

# NPP Deserve

in the provision of transport, nor is there much state provision of non-emergency patient transport in rural Iceland. However, the municipalities are to provide a car to service the needs of a care home and of some disabled children needing to access physical therapy. There was an opportunity to provide advice and guidance on the establishment of the proposed

service from lessons learnt in the Cowal project.

Other discussions were held with the General Manager of DART (the Development Agency for the Region of Thingeyjarsyla), regarding the position of rural shops in Iceland, where they are under threat of closure owing to depopulation and underuse.

## Dissemination and Transfer of Experiences

The NPP DESERVE website ([www.nppdeserve.info](http://www.nppdeserve.info)) includes, for visitors, a full range of downloadable briefing materials and other information relevant to the project. This includes: firstly, a number of papers which have been presented at international events by the Scottish, Swedish, Finnish and Icelandic co-ordinators relating to the results of the DESERVE project; and, secondly, the regular monthly reports which were submitted to the Scottish Steering Group, Advisory

Group, key staff in the NHS, the Argyll & Bute Council, regional and community councillors, and the voluntary sector network.

Articles published on the DESERVE results have been widely distributed. One of these, 'Getting people to services and services to people,' has been used by the RCN Institute in the Postgraduate distance learning programmes that provide post-registration education for nurses, midwives and health visitors.



Cowal DESERVE clients from Strachur and Dunoon



A specially-adapted transport vehicle, Cowal, Scotland.

## Conclusions

The long-term merit of the project can be measured, not only in terms of vital, life-enhancing services delivered by Cowal DESERVE, but also by the successful mainstreaming from 1<sup>st</sup> July 2007 of a social enterprise company (Interloch Ltd), to whom the existing Cowal DESERVE staff transfer. The new company has extended its funding partnership, so that, in addition to funds from Argyll & Bute Council and the Scottish Executive (through SEERAD and the Rural Transport Initiative), it will also receive aid from private Trusts, e.g. The Robertson Trust, and in addition will be housed in local NHS offices. The current staffing level will be expanded and the vehicles, which will include a minibus gifted by a local community association, will be increased from two to four. It is expected that this social

enterprise company, established to deliver the community transport element of the DESERVE project, will continue to require a level of financial support. The reasons for this are that the service is not only highly personalised and therefore expensive, but is also aimed at individuals who are unlikely to have the financial resources to pay the full cost. Finally, the partners are keen to ensure that the results of the DESERVE project make the greatest possible positive community impact. This will be achieved through DESERVE's influencing and generating further similar schemes in both rural Scotland and remote Northern Periphery areas, which will work with planned rural policy initiatives, particularly in Scotland with the new Scottish Rural Development Programme.

Further information can be obtained from the national co-ordinator:

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SCOTTISH EXECUTIVE



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# NPP Deserve The Project



www.nppdeserve.info

Scotland

The DESERVE project seeks to establish the transferability of models of service delivery to remote and rural areas among participating partners in Scotland, Sweden, Finland and Iceland. The Scottish Project operates at two levels: at transnational level, where it takes a broad overview of rural service delivery; and at regional level, where the models transferred from other areas are put into operation and tested. The Cowal peninsula in Argyll was chosen as the area in which to operate the project as it faces a number of rural challenges. Its population of approximately 12,000 is dispersed across a land mass 30 miles long and 30 miles wide, and within Scotland it has notably high levels of health, employment and access deprivation. The community

transport initiative which was been developed and implemented has delivered over 10,000 services directly to 320 individuals living in the area. A social enterprise company (Interloch Ltd) has been established to maintain this service at the conclusion of the Northern Periphery funded project.

The DESERVE project has also produced a research paper which gives valuable information about the composition of rural shopping within the area; and the Cowal DESERVE project has provided Information Technology assistance to some rural shopkeepers and local village halls. The Scottish DESERVE project activities had a budget of 1.12 million euros (approximately £773,000).



Study group at the Strachur Village Hall, Argyll, Scotland

provided a capacity building opportunity for the Argyll Council for Voluntary Services, who were subcontracted to deliver the community transport service on behalf of the partners.

The Scottish DESERVE grouping also provided the transnational partners with a

detailed model on village halls, including examples of ways in which these premises aid in the effective delivery of services in remote and rural areas via non-profit distribution organisations working in partnership with public authorities.

