



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

Ambitious for Communities

**Ullapool
Community Survey Report
March 2011**

Report prepared by:



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Section One

Survey Methodology

Introduction

These survey results form part of a series of community surveys commissioned by Highlands & Islands Enterprise, HIE. The fieldwork for the Ullapool survey was undertaken by the Ullapool Community Trust. The surveys were undertaken during 2010 and early 2011. The participating communities are all in remote and disadvantaged parts of the Highlands and Islands, termed 'fragile areas'. These communities are receiving a programme of intensive support through HIE's Community Account Management programme. This involves helping communities to take responsibility for planning their future economic and social development.

HIE is developing a measurement framework and outcome indicators for each area, and the 2010/11 survey results will form an important part of the baseline data. The research explores local attitudes and aspirations and it attempts to measure the level of 'community confidence' in each area. The exercise will be repeated some years in the future. These survey findings will be used in conjunction with other desk-based research as well as locally collected data in each community.

Survey Sample

The Ullapool Community Trust sampled 900 households in Ullapool in January 2011 using a self-completion questionnaire. An estimated 25% of the households were holiday homes, which if ignored leaves an effective sample of 675 Households. 171 responses were received (an effective response rate of 25%). A profile of the survey respondents can be found at the end of this report after the main survey findings. A copy of the questionnaire is provided in the Appendix.

Throughout the report, totals may not sum to 100 either because of rounding or because multiple responses to certain questions were allowed.

Section Two

Main Findings

Ullapool Community Trust

56% of respondents were familiar with Ullapool Community Trust’s aims and objectives. This percentage rose to 72% among the over 60 age group.

About Your Community

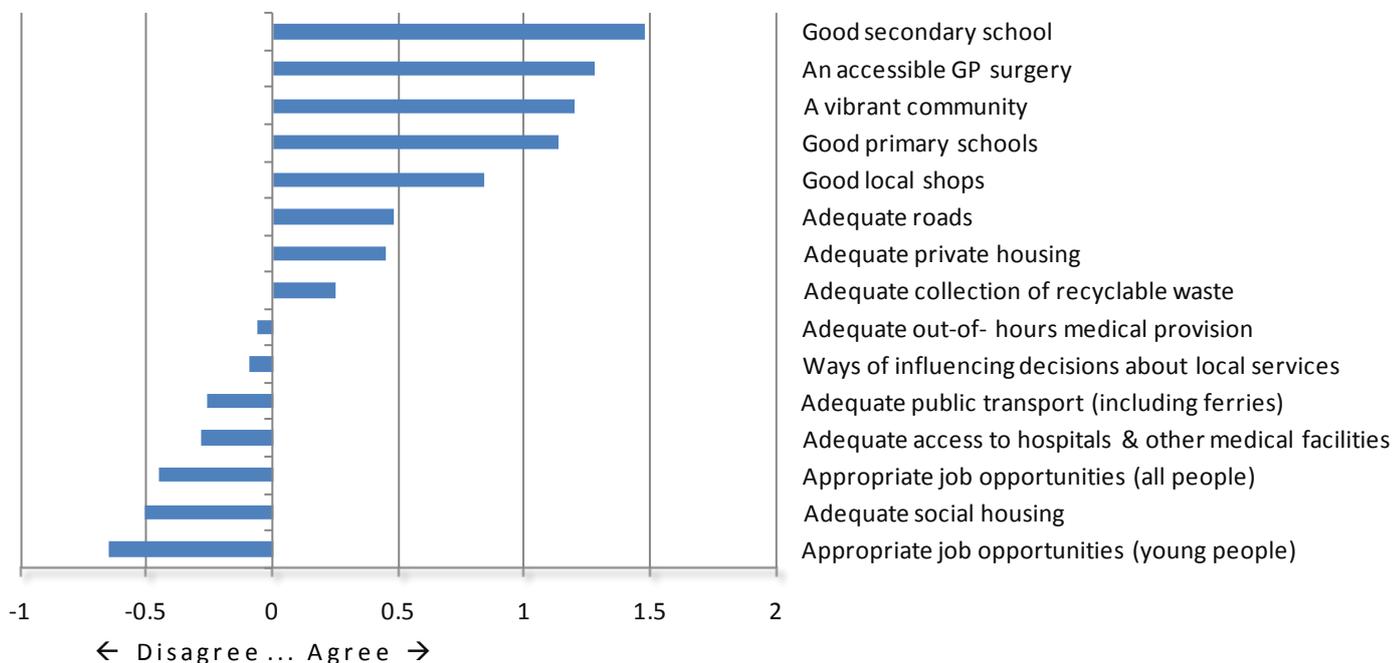
Respondents were asked to agree or disagree with a number of statements about Ullapool and the surrounding area. For this question and several others throughout the report, responses were converted to a score and displayed in a chart.

