style="list-style-type: none"> Day care for elderly 	Stornoway	Stornoway (3)
<ul style="list-style-type: none"> Police office 	Stornoway Carloway	Stornoway (9) Carloway (2)
<ul style="list-style-type: none"> Parent and toddler group 	None	Stornoway (Cearns) Stornoway (2)
<ul style="list-style-type: none"> Nursery school / playgroup 	Leurbost Great Bernera	Stornoway (Cearns) Stornoway (2) Leurbost
<ul style="list-style-type: none"> Computer and internet access (public) 	Stornoway (3) Great Bernera	Stornoway (3) Stornoway (Cearns) Uig Community Centre
<ul style="list-style-type: none"> Public house 	Stornoway (6)	Stornoway (8) Carloway

Stornoway afternoon – all quotes from ‘good’ post-it notes

Comments relating to local, personal, small-scale

Personalised service – it’s good to know people involved in service delivery in your area

Ability to follow up personal contact

Local shop – community owned

Small, friendly local school and playgroup. Children’s needs well met

Local produce when available is better than shop produced

Local facilities are improved eg arts centre

Community service provision

Don’t have to wait long for Drs appointment and prescriptions available locally

Places not overcrowded and parking generally quite easy

Comments relating to health

Our medical services

Good opening hours for doctors surgery – flexible for people who are working

Food shopping – good provision in town area but sporadic outside

Comments relating to education

Where I live – Primary and secondary education provision

Our schools

Good school provision – All children have equal opportunity (i.e. no option to select ‘better’ schools)

Comments relating to accessibility / transport

In most areas of the islands – including Stornoway – services tend to be grouped together in village / town centres – this helps access

Transport – local bus service. Regular. Free to school children and OAPs.

Transport

Garage

Other comments

Royal Mail

Stornoway evening – all quotes from ‘good’ post-it notes

Comments relating to shops

Mobile shops – Provide a necessary service for the elderly and incapacitated
Home-grown lamb on the shelf
Access to shops outwith Stornoway is very important and most helpful
Community-owned shop provides a really good service
Supermarket good variety for everything – household goods, pet care, gardening
Food shops – Somerfield choice
Supermarkets are really great with a wide variety of goods

Comments relating to education

Community education are very user friendly and are excellent individually and as team players
School services – Good schooling from primary upwards as numbers in classes are smaller than the mainland
Education from pre-school to college
Schools – bullying is kept at a low so it is easier to fit in

Comments relating to health services

Hospital appointments quick
Health services – do not experience the same amount of waiting time as that of the mainland
Hospital efficient, good personal care, central
Doctors clinics – different types of clinics held at doctors surgeries
Hospitals look after patients very well. Free bus travel for OAPs is a very good thing and is much appreciated by the community
Drs clinic much improved.

Comments relating to transport

Air service schedules
Bus service – regular
Public transport improved in last few years – more buses running
Transport throughout the islands is very good especially for old people
Mobile vans come into the area 3 times per week (Gravir)
Good bus services with reasonable fares
Transport much improved especially for the elderly
Friendly drivers, regular, reliable bus service
Local bus transport is pretty good and it’s free for people with a bus pass

Other comments

Very good disabled entrance for Woolworths
Good community base serviced by the council
Police patrol around town at night keeping violence down
Police provide an excellent service – it is personal and approachable
Being able to work in partnership with statutory and voluntary services
Sports centre – good games hall, fitness room, climbing wall
Croft housing
Safety of living on the island

Services for the elderly – good carers, attention

Uig has a school, community centre, doctor, shop, mobile library, care unit – pretty good for a population of 400.

Social work services are good because they have less clients than big cities

Home carers are very good

Gravir – Services for the youth satisfactory within our area.

Housing

Emergency services

Stornoway afternoon –all quotes from ‘not-so-good’ post-it notes

Comments relating to transport

Transport to mainland – too costly

Fuel and oil prices extreme

Many services and products are more costly because of additional costs incurred to get items here and limited market

Need to travel from home for some services and high cost of fuel

Can be expensive – high capital costs and transport

Cost of petrol/ diesel

Air service is good but again cost are prohibitive

Off-island transport / travel very expensive

Cost of flights

Comments relating to the range of service

A limited range of services available – e.g. alternative therapies

Limited range of services – in social work anyway

Limited range of brands and service providers compared to more populated areas

Comments relating to health

Health services – accessing mainland consultants; local hospital service being reduced at present; midwifery service being reduced

Medical services – continual reduction of provision; NHS 24 not appropriate

Other comments

High speed access to web internet though now being addressed

No pub within 16 miles

Some inequality of access to services

Lack of investment means local businesses are often less competitive than incoming providers

Opportunity for our young people post school – college – university

Problem of age balance in sustaining workforce to provide services

Tradesman and builders can be slow – especially for small jobs

Use of rurality as a reason for escalating costs

Stornoway evening – all quotes from ‘not-so-good’ post-it notes

Comments relating to youth services

More provisions (needed) for the young
Not enough youth centres or for disabled
Lack of things for the youth of the island
Lack of youth clubs etc
Not enough facilities for the young in the island
Not enough entertainment for the youth
Youth facilities – none
Lack of apprenticeships for young people

Comments relating to transport

Fuel costs puts the price of everything up
Cost of fuel and lack of gas services
Distance makes services difficult to access sometimes
Transport could be improved by introducing smaller buses for most of the time the large buses are half full
Although transport service is priced well access is lacking
Road maintenance – Roads are poorly maintained in most areas
Roads to the villages could be improved
Need major road improvements in rural areas
V expensive mainland travel links
Air fares
Air services cost
Cost of travel to mainland
Air services very overpriced
Transport and freight costs by ferry
Off island travel is far too expensive
Transport in some rural areas
Buses can only get a bus every 2 hours and the last bus at weekends is 11.05pm so you have to finish a night out early.