## Project information and Objectives

The Cowal DESERVE project was designed to test a model of an organised community transport programme that would improve access to services for vulnerable people within the rural areas of the Cowal peninsula. The Scottish partnership comprises sector representatives from Argyll and Bute Council (local authority) the Scottish Executive (central government) and the Scottish Council for Voluntary Organisations (voluntary). These three groups all have an interest in providing services to remote and rural areas. Additional Scottish objectives are to:

- demonstrate Critical Success Factors.
- undertake a cost-benefit analysis of transport and shopping model(s) developed.
- identify factors impacting on take-up of services.
- pilot delivery of services through involvement of both beneficiaries and other service providers in the design of new services.
- pilot the learning gained from the service delivery models from NPP countries to rural Scotland.

The Scottish project has been managed by the Scottish Council for Voluntary Organisations (SCVO) and delivered through the Argyll Council for Voluntary Services (ACVS), with Cowal DESERVE staff located in offices in Dunoon, Argyll. The Scottish Steering Group's membership came from the principal funders: Argyll and Bute Council and the Scottish Executive, as well as the lead partner for the DESERVE project, SCVO, and the Argyll

CVS. The local Cowal DESERVE Advisory Group comprised stakeholders, including representatives from Argyll and Bute Council, GP Practice Managers, Community Councils, NHS Argyll and Clyde, The Cowal Community Care Forum, Elderly Befriending and other individuals active in community service in the Cowal area. Their combined expertise proved invaluable to the success of the project. Their wealth of experience

## Project implementation

The Scottish Steering Group identified two different types of vehicles, which were specially adapted and leased to the project and commenced community transport services in November 2004. The transport project quickly established itself: by January 2005 it had over 100 beneficiaries, and by March 2006, over 200 individuals were using the service, so that it was believed to be at capacity level. However, experience and efficiency related amendments allowed the project to be extended to over 320 registered users, with a waiting list in operation. By April 2007, the two vehicles had covered a combined mileage of 104,000 miles and individuals in the Cowal area had accessed over 10,000 different services. The majority of the users were females, over 65 years (68%), followed by males over 65 years (29%); there were however a small number of users in the under 25 years range (2%). Referrals to Cowal DESERVE came from a number of sources, in 2006 these were analysed as follows:

- Medical related provision e.g. Doctor's surgeries, Hospital clinics, Dentists, Chiropodists – 42%
- Council Social work 19%
- Self 16%
- Others 10%
- Befriending /Stroke club 9%
- Lunch clubs - 4%

The referrals were not necessarily made for the service provided by the referring organisation, for instance many doctors' surgery referrals were for shopping and other services such as bank and hairdressers. Had these referrals not come

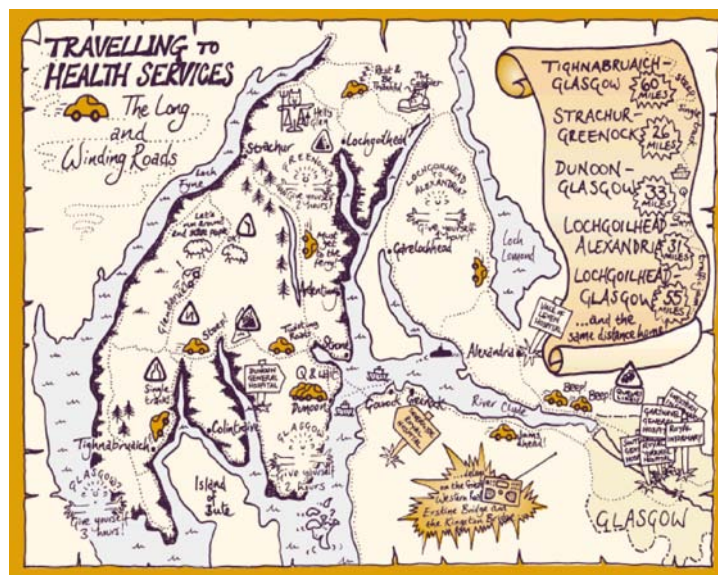
to Cowal DESERVE, they would probably have gone to Argyll and Bute Council Social Work Department. Usage-levels of the service varied: some accessed the facility for a short period, e.g. someone with a broken pelvis who temporarily could not bear