Figure 1: To what extent do you agree or disagree with the following statements?

An average score was derived based on the following five-point scale:

<u>Response</u>	<u>Score</u>
“Agree strongly”	+2
“Agree”	+1
“Neither agree nor disagree”	0
“Disagree”	-1
“Disagree strongly”	-2

Ullapool and the surrounding area has:



A good primary school and an accessible GP surgery were the statements with which respondents were most likely to agree. Respondents were least likely to agree with the statements about *adequate job opportunities* and *adequate social housing*. Note that the statements about secondary schooling and GP surgery relate to access to these services and do not attempt to reflect satisfaction with quality.

Importance of Local Issues

Respondents were asked to rate the important of a number of local issues, reported below in Table 1. In order to rank the responses, an average score was derived based on the following three-point scale:

<u>Response</u>	<u>Score</u>
“Very important”	+2
“Important”	+1
“Not important at all”	0

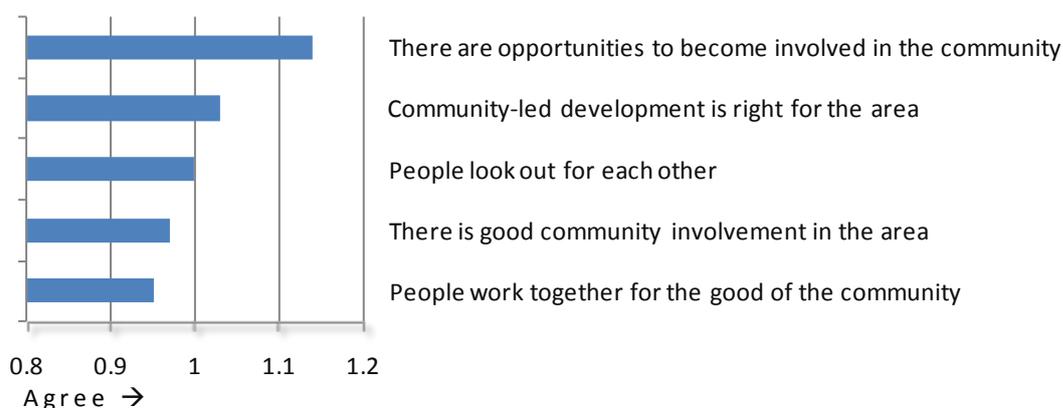
Table 1: How important do you rate the following local issues?

	Very Important	Fairly Important	Not important at all	Score
Fishing	73%	26%	1%	1.72
Land use	71%	29%	1%	1.70
Council planning	72%	25%	3%	1.69
Village pavements	62%	33%	6%	1.56
Access to rural paths	58%	38%	4%	1.54
Crofting	55%	41%	4%	1.51
Land ownership	39%	50%	11%	1.29
Country pavements	25%	43%	32%	0.93

Fishing and land use were thought to be “fairly” or “very” important by almost all respondents. In addition to the issues listed in the table above, a number of other issues were listed which are available separately.

Figure 2, below, adopts the same five point scoring system (+2 to -2) as outlined earlier at Figure 1.

Figure 2: To what extent do you agree or disagree with the following statements?



All seven statements were met with varying degrees of agreement and therefore each received a positive score. Generally, people who were more involved in the community were more likely to agree with the statements listed.

Respondents were asked to indicate which statement best reflected their involvement in local groups.

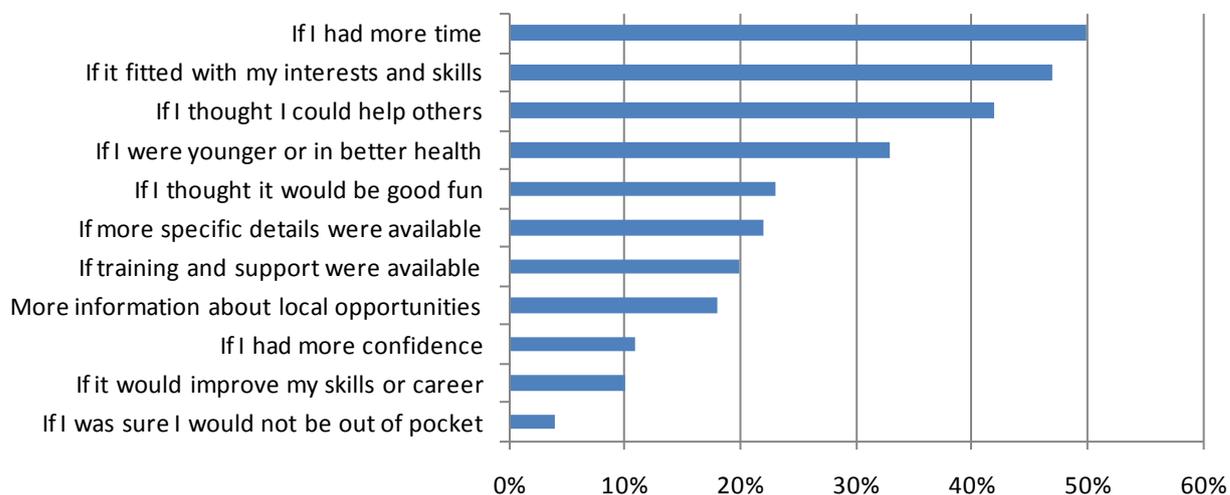
Table 2: Involvement in Local Community Groups in the last 12 months