Other comments

Getting hold of a tradesman seems to take too long
Small variety of services e.g. shops
Some shops for clothing, DIY
Access to rural post offices essential especially for the old
No internet access facilities in rural areas
Lack of funding for community organisations
Refuse collection – fortnightly!
Police in Carloway at weekends – when Carloway police are on patrol in town there is no-one at Carloway
Brussels European services
Dentists – none
A&E staff – I was told to leave and see my GP
Lack of specialists within the NHS
Not enough disabled parking spaces
Poor disabled entrance to many shops
Cost of land

As an OAP who pays £80 per month in council tax I think this is far in excess of some of the services given by the local authority. I was asked to pay £27 per hour to remove doors which I had to replace. Recently I had a fireplace to dispose of. Again the Council told me they would not remove unless I paid the aforementioned sum of £27 per hour.

Stornoway afternoon – choice sets and responses

1

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	1 service	2 services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	Employed staff
Service level	Limited service	Information only
Council Tax increase	£20	£70

A
 B 6
 Neither
 Don't know 2

2

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Full day	Full day
Service combination	2 services	2 services
Location	Up to 20 miles away	Up to 20 miles away
Staffing	None (information only)	None (information only)
Service level	Information only	Information only
Council Tax increase	£70	£100

A 5
 B
 Neither 3
 Don't know

3

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Full day
Service combination	2 services	2 services
Location	Up to 20 miles away	Up to 10 miles away
Staffing	Volunteer staff	Volunteer staff
Service level	Limited service	Limited service
Council Tax increase	£70	£40

A
 B 8
 Neither
 Don't know

4

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Late opening
Service combination	1 service	1 service
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	Volunteer staff
Service level	Limited service	Full service
Council Tax increase	£70	£70

A
 B 7
 Neither
 Don't know 1

5

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Half day only
Service combination	1 service	2 services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	None (information only)
Service level	Full service	Information only
Council Tax increase	£40	£20

A 6
 B 2
 Neither
 Don't know

6

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Half day only
Service combination	3 services	1 service
Location	Up to 20 miles away	Up to 20 miles away
Staffing	Volunteer staff	Employed staff
Service level	Full service	Full service
Council Tax increase	£70	£40

A 3
 B 4
 Neither 1
 Don't know

Stornoway evening – choice sets and responses

1

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	3 services	3 services
Location	Up to 20 miles away	Up to 20 miles away
Staffing	None (information only)	None (information only)
Service level	Information only	Limited service
Council Tax increase	£10	£100

A 13
 B
 Neither 2
 Don't know 1

2

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Full day	Full day
Service combination	2 services	2 services
Location	Up to 10 miles away	Up to 10 miles away
Staffing	Volunteer staff	Volunteer staff
Service level	Full service	Full service
Council Tax increase	£70	£100

A 6
 B
 Neither 9
 Don't know 1

3

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Half day only
Service combination	2 services	1 service
Location	Up to 20 miles away	Up to 20 miles away
Staffing	Volunteer staff	None (information only)
Service level	Full service	Information only
Council Tax increase	£100	£100

A
 B
 Neither 16
 Don't know

4

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Half day only
Service combination	1 service	2 services
Location	Up to 10 miles away	Up to 10 miles away
Staffing	Employed staff	Volunteer staff
Service level	Limited service	Full service
Council Tax increase	£20	£40

A 13
 B
 Neither 3
 Don't know

5

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	1 service	3 services
Location	Up to 10 miles away	Up to 20 miles away
Staffing	Volunteer staff	None (information only)
Service level	Limited service	Limited service
Council Tax increase	£10	£40

A 10
 B
 Neither 6
 Don't know

6

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	3 services	2 services
Location	Up to 10 miles away	Up to 10 miles away
Staffing	Employed staff	None (information only)
Service level	Information only	Full service
Council Tax increase	£10	£40

A 12
 B
 Neither 1
 Don't know
 No response 3

APPENDIX 5: EASTRIGGS WORKSHOPS

Eastriggs evening participants

SEX	M (10) F (9)
LOCATION	Eastriggs (13) Annan (5) Dornock
HIGHEST LEVEL OF FORMAL EDUCATION ACHIEVED	No answer (11) No qualifications BA (Ed) Open University BSc Diploma in higher education Secondary school highers (2) Standard grade – credit level School certificate Short-hand typing
AGE	30 or under (2) 28, 30 40-49 40+ (one person) 50-59 (5) 51, 52, 53, 55, 59 60-69 (4) 60, 64, 65, 68 70-79 (6) 74, 75, 75, 77, 79, 79 80+ (one person)
CURRENT OR MOST RECENT JOB (OR RETIRED, STUDENT, HOUSEWIFE ETC AS APPLICABLE)	Process worker Fencing contractor Senior Housekeeper – Hotel (2) Police officer Laundry worker Rep Sales assistant Retired (7) H.E.O. M.O.D. (retired) District manager of an insurance company (retired) Senior RAF officer (retired) Retired – Former agricultural lecturer / construction safety advisor

