

The Last phase of the project

Towards better projects and developed services

The Cowal DESERVE transport activities will continue to the end of the project. However, in order to continue and grow the project when the NPP phase ends, there has already been an application submitted to the Rural Community Transport Initiative for two minibuses, drivers, fuel and other running costs, plus funding to run an office and to manage a follow-on project. It is also hoped that, along with funding from other partners, the Scottish Executive will fund a further minibus to operate in the Lochgoil area. One of the Cowal DESERVE stakeholders, the Kilfinan Community Council, has also indicated that it intends to donate its minibus to the project so that the 'Son of Cowal

DESERVE', to be managed by a company established under guarantee and called Interloch Transport, will be able to run a service sized to meet area demand.

The recommendations from the Shops Scoping Exercise will also be implemented during the last period of the project.

Prior to the final conference for the NPP DESERVE project, scheduled for May 2007, an external evaluation will be carried out. This report, in addition to internal monitoring and research reports, will be published, and the results of the project disseminated via the conference, journal articles and the DESERVE website.



Local Partnership Structure

The Scottish Steering group comprises individuals from Argyll and Bute Council, the Scottish Executive, SCVO and the Argyll CVS.

This is supplemented at local level by the Cowal Advisory group and also through close co-operation with a number of bodies – some of which are detailed below: members from Argyll and Bute

Council Supporting Services Team (Council Social Work Department); GP Practice Managers; Argyll and Bute Council Transport Department; the local hospital and NHS management; Lunch Clubs; Stroke Club; Elderly Befrienders; Chiropody; Community Councils; Lochgoil Trust; CATCHES; CCCF; local Elderly Forum(s); and the Volunteer Centre.



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SCOTTISH EXECUTIVE



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NPP Deserve

www.nppdeserve.info

The Project

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.

Projects in Scotland have adopted elements of various models previously tested by partners in their own regions. Partners are also keen to establish how models can be adapted to suit local contexts.



From an Idea to a Project

The Northern Periphery Programme Secretariat arranged a Parteneriat meeting in Scotland, at which organisations with ideas for projects had the opportunity to meet and discuss their plans. This led to the award of a Preparatory project with a value of 64,000 euros (approximately £44,000) funded equally by the Scottish Executive and the Northern Periphery Programme. This facilitated meetings between potential partners from Scotland, Sweden, Finland and

Iceland, and led to the submission of the final approved NPP DESERVE project with a duration of 3 years and a total value of 2.261 million euros (approx £1.158m).

The Scottish project budget is 1.120 million euros (approx £773,200), this amount is split between the DESERVE activities in the Cowal area of Argyll and actions undertaken by SCVO in its capacity as the Lead Partner in the International DESERVE project.

The Planning Phase – Building New Networks

The Parteneriat meeting brought together representatives from Argyll and Bute Council (Local Authority sector), the Scottish Executive and the Scottish Council for Voluntary Organisations (voluntary sector). These three groups all have an interest in providing services to remote and rural areas within Scotland, and together form the partnership which finances and manages the delivery of the Scottish DESERVE project.

The DESERVE project operates at two levels. At transnational level it

takes a broad overview of rural service delivery mechanisms, and at regional level, 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 Scottish DESERVE project as it faces a number of rural challenges. Its population 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. SCVO is the umbrella body for the voluntary sector in Scotland, and as the lead

partner in the DESERVE project, it subcontracted with the local Council for Voluntary Services to deliver the project. In the period April to September 2004, a number of meetings were held between representatives of Argyll and Bute Council, the Scottish Executive, SCVO and the Argyll CVS. During this period further research was undertaken and stakeholders' opinions were sought. By October 2004 the Steering Group had identified the types of vehicles to be used in the transportation element of the project, obtained accommodation, drawn up job

descriptions and placed adverts for the staff required to operate the project.

As well as the Scottish Steering Group, there is also a local advisory group which includes representatives from a number of voluntary groups in the area. The contacts from these groups along with referrals from the Argyll and Bute Council led to over 100 clients using the service within the first two months of operation.

Transferability

Each of the partners in the DESERVE project has provided a model detailing how certain aspects of service provision are delivered within their own region; these models are then transferred and tested by partner groups. The project seeks to establish how these models can be adapted to suit regional contexts, to determine their flexibility and identify barriers. Integral to the transferability theme are a number of study visits by project managers, local and national officials and politicians and community representatives. These experiences give project participants the opportunity to see for themselves

how other countries provide services in remote and rural areas.

The Scottish DESERVE project has provided the partners with a detailed model on village halls and examples of ways in which services can be delivered in remote and rural areas by voluntary organisations working in partnership with public authorities, and using hall premises. The Scottish partners have also hosted two international steering group meetings, plus a number of study visits for groups from Sweden, Finland, Iceland and the BOTTOM RULES projects. In addition, the project manager has participated in a local municipality planning meeting in Iceland, where



the local mayor in conjunction with health care providers is proposing to establish a 'community transport' scheme drawing inspiration from the Cowal DESERVE project. Currently, Iceland does not have any State provision of Non Emergency Patient Transport in rural areas.