Level of involvement	%
Committee member / office holder of a community group and actively involved	31
Committee member / office holder, but with limited involvement	8
Actively involved but not a committee member / office holder	12
Aware of community groups but not involved	43
Not aware of any community groups	5
Total	99

51% of the sample were actively involved with the community in some way. The remaining 48% of people were either aware of community groups but did not take part, or were not aware of any community groups.

Respondents were then asked what would encourage them to become involved/more involved in their community.

Figure 3: What do you think would encourage you to become involved / more involved in your local community?



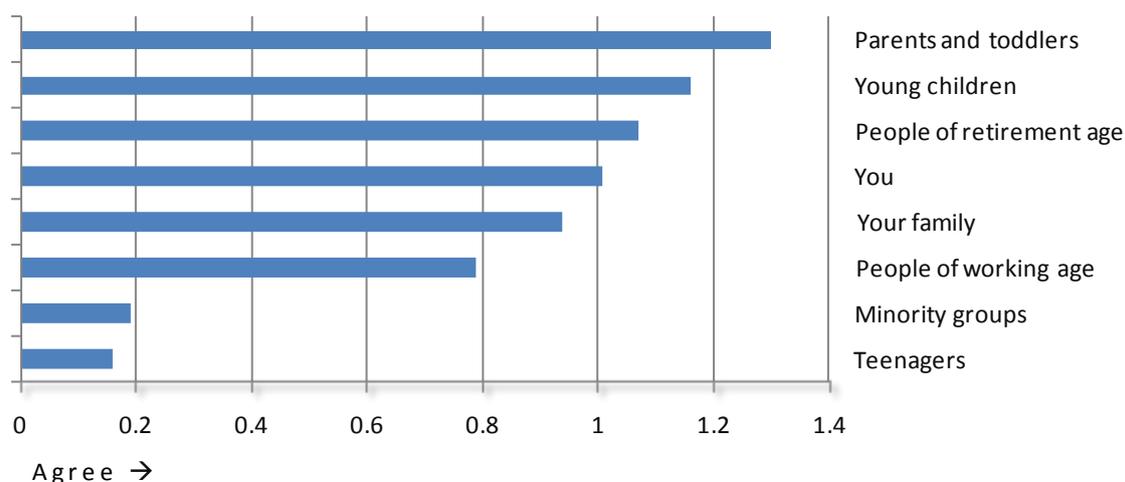
Note: multiple responses were accepted.

In addition, a small number of other comments were received which are available separately.

Respondents were asked to indicate the extent to which their community caters for certain groups, as reported below in Figure 4. A mean score was derived based on the following scale:

Response	Score
“To a great extent”	+2
“To some extent”	+1
“Not really”	-1
“Not at all”	-2

Figure 4: To what extent do you feel your community caters for the following groups?



Respondents felt that Ullapool and the surrounding area catered particularly well for *parents and toddlers* and *young children*. These views were widely held across all age groups. It was felt that the Ullapool area caters less well for the needs of *teenagers* and *minority groups*, although both still received a positive score.

Attitudes to Minorities

76% of respondents thought that their community accepts people of differing faiths, race or sexual orientation (15% did not, and a further 9% did not know).

12% of respondents considered themselves to be part of a minority group.

Disabilities

25 individuals (15% of the sample) considered themselves to have a disability.

A summary profile of all respondents to the survey is provided at the end of this report in Table 7.

The Future of Your Community

Respondents were asked to rate the importance of a number of developments, reported below in Table 3. As before, in order to rank the responses, an average score was derived based on the following three-point scale:

<u>Response</u>	<u>Score</u>
“Very important”	+2
“Important”	+1
“Not important at all”	0

Table 3. How important would you rate the following developments?