NUMBER OF PEOPLE IN YOUR HOUSEHOLD	1 (8) 2 (7) 3 (2) 4 5
NUMBER OF CHILDREN UNDER 5 YEARS IN YOUR HOUSEHOLD	No answer (4) None (15)
NUMBER OF CHILDREN AGED 5-18 IN YOUR HOUSEHOLD	No answer (4) None (12) 1 (2) None (2 offspring over 18)
NUMBER OF YEARS YOU HAVE LIVED IN THIS AREA	Less than 5 4, 5 10-20 10, 12, 14 20-30 20, 20, 20+, 21, 26, 28 40-50 43 50-60 50, 51, 52, 53, 55 More than 60 64, 64

Eastriggs Mapping service use

LOCATION	SERVICES ACCESSED (AFTERNOON)	SERVICES ACCESSED (EVENING)
<u>Annan</u>	Police station (8) Doctors surgery (6) Day care for elderly (2) Public internet access (2) Post office (2) Public house	Doctors surgery (10) Grocery shop (5) Public internet access Post office (4) Nursery / playgroup Day care for elderly (4) Police station (16) Public house (4) Primary school Parent / toddler group
<u>Eastriggs</u>	Grocery shop (9) Parent / toddler group (4) Nursery / playgroup (4) Primary school (6) Day care for elderly (2) Public house (4) Public internet access (2) Post office (6)	Nursery / playgroup Parent / toddler group Public house (3) Public internet access (5) Primary school (4) Doctors surgery (5) Grocery shop (10) Post office (12)
<u>Gretna</u>	Doctors surgery (3) Day care for elderly Post office Police station Nursery / playgroup Parent / toddler group	Doctors surgery (2)
<u>Carlisle</u>		Grocery shop

Eastriggs afternoon – all quotes from ‘good’ post-it notes

Comments relating to accessibility

Small population so less demand resulting in better access
Public transport links – regular, easily accessible
Excellent transportation links (rail, regular bus service, A75, A74)
Children have short journey to school
Living on bus route – easy access to other areas for facilities not available in Eastriggs – free for pensioners
Accessible for people who have access to transport – buses and car access easy
Access to a doctor on priority basis – always helpful
Most key services, if not located in Eastriggs can be accessed at Annan and Gretna (3-4 miles away)
Less rigid and more flexible than in more urban areas

Comments relating to staff

Internet access in Annan Library – staff helpful
Local commitment to services – local people active in service provision
You often know people so more of a personal / caring service
Fast food service (Eastriggs) – Courteous staff and high standard of cuisine
Community learning (Eastriggs) – Quality and delivery of service. Committed staff

Comments relating to range of services

Reasonable range of services
No shortage of key services

Comments relating to housing

Reasonably priced housing
Cheap affordable housing in Eastriggs

Comments about specific services

Good primary school which includes a library and surgery
Garbage collection weekly – always timely
Leisure services good – swimming, gym, cinema, golf
Good distance (close) to Lakes, Glasgow, Edinburgh etc

Eastriggs evening – all quotes from ‘good’ post-it notes

Comments relating to health services

Medical excellent – doctor and hospital

Doctors surgery

Doctor service

Annan doctors

Annan – ante-natal care (professional, friendly, lots of it!)

Comments relating to transport

Road network good to get on all major routes

Good train service every hour

Buses – good service

Bus service

Good bus service

Good bus service – runs every half hour, good when you have a job

Transport – buses always running reliable

Bus service

Good bus service every half an hour also free bus pass

Bus service regular and often to Dumfries and Carlisle

Comments relating to post office

Post office helpful and courteous

Post office handy for older people getting there pension

Post office adequate

Post office

Post office nearby, walking distance

Post office extra services

Post office good service

Post office able to pay roof? tax and pensions

Post office friendly and efficient and cover most of my needs

Post office handy, good service

Post office quick and efficient

Post office

Post office efficient service and local government office

Post office for stamps savings postal packages

Post office

Post office

Annan post office (Springbells Road) Efficient, friendly staff

Comments relating to shops

Grocery shops open all hours

Grocery shop good selection of stock

Grocery

Spar shop open til late, nice staff

Spar grocery shop good opening hours, pleasant staff

Shops – 2 shops in village so handy and good opening hours in the Spar shop

Two grocery stores long hours, newspapers and reasonable options

Shopping adequate

Good overall shopping area

Spar and local shops very reasonable

Other comments

Police station

Waste collection

Council – always reliable, provide good services

Library – easy to get to

After school care – open all year, reliable / trustworthy

School – my 3 children attended and all did well

Lunch club – enables the elderly to meet once a week

Cumberland Building Society, Annan – very good service, very helpful

Annan – services compact – i.e. don't have far to travel to get from one to the other

Eastriggs afternoon –all quotes from ‘not-so-good’ post-it notes

Comments about services that are lacking

Community activities restricted due to amount of available space (Community school – evenings only; or Nelson House)