The Implementation Phase

Seminars, pilot projects and study trips

The aim of the Cowal DESERVE project is to provide an organised transport programme that takes services to the individuals as well as taking individuals to the services and the major part of the budget is devoted to this element of the project. There is, however, a smaller project which aims to support rural shops and encourage consumers to use their facilities.

Transport is the main problem for a number of reasons, including variable access to transport, high costs, unhelpful timetables, and poor accessibility for the disabled, elderly and unwell. Services to the elderly are under particular pressure and many older people in the Cowal peninsula face social isolation and are deprived of access to health care and shops. The statistics for use of the transportation service illustrate the need by elderly residents for this type of service.

The project is managed by the Project Co-coordinator Bridget Paterson, reporting through the Argyll CVS to the Scottish Steering Group.

The project has two vehicles, both converted for wheelchair use, and there are three Driver/Escorts plus a part time Administration Assistant. The staff are located in premises in Dunoon.

There are currently over 200 registered clients from across Cowal who are now able to access everyday services such as the bank, Post Office, hairdresser, shopping, GP, nurse, clinic, social activities, dentist etc. People who previously found attendance at these things very difficult due to age, disability and mobility problems, exacerbated by rural isolation and compounded by the lack of public transport facilities, now use the DESERVE service.

Client data

Total Number of clients	209
Ages	
Under 16	3
16-20	2
20-50	7
50-65	13
65+	184
Gender	
Male	66
Female	143

References can come from a variety of services or self referral. Currently over 50% of referrals are from social work and doctor's surgeries. In 2005 there were over 3,500 different activities undertaken by clients using the Cowal DESERVE transportation service.



Case Studies

The rural shops model

Cowal DESERVE is also seeking to transfer a Swedish model called a multi-service shop.

This is a measure led by the Swedish consumers' agency in conjunction with municipality councils, to ensure that the general population along with local companies throughout Sweden, has access to adequate commercial and public services.

The aim of the Swedish 'village shop' project is to offer village traders analysis and suggestions on business development so they will be economically viable in the long term. Furthermore, the aim is that the village shop should be, as far as possible, a centre supplying everyday goods as well as other important services. This is progressed by the appointment of mentors with experience of the retail profession who carry out the initial shop analyses and follow-up programme. This is tied in with the promotion of 'The Village Shop'

manual and further education materials which aim to promote and develop consumer's access to services. It also links with the coordination of programmes involving rural postal workers, home-help or carriers of other services in sparsely populated areas. Co-ordination can consist of anything from contract activity to some form of public activity.

The Cowal DESERVE project is interested in testing out a pilot project in support of local retail outlets in the Cowal Peninsula in Argyll and Bute, linked to, where appropriate with the Swedish model, fostering coordination with other service delivery provision.

This is seen as complementing and integrating with the provision by the Cowal DESERVE project of adapted minibuses, involving specially trained drivers, enabling access by members of local households to a range of health, social and retail services.

A scoping study with the following aims and objectives is due to report in June 2006. The purpose of the scoping study is as follows:

- To assess the level of decline in usage of local retail outlets in the Cowal peninsula, and the key challenges to retail providers.
- To assess the customer base and the unmet demand for village and mobile rural retail services.
- To assess the customer base and unmet demand for other services that could be delivered in conjunction with local retail outlets.
- To assess the type and terms of reference of optional support services which could be piloted over a twelve month period to retailers in rural villages in the Cowal Peninsula, and if appropriate, to providers of other services.

- To make recommendations on the design and estimated budget of a support project that could be implemented by Cowal Deserve project from July 2006 to April 2007.

In addition, the Cowal DESERVE Rural Shops initiative will take account of key lessons from other initiatives both within the UK and elsewhere, with specific attention to the experience of the DESERVE programme partners.



Seminars and Research papers

The project co-coordinator has participated in a number of events at local, national and international levels, and has made a valuable contribution to highlighting the needs of elderly and disadvantaged individuals living in rural areas. A selection of activities undertaken is detailed below:

- Presentation to partners at International meetings in

- Sweden, Iceland and Finland
- Presentations to international partners when on study visits to Scotland
- Representing DESERVE on NHS Cowal Redesign, Transport Sub-Group, Communications Sub-Group, Level 2 Community Planning.
- Articles on Rural Gateway website.

- Articles in local newspaper – Dunoon Observer and Argyllshire Standard.
- Attendance at Community Transport (CTA) Conference in Manchester.
- Membership of Argyll Transport Forum.
- Membership of Bute and West Cowal Transport Forum.

In addition, the International co-coordinator and the project manager have presented DESERVE activities to a wide audience both in and outside Scotland. These activities have ensured that lessons learnt during the implementation of the project have been disseminated to an interested audience.