loads; and others became potential long-term users, e.g. someone with poor eyesight, caring for a dependant, who needed to be taken for weekly shopping. Twelve clients used Cowal DESERVE more than 100 times. Networking between doctor's surgeries, community nurses and the social work department was co-ordinated, so that individuals, who might otherwise have had to be either hospitalized or moved into care homes, were able to remain in their own homes. One of the outcomes of the project has been the bringing about of changes in the way that services are provided to the community. The Cowal DESERVE project, working in partnership with the service provider, found that it was more efficient to dedicate a vehicle to a GP surgery for a couple of half-days and for the surgery to book all the appointments at those times for those experiencing problems getting to the surgery. This meant a change to the operating practice of that GP surgery, and worked best when the service provider perceived the need to change their operating procedures as a result of appreciating the benefits of the service for themselves and for their patients. This service change was made easily and willingly and at no cost to the GP surgery; similar principles were applied to the provision of other medical related services, e.g. chiropody. Cowal DESERVE also provided support for the Community

Planning Partnership Community Planning Day and the Community Experiential Learning Day, thus enabling people who would usually be excluded to participate. Cowal DESERVE clients are able to use support-groups such as Stroke Club, Macular Degeneration and Lunch Clubs. The clients in Colintraive requested a service from Colintraive to Rothesay (a neighbouring island) rather than Dunoon (on the mainland) as many access their healthcare there and as a result have formed other links, such as hairdressing. Cowal DESERVE began this ferry-crossing link as a three week pilot, which was so successful that it became a weekly feature. Over the period of the project there have been a number of legislative and best practice amendments and the project staff benefited from their close relationship with Argyll and Bute Council and other Community Transport schemes. The Council facilitated training, for example, Moving and Handling Training for the driver-escorts and also Moving and Handling Risk Assessment Training for the project manager. These particular courses led to the implementation of a revised Risk Assessment and Passenger Plan Process (based on Risk Management). Cowal DESERVE staff also gained additional relevant qualifications through courses run by Lothian Community Transport, such as the MIDAS

DATs (Minibus Driver Awareness Scheme - Accessible - Driver Assessor Trainers). This qualified Cowal DESERVE staff to train other employees and volunteers to drive 9-16 seat minibuses. Although the Cowal DESERVE project used only specially adapted cars, the follow-on company, Interloch Ltd, has obtained funding to purchase minibuses and therefore will need to comply with additional legislative requirements for the drivers. A complementary project looked at the role and availability of rural shopping and the link into public service provision in the Cowal area. This drew on the architecture and key success measures of the Swedish and Finnish models and provided Consultancy and Information Technology support to shops and village halls in the area.

The small shops' project had originally planned to pay an amount to rural shopkeepers to deliver shopping to individual households within the Cowal area (transferring the Swedish model). However, following further research, it became apparent that because of factors such as UK legislative requirements, the distances to shops and the provision of transport available through the Cowal DESERVE project, it would instead be possible to transport individuals to the shops using project transport resources. Therefore rural shops, with a Post Office facility, and village halls in the Cowal area were offered the same mini-pilot project facilities successfully run by the Finnish partners. This work was concentrated in the last three months of the project.



Courtesy of Cowal Community Care Forum

## Project Results

Regular reports relating to the project can be accessed at the project's website, [www.nppdeserve.info](http://www.nppdeserve.info). These include a shopping scoping-study, which assessed the level of usage of local retail units, and various other detailed reports relating to the progress of the community transport service. In 2004, the Scottish Steering Group undertook a scoping study to identify the starting

point for the project. Throughout the delivery of the project, focus groups and stakeholders' events have provided external opinions on the progress of the project. These data have been collected in a number of ways: internally by project staff through formal feedback and telephone surveys; and independently by an external evaluator and also by Argyll and Bute Council Social Work staff. All of these reports have

shown that beneficiaries were able to use the service at a time to suit their needs and that they have confidence that the DESERVE staff had adequate training for their needs. In addition, the service user organisations confirmed that DESERVE achieved their desired outcomes and was a flexible and responsive service. The project improved the quality of life for clients. They now can get out, perhaps for

the first time in years. Many people who struggled with shopping now have regular access to food supplies. Others unable to access medical care had untreated conditions or, more prevalently, conditions for which they were not receiving regular and consistent medication. Improvements have been seen in service provision by GP's, chiropody services and so on. This has meant that patients can be

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seen more frequently, thereby improving their health. The Chiropody service, in particular, reported better statistics through seeing more patients in clinics rather than at home.