Purpose built community facility (needed) for all ages

More community facilities i.e. buildings (needed)

Lack of information concerning availability of services

Suggest – a more local what’s available newsletter i.e. church service times etc

No restaurant or café

No ‘inviting’ public conveniences

No railway station in Eaststriggs

No GP here all the time

No doctors surgery or chemist

No GP clinic in Eaststriggs

Police support / visual presence

Lack of housing (affordable / sheltered)

No decent pub

Comments relating to problems associated with type of location

People delivering services have not been exposed to different ways of doing things and are not innovative

Services can be slow to adopt change or technological advances

The level is non-professional – causing an exodus of young people leaving the area

Some people delivering services have lower skills – hard to attract professionals to this area

Some have not implemented equal opportunities policies fully or have paid lip service to them

Reduced economies of scale – many services are marginal financially

Local shop prices high compared to larger towns

Core services will inevitably concentrate in main population centres

They are very limited – residents have to go to Annan or Gretna to receive some types of services

A75 dangerous road

Empty shops, upkeep of occupied ones

Eastriggs evening – all quotes from ‘not-so-good’ post-it notes

Comments relating to housing

Council houses

Lacking affordable council housing

Severe lack of council houses

Shortage of council houses. No provision for sheltered housing

No sheltered housing

Not enough council houses

Comments relating to village hall

Community centre attached to school has limited times of use and is far too expensive for regular use

Village hall

Village hall needed

Village hall not used as much as it should be

Village hall needed for all age groups

Comments relating to petrol station

Petrol station

Petrol station

Petrol

Petrol station needed

Comments relating to health care

Dentist – forced to wait interminably even though given an appointment

Ambulance service

Doctors not open enough

Inconvenience of doctors surgery only open a few hours on certain days of week

Chemist – there isn't one

Comments relating to police

More active police presence

Police

Police

Anti-social behaviour – not a quick enough response

Police patrol

Police do not react quickly enough when called

Police presence

More police needed on the roads at certain times of day early mornings

Police – time taken for police to come from Annan

Police station or police patrols

Not enough police patrols around the estates

Police supervision. Annan can be a no-go area at night. This is quite serious

Police never follow up complaints. Always say they are too busy.

Lack of police presence. Problem with calls being connected / transferred correctly

Comments relating to railway

We would like a train station which I believe is in the pipeline

Train station
Train station
Train station
Railway station

Comments relating to youth

Youth services – not enough for the young people
Nothing for the young ones to do at night
Leisure facilities for all ages

Other comments

Annan – shopping – choice is limited
Annan – lots of vacant premises available which could house more services
Highways department – lack of road maintenance and verge cutting

Eastriggs afternoon – choice sets and responses

1

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	Council services	Council and library services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	Employed staff
Service level	Limited service	Information only
Council Tax increase	£20	£70

A 1
 B 1
 Neither 5
 Don't know

2

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Full day	Full day
Service combination	Council and library services	Council and library services
Location	Up to 20 miles away	Up to 20 miles away
Staffing	None (information only)	None (information only)
Service level	Information only	Information only
Council Tax increase	£70	£100

A 4
 B
 Neither 3
 Don't know

3

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Full day
Service combination	Council and library services	Council and library services
Location	Up to 20 miles away	Up to 10 miles away
Staffing	Volunteer staff	Volunteer staff
Service level	Limited service	Limited service
Council Tax increase	£70	£40

A
 B 7
 Neither
 Don't know

4

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Late opening
Service combination	Council services	Council services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	Volunteer staff
Service level	Limited service	Full service
Council Tax increase	£70	£70

A
 B 7
 Neither
 Don't know

5

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Half day only
Service combination	Council services	Council and library services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	None (information only)
Service level	Full service	Information only
Council Tax increase	£40	£20

A 6
 B
 Neither
 Don't know 1

6

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Half day only
Service combination	Council, library and community services	Council services
Location	Up to 20 miles away	Up to 20 miles away
Staffing	Volunteer staff	Employed staff
Service level	Full service	Full service
Council Tax increase	£70	£40

A 1
 B 6
 Neither
 Don't know

Eastriggs evening – choice sets and responses

1

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	Council, library and community services	Council, library and community services
Location	Up to 20 miles away	Up to 20 miles away
Staffing	None (information only)	None (information only)
Service level	Information only	Limited service
Council Tax increase	£10	£100

A 5
 B 3
 Neither 2
 Don't know 1

2

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Full day	Full day
Service combination	Council and library services	Council and library services
Location	Up to 10 miles away	Up to 10 miles away
Staffing	Volunteer staff	Volunteer staff
Service level	Full service	Full service
Council Tax increase	£70	£100

A
 B 3
 Neither 3
 Don't know

3

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Half day only	Half day only
Service combination	Council and library services	Council services
Location	Up to 20 miles away	Up to 20 miles away
Staffing	Volunteer staff	None (information only)
Service level	Full service	Information only
Council Tax increase	£100	£100

A 1
 B
 Neither 2
 Don't know 1

4

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Half day only
Service combination	Council services	Council and library services
Location	Up to 10 miles away	Up to 10 miles away
Staffing	Employed staff	Volunteer staff
Service level	Limited service	Full service
Council Tax increase	£20	£40