	Very Important %	Fairly Important %	Not important at all %	Score
Energy conservation (private buildings)	78	22	-	1.78
Renewable energy	72	28	-	1.72
Local food production	73	24	2	1.71
Community owned assets for community benefit	64	32	4	1.60
Energy conservation (public buildings)	50	44	6	1.44
Safe cycle routes	47	41	12	1.36
Allotments	35	53	13	1.23
Electric vehicle charge points	20	45	36	0.84

Overall, there was a fairly high level of importance placed on all the developments listed. Energy conservation in private buildings was regarded as the most important development on the list. Electric vehicle charge points was, relative to others, the least important development listed. Safe cycle routes were more popular among respondents with children under the age of 18.

Respondents were asked to indicate their interest from a list of projects and activities (Table 4, Below). The most popular was a *local bus service* which received a high level of interest among all age groups, working and non-working people.

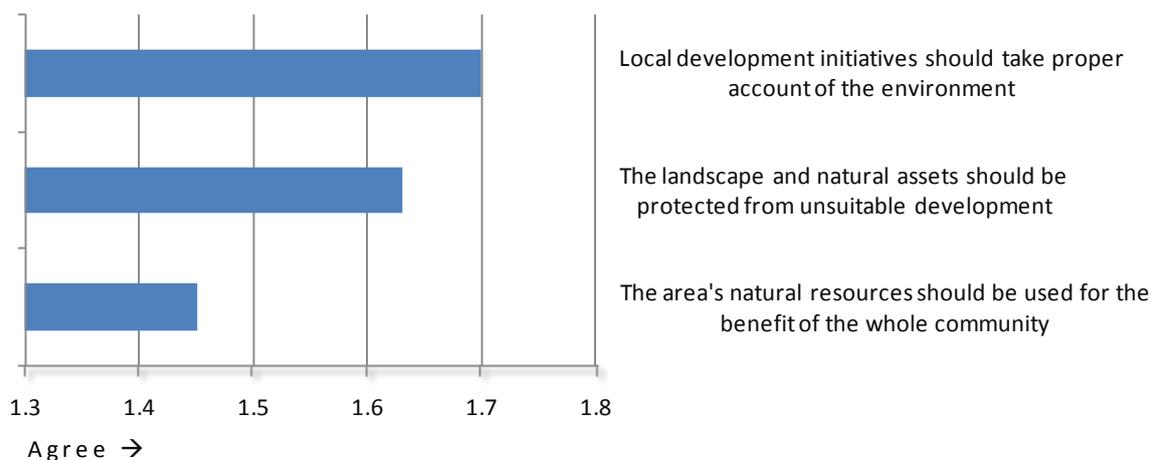
Table 4: Interest in Projects and Activities

Level of Interest	%
Local bus service	71%
Community supply of logs	64%
Community owned wind turbine/hydro scheme	61%
Community woodland for fuel	60%
Community district heating system	45%
Online lift-share	44%
Using your heating more efficiently	43%
Monitoring energy consumption	39%
Insulating your home	38%
Home visits by trained advisors	36%
Community supply of wood chip	33%
Electric bikes for hire	18%

Environment

A series of three questions sought respondents' views about the environment and land management. The responses are summarised in Figure 5, below using the same five point +2 to -2 scoring system as before.

Figure 5: To what extent do you agree or disagree with the following statements?



All three statements attracted a positive score, ie. a higher level of agreement than disagreement, most notably *local development initiatives should take proper account of the environment*.

Respondents were asked two general questions about their community as a place to live. Overall, 95% were satisfied with Ullapool and the surrounding area as a place to live.

Table 5: How satisfied are you with Ullapool and the surrounding area as a place to live?

Response	%
Very satisfied	64
Fairly satisfied	31
Neither satisfied nor dissatisfied	4
Fairly dissatisfied	1
Very dissatisfied	-
Total	100

When asked about the future, 74% of the sample felt “very optimistic” or “somewhat optimistic”. Females tended to be more optimistic than males.

Table 6: How optimistic or pessimistic are you about the future?

Response	%
Very optimistic	27
Somewhat optimistic	47
No strong feeling	11
Somewhat pessimistic	14
Very pessimistic	1
Total	100

Table 7: Profile of Survey Respondents

Gender:	Male	38%
	Female	62%
Under 18s in Household:	Households with under 18s	24%
	Households without under 18s	76%
Family units in household:	One family unit	91%
	More than one family unit	9%
Age of respondent*	16-24	1%
	25-34	4%
	35-44	20%
	45-60	37%
	Over 60	39%
How long living in the area:	Born here	18%
	Less than one year	4%
	1 – 10 years	26%
	More than 10 years	53%
Working status:	Working (full or part-time)	56%
	Retired	35%
	Other non-working	10%
If working:	One paid job	71%
	More than one paid job	29%
If working:	Periods away from home	21%
	Mostly at home	79%

* The younger age groups are notoriously difficult to survey due to work, family and other commitments. Wherever possible, the survey asked respondents to take account of the likely views of other household members as well as their own.