Cowal DESERVE has proved that the type of community service provided by this community transport model is necessary and has a

sustainable demand. Based on the Cowal research, it is estimated that 2% of the rural population of the whole of Scotland require this type of service. This form of community transport can discharge a responsibility which public transport, patient transport and social services cannot.

## Number of participants in project activities in 2004-2006, by gender and age

	Male	Female	Total
<b>Over 25 years</b>	96	222	<b>318</b>
<b>25 years and under</b>	5	2	<b>7</b>
<b>Total</b>	<b>101</b>	<b>224</b>	<b>325</b>

The table represents clients who have benefited from the community transport service facility.

Individuals who have been involved in the management of the Cowal DESERVE project have participated in a number of events at local, national and international levels. In addition to their roles with their employing organisations (Argyll and Bute Council, Scottish Executive and SCVO), they have taken part in a range of activities which have influenced the delivery of services in rural areas. Some of the Cowal DESERVE project managers' activities are outlined below:

### HiTrans Community Transport Association Scottish Annual Members Meeting – Perth

The conference was about new appointments and strategic direction for the Community Transport Association. One of the main outcomes of this conference was that Community Transport was given a seat on the HiTrans Committee. The Cowal DESERVE Project Manager represents mainland Argyll on the Community Transport Stakeholder Group which meets twice a year as a sub-set of HTRANS.

### Review of Support Services for the Voluntary Sector (Scottish Executive, SCVO, COSLA)

A focus group, facilitated by Rocket Science, met in Helensburgh. Staff from the DESERVE project were present and were able to express their opinion on how to 'ensure that the needs of voluntary organisations are met by effective support.'

### Public Meeting re Public Transport Tighnabruaich with Argyll & Bute Council and the Kilfinan Community Council

The catalyst for this meeting was the withdrawal of the Post Bus in the area. Argyll & Bute Council organised the meeting to look at options for change with the residents. The project manager was able to rearrange the DESERVE schedule to provide transport for some individuals who may previously have used the Post Bus.

### National Transport Strategy, Dunblane

This meeting was attended by around 500 individuals from a cross-section of transport organisations. The keynote address was given by the Scottish Transport Minister, Tavish Scott, MSP. A subtext of the Scottish National Transport document is the balance-tradeoff between growing the Scottish economy and cutting carbon emissions. DESERVE seeks to ensure that not



One of the vehicles used in the Cowal DESERVE project

only current 'urban' transport issues are addressed, but also the specific and quite distinct strategic issues for transport in rural Scotland; it submitted a response to the National Transport Strategy Document to this effect.

DESERVE project staff were also involved in discussions with MPs and MSPs regarding transport infrastructure issues, such as the outdated operating legislation for buses. Other linkages included: the Community Planning Partnership, Strathclyde Police, Strathclyde Fire and Rescue, and the Dunoon Area Development Group.

The Scottish project had always intended that the transport project should become mainstreamed. In November 2005 work began on the implementation of a plan for a number of funding bids for a community transport project post June 2007. This involved a considerable amount of work; in June 2006 it was confirmed that the Rural Community Transport Initiative (RCTI) bid had been successful. Other funding was received from the Scottish Executive RSPA / Ctog and Argyll & Bute Council. The close links with the NHS have been extended and the new project will be housed in local NHS offices at Kilmum.

## Transnationality

The Scottish partners have hosted three International Steering Group Meetings and study trips, participated in six trips outwith Scotland and have assisted in the delivery of programmes for a number of independent study group visits to Scotland by Swedish DESERVE partners and members of the BOTTOM RULES project. Staff from the Scottish Executive, Argyll and Bute Council, SCVO and the Argyll CVS have had the opportunity to participate in study trips to Sweden, Iceland and Finland, where they experienced the methods of delivery of service to rural areas. They also provided local politicians, educationalists and

community workers with information on how services are delivered in Scotland. As well as the 'planned' transfer of experiences, there have been a number of additional linked learning experiences. For example, the Icelandic study group visit was planned so as to present the DESERVE partners with data about the Icelandic method of providing access to electronic services for all members of the general public.

During the visit, the Cowal DESERVE project manager had a meeting with the Mayor and Health Care Providers to discuss a possible municipality provision of Non-Emergency Patient Transport. Currently there is not a well-developed voluntary sector involvement