A
 B
 Neither 5
 Don't know 1

5

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	Council services	Council, library and community services
Location	Up to 10 miles away	Up to 20 miles away
Staffing	Volunteer staff	None (information only)
Service level	Limited service	Limited service
Council Tax increase	£10	£40

A 3
 B
 Neither 2
 Don't know 1

6

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	Council, library and community services	Council and library services
Location	Up to 10 miles away	Up to 10 miles away
Staffing	Employed staff	None (information only)
Service level	Information only	Full service
Council Tax increase	£10	£40

A 3
 B
 Neither
 Don't know

APPENDIX 6: APPLECROSS WORKSHOPS

Applecross participants

SEX	M (6) F (5)
LOCATION	Applecross (7) Camusterrach Upper Toscaig Culduie Arinackaig
HIGHEST LEVEL OF FORMAL EDUCATION ACHIEVED	MA Degree (4) Diploma (2) HND in catering and teaching Standard level grade 1 Master mariner No answer
AGE	30 or under 22 40-49 45, 46, 47, 49, 49 50-59 53, 55, 59 60-69 60, 63
CURRENT OR MOST RECENT JOB (OR RETIRED, STUDENT, HOUSEWIFE ETC AS APPLICABLE)	Centre bursar Proprietor of Applecross Inn Housewife and various part-time jobs Retained firefighter, librarian, Community Education officer Head teacher School assistant Crofter Retired shipmaster Estate worker / crofter Fisherman / self-employed Business advisor
NUMBER OF PEOPLE IN YOUR HOUSEHOLD	1 (2) 2 (4) 3 (3) 6 (2)

NUMBER OF CHILDREN UNDER 5 YEARS IN YOUR HOUSEHOLD	None
NUMBER OF CHILDREN AGED 5-18 IN YOUR HOUSEHOLD	1 2 3 (2) 0 (7)
NUMBER OF YEARS YOU HAVE LIVED IN THIS AREA	10-19 10, 10, 10, 17 20-29 20, 22, 22, 25, 29 30-39 35 More than 60 63

Applecross mapping exercise

LOCATION	SERVICES ACCESSED
Applecross	Public internet access Grocery shop (6) Post office (8) Doctors surgery (7) Public house (4)
Camusterrach	Public internet access Doctors surgery (2)
Lochcarron	Police station (4) Grocery shop Doctors surgery
Strathcarron	Post office (this was a resident of Lochcarron)
Dornie	Day care for elderly
Inverness	Grocery shop

Applecross – all quotes from ‘good’ post-it notes

Comments relating to health care

Elderly care. Very good medical care

Doctors surgery very good – both by doctors and nursing staff. Not NHS 24

Doctors – 24hour and quality of service, and nurses

Access to surgery and general medical cover

Medical services are generally high quality i.e. GP services. Dental care is also high quality (this referred to Lochcarron)

24hour 5 minute health care by doctor you know – I think this meant that there is a doctor five minutes away, 24 hours a day

Immediate doctor’s attention – no need to wait for appointment

Health care service provided 24 hours every day by a known doctor

Medical – at present very good – opt out of NHS24 so very flexible and caring

Doctors surgery – doctors have more time for patients because of small caseloads – high standards of care

Doctor’s surgery – no appointment necessary, home visits possible, doctor not in a rush – time to talk, doctor has opted out of NHS24

Comments relating to education

Primary school – small numbers of pupils, good variety, good education, internet access

School is small and offers high standard education

Primary school – small classes, low pupil-teacher ratio, pupils taught as individuals

Local primary school

Primary and secondary education both high quality although high school education is distant (children have to board there in the week)

Comments relating to personal, local, friendly, flexible level of service

Quality of services / local produce and hours open (inn)

Flexibility

Flexibility

Grocery shop very friendly place to deal with

Knowing service providers – personal service etc

Friendly

Generally service users are recognised by service providers e.g. greeted by name, and their likes/dislikes are known

Individuality

Individual care of service

Short distances to access services

Most services are provided within a small geographical area

Other comments

Road service – local roadmen are good at keeping hill road open in poor weather – good at keeping people informed as to condition of hill

Fishing pier – access at all times, electricity and water. All year supply of red diesel (marine). Important commercial access point (tourist)

The service point in Lochcarron, Ross and Cromarty area office provides high quality service and is a co-location facility.

Village hall – available for functions, well serviced, cheap to rent, good meeting point

Post office and banking provision
Facility of a post office be it limited hours

Applecross – all quotes from ‘not-so-good’ post-it notes

Comments relating to healthcare

Outwith Applecross where NHS24 operates there is concern about out of hours medical services

Concerns about the fragility of health care in light of possible future cuts / difficulty of getting replacements

Concerned that the medical service will not be so good in the future

Comments relating to finance

Pier is financially very fragile and does not get public support

Costs associated with remoteness and distance from central points

More expenditure needed on road maintenance

Higher / extra cost

Fuel costs more here

Lack of affordable housing for young people associated with low employment opportunities. Lack of available crofts for young people

Monetary economics approach to service provision as opposed to ensuring viability of small communities

Cut back in funding

Comments relating to limited hours

Restricted opening hours of P.O.

Constant cut-back (financial) – medical (NHS24), P.O. hours etc

Cut back in hours

Restricted post office opening hours

Comments relating to transport

Difficulty of public transport to connect with trains at Strathcarron

Inadequate road access. Marine access could also be improved

No public transport

Other comments

No community area for events / sports gatherings

We live quite far away from a swimming pool

Hate sending my children away all week to Plockton – even though the hostel is ok

Access to land and accommodation is very restricted – little incentive to encourage people coming into community

Proliferation of bureaucracy hindering crofters leading to decrease in agricultural use of land

Emergency services – distance

Library is too small – only available to me one evening a week – books not changed often enough

Lack of choice

Lack of recycling facilities – at present only 3 bottle banks and can bank

Waste disposal – withdrawal of skip service – as a business this creates several issues

Applecross – choice sets and responses

1

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Extra hours including evenings and weekends	Extra hours including evenings	Your Current Service provision
Additional service	None	None	
Location	Up to 10 miles away - <u>Not on bus route</u>	In your village	
Staffing	Local people who know you	People you do not know	
Service level	Limited range of information / service	Full range of information / service	
Council Tax increase (per year)	£20	£70	

Which option do you prefer?

A
B
C

10

2

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Extra hours including evenings and weekends	Extra hours including evenings	Your Current Service provision
Additional service	Volunteer and community group services, e.g. parent and toddler groups, lunch clubs, sports clubs etc.	Council service point	
Location	Up to 10 miles away - <u>Not on bus route</u>	In your village	
Staffing	People you do not know	People you do not know	
Service level	Limited range of information / service	Limited range of information / service	
Council Tax increase (per year)	£40	£70	

Which option do you prefer?

A
B
C

10

3

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Limited hours	Limited hours	Your Current Service provision
Additional service	Council service point	None	
Location	Up to 10 miles away - <u>On bus route</u>	In your village	
Staffing	Local people who know you	Local people who know you	
Service level	Limited range of information / service	Limited range of information / service	
Council Tax increase (per year)	£40	£10	

Which option do you prefer?

A
B
C 10

4

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Extra hours including evenings and weekends	Limited hours	Your Current Service provision
Additional service	Council service point	None	
Location	Up to 10 miles away - <u>Not on bus route</u>	In your village	
Staffing	People you do not know	Local people who know you	
Service level	Full range of information / service	Limited range of information / service	
Council Tax increase (per year)	£70	£70	

Which option do you prefer?

A
B
C 9

5

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Extra hours including evenings and weekends	Extra hours including evenings	Your Current Service provision
Additional service	Council service point	None	
Location	Up to 10 miles away - <u>On bus route</u>	Up to 10 miles away - Not on bus route	
Staffing	People you do not know	People you do not know	
Service level	Limited range of information / service	Full range of information / service	
Council Tax increase (per year)	£70	£10	

Which option do you prefer?

A
B
C

10

6

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Limited hours	Extra hours including evenings and weekends	Your Current Service provision
Additional service	Council service point	Volunteer and community group services, e.g. parent and toddler groups, lunch clubs, sports clubs etc.	
Location	Up to 10 miles away - <u>On bus route</u>	In your village	
Staffing	People you do not know	Local people who know you	
Service level	Limited range of information / service	Full range of information / service	
Council Tax increase (per year)	£10	£10	

Which option do you prefer?

A
B
C

10

APPENDIX 7: INITIAL THOUGHTS ON THE CHOICE SETS

Stornoway – Choice sets

The final exercise conducted at the workshops in the case study areas was designed specifically to test aspects of the choice experiment that constituted the next phase of the research. Accordingly, participants were presented with a number of choice sets and invited to complete them. All sets and the choices made are presented in Appendices 8 and 9. Figure A4 presents one of the choices as an example.

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	1 service	2 services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	Employed staff
Service level	Limited service	Information only
Council Tax increase	£20	£70

Figure A4: Stornoway choice set example

Afternoon

The group did not find this exercise easy. They felt that usually you would expect to start by thinking about the importance of a specific service. There was overwhelming agreement that you need to know which specific services you are talking about as this will strongly influence your answers, e.g. doctor, shop, specialist service, dentist etc.

The facilitator asked if there was one specific attribute that most strongly influenced peoples' choices. The response was that distance was crucial and whether staff were employed or voluntary. However, in relation to staff, the type of service was again crucial for choice. For example, having a volunteer local fire brigade was better than relying on one from Stornoway 26 miles away. But clearly certain highly qualified services such as dentist could never utilise volunteers.

The facilitator asked if there were any other attributes that ought to be included in the choice sets. It was reiterated that 'type of service' was crucial. It was also felt that the issue of accessibility was not covered adequately by attributes such as opening hours and distance. Issues such as transport, location, personal mobility, and home delivery – all of these things were considered important parts of accessibility.

There was a discussion about home delivery. For example some shops (such as Somerfield) deliver to some parts of Lewis (not Bernera). A local chemist used to do a local delivery service of prescriptions to some elderly customers – this was given as an example of a very good local service that went ‘the extra mile’ for local people. This service has been lost.

Another negative change is that the Royal Mail van used to pick up people or parcels (on a casual basis) – they can no longer do this because of health and safety rules and regulations. Health and safety have also cut down on butchers etc being able to do mobile delivery service. These are the kinds of informal networks and local services that help to keep rural areas going and that are being lost.

The loss of abattoirs was also mentioned. There is one in Stornoway that the council took over but after that the nearest one is Dingwall. It was felt that this is a problem on an island where there is still so much farming.

The discussion turned specifically to the issue of co-location. It was felt that regulations may be an issue for co-location as it affects who can come into school premises. There are also issues of confidentiality – e.g. for some services, such as drugs advice and counselling, people are likely to want it to be somewhere away from where they live, away from places where people know them.

Evening

The group did not understand exercise four. Like the afternoon workshop they felt that they needed to know what service each choice was related to. They also needed to know what information was referred to under service level.

The group was asked which of the attributes was most important for their choices. They stated that what was most important in terms of attributes is value for money.

There was a comment that opening hours may be important but that late opening hours of a service 10 miles away is no good if there is not a bus service. It was felt that accessibility is important.

Participants were also concerned about the use of council tax as a payment vehicle as some services are not paid for by council tax. Someone also commented that they would not want to pay £100 extra council tax for a service they use twice a year. Again the emphasis was placed on needing to know what services are being referred to.

In terms of staffing it was again felt that desired levels depends on what service we are talking about. Generally, people prefer employed staff and late opening hours. Having people employed full-time is obviously a preference. Staff probably need to be full-time employed but participants felt that you cannot generalise.

Eastriggs choice sets

Figure A5 presents an example choice set from the Eastriggs choice set exercise.

ATTRIBUTE	CHOICE A	CHOICE B
Opening hours	Late opening	Late opening
Service combination	Council services	Council and library services
Location	Up to 20 miles away	Nearest village
Staffing	Employed staff	Employed staff
Service level	Limited service	Information only
Council Tax increase	£20	£70

Figure A5: Eastriggs choice set example

Discussion after afternoon choice sets

People found this exercise confusing. Council tax was the most important attribute in choice making but also level of staffing. It was also felt to be important that there were actual services provided rather than just an information point. “Full service” meant different things to different people. It was pointed out that at a council service point there will be frequent low value usage for things such as paying rent versus less frequent high value usage for things like planning advice. So there is a need for greater definition and explanation of council services and/or level of service. Regarding staffing, the group felt that you cannot rely on volunteers to deliver services. Continuing the discussion around council services specifically, the group felt that people need to be able to choose their access channel – for example phone, internet, face to face – hence there is not necessarily a ‘one-size-fits-all’ solution. Also, people will choose different channels depending on the complexity of the issue.

Discussion after evening choice sets

Again participants found this exercise quite difficult to understand. Regarding important attributes they were concerned about staffing, specifically, the issue of who has responsibility for staffing a service outlet, and the need to know that they are capable of dealing with any problems. The group felt that level of service could include the option of a web-cam hence they were clearly thinking in more depth about how the service could be provided, rather than the level of service.

In terms of how people found the exercise – there were a few comments that some of it made sense but overwhelmingly people did not understand the choice sets.

Applecross choice sets

The choice sets used in Applecross (Figure A6) differed significantly from those used at the previous two case study locations. This time people were explicitly given the option of choosing their current service provision. This created an interesting outcome as everyone chose this option every time. When asked why, there were two reasons given. First, the positive view was that people are happy with what they have. The second, and less positive view was that people do not want to pay any more council tax because they already pay a lot.

ATTRIBUTE	A Primary school	B Village Hall	C
Opening hours	Extra hours including evenings and weekends	Extra hours including evenings	Your current service provision
Additional service	None	None	
Location	Up to 10 miles away - <u>Not on bus route</u>	In your village	
Staffing	Local people who know you	People you do not know	
Service level	Limited range of information / service	Full range of information / service	
Council Tax increase (per year)	£20	£70	

Figure A6: Applecross choice set example

The group said that this exercise did not make sense. The choices did not offer anything that they did not already have, or offered something that they did not want. For example, the option of ‘community group services’ was not relevant as they already have these. The response to the possibility of a Council service point was not at all positive. There is already one in Lochcarron and as noted above there was not much any enthusiasm for it. These and other reasons help to explain why all choices were for existing service provision. However, the group was keen to emphasise that their responses might be different if choices were to offer something they needed. For example, it was felt that there is a need for elderly care in the village. Once people are no longer capable of living in their own homes they have to go to Inverness for nursing home care. There was a call for a couple of sheltered houses in the village. This was felt to be feasible and would prolong the amount of time people could stay in the village. There was a realisation that it is not possible to have 24 hour care for

elderly in Applecross because of the expense. It was felt that services for elderly are excellent until you need full-time nursing care.

The facilitator tried to probe whether the amounts suggested for the council tax increase were realistic. However, people were clear that they were not willing to pay any extra for something they do not want. Nevertheless there were a few comments that £100 would be an amount that they would be willing to pay, for example, for good transport services.

Overall, there were concerns about the use of council tax as this is sensitive given the discussion around council tax increases anyway. Generally, the consensus was that they would need to know what the specific thing is that they pay more for to know whether the increase is acceptable. There was also mention of the importance of the volunteer force that helps keep many services going. The issue of council tax, or any other payment, was seen as irrelevant to this.

APPENDIX 8: COST PROFORMA

Cost item	Total cost/ per annum	Hub service (Post office)	Co-located service (Council Customer service centre)
<u>Premises</u>			
Building costs (if applicable)			
New build (if applicable)			
Purchase (if applicable)			
Rental (if applicable)			
Total			
<u>Other fixed costs</u>			
Capital equipment e.g. IT			
Furniture			
Vehicle			
Other			
Total			
<u>Staff costs</u>			
Basic salary costs			
Superannuation			
Staff training			
Other (travel)			
Total			
<u>Other</u>			
Insurance			
Utilities			
Local authority service charges			
Maintenance			
Consumables			
Other			
Unattributed			

APPENDIX 9: SAMPLE SOCIO-ECONOMIC CHARACTERISTICS

All figures are percentages

Distance to nearest village where public services can be accessed.

	Eastriggs	Applecross	Lewis
I live in the village	45.3	35.2	30.6
Less than 1 mile	12.9	17.0	25.9
Between 1 and 2 miles	20.6	10.2	16.5
Between 2 and 3 miles	9.4	0.6	3.5
Between 3 and 4 miles	9.4	-	1.8
Between 4 and 5 miles	1.2	-	4.1
More than 5 miles	1.2	36.9	17.6

Gross annual household income.

	Eastriggs	Applecross	Lewis
Under £5000	3.5	5.1	10.0
£5000- £9,999	12.9	13.1	4.1
£10,000-£14,999	6.5	8.0	9.4
£15,000-£19,999	0.6	5.1	6.5
£20,000-£24,999	-	6.8	10.6
£25,000-£34,999	0.6	8.0	7.6
£35,000-£44,999	-	6.3	5.9
£45,000-£54,999	-	0.6	2.4
£55,000-£74,999	-	2.8	2.4
£75,000-£99,999	-	0.6	2.9
£100,000+	-	0.6	1.2
Refused	39.4	26.7	22.4
Unknown	36.5	16.5	14.7

Gender

	Eastriggs	Applecross	Lewis
Male	41.2	53.4	52.9
Female	58.8	46.6	47.1

Age group

	Eastriggs	Applecross	Lewis
16-24	11.2	8.0	7.1
25-34	15.9	11.4	11.2
35-44	17.1	13.1	17.6
45-54	14.1	16.5	18.8
55-64	14.1	24.4	22.9
65-74	15.9	14.2	19.4
75+	11.8	11.9	2.9
Refused	-	0.6	-

Socio-economic class

	Eastriggs	Applecross	Lewis
AB	10.0	17.0	14.7
C1	19.4	30.7	25.3
C2	23.5	16.5	20.0
DE	47.1	35.8	40.0

Number of adults (over 18 years of age) living in household

	Eastriggs	Applecross	Lewis
1	34.7	25.0	27.6
2	51.2	60.8	62.4
3	12.4	10.8	5.3
4 or more	1.8	3.4	4.7

Number of children (under 18 years of age) living in household

	Eastriggs	Applecross	Lewis
None	66.5	76.7	71.2
1	14.1	11.9	9.4
2	14.1	5.1	17.1
3	2.9	4.0	2.4
4 or more	2.4	2.3	0.0

Working status

	Eastriggs	Applecross	Lewis
Full time	28.8	37.5	37.1
Part time	10.6	17.0	18.2
Retired	36.5	32.4	24.7
Unemployed	10.0	2.3	11.8
Looking after household/family	8.2	8.0	3.5
In further/higher education	1.8	1.1	2.4
Unable to work	4.1	1.7	2.4

Highest level of formal education

	Eastriggs	Applecross	Lewis
No formal qualifications	61.8	27.3	32.4
O grades, CSE's, O levels or GCSE's	14.7	21.0	10.0
Highers or A levels	4.1	8.5	10.0
University/college degree/diploma	15.9	21.0	22.9
Postgraduate or professional qualification	3.5	22.2	24.7

Housing tenure

	Eastriggs	Applecross	Lewis
Owner occupier	49.4	76.1	67.6
Private rental accommodation	5.9	2.3	7.1
State or housing trust/association tenancy	43.5	19.3	23.5
Tied (staff) accommodation	0.6	2.3	0.6
Registered Lodging House	0.6	0.0	0.0
Other	0.0	0.0	1.2

Length of time living in area

	Eastriggs	Applecross	Lewis
Less than 5 years	21.2	19.9	23.5
6-10 years	8.2	13.1	8.8
11-20 years	10.0	19.3	7.1
More than 20 years but not all my life	24.7	30.7	37.6
All my life	35.9	17.0	22.9

Mobility problems due to disability or old age (respondent or member of household)

	Eastriggs	Applecross	Lewis
Yes	27.1	16.5	15.9
No	72.9	83.5	84.1

Access to car or other vehicle

	Eastriggs	Applecross	Lewis
Yes	70.6	89.2	71.2
No	29.4	10.8	28.8

Council tax band

	Eastriggs	Applecross	Lewis
A	7.1	4.5	17.6
B	19.4	18.2	18.2
C	3.5	9.7	13.5
D	7.1	17.0	9.4
E	1.2	9.7	4.1
F	-	2.3	0.6
G	-	1.1	1.2
H	-	1.1	0.6
Don't know	61.8	36.4	34.7