



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean

**Ambitious for Communities**

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**Glendale  
Community Survey Report  
May 2011**

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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 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**

140 households in Glendale were sampled in April 2011 using a self-completion postal questionnaire. 53 responses were received (a response rate of 38%). 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

#### About Your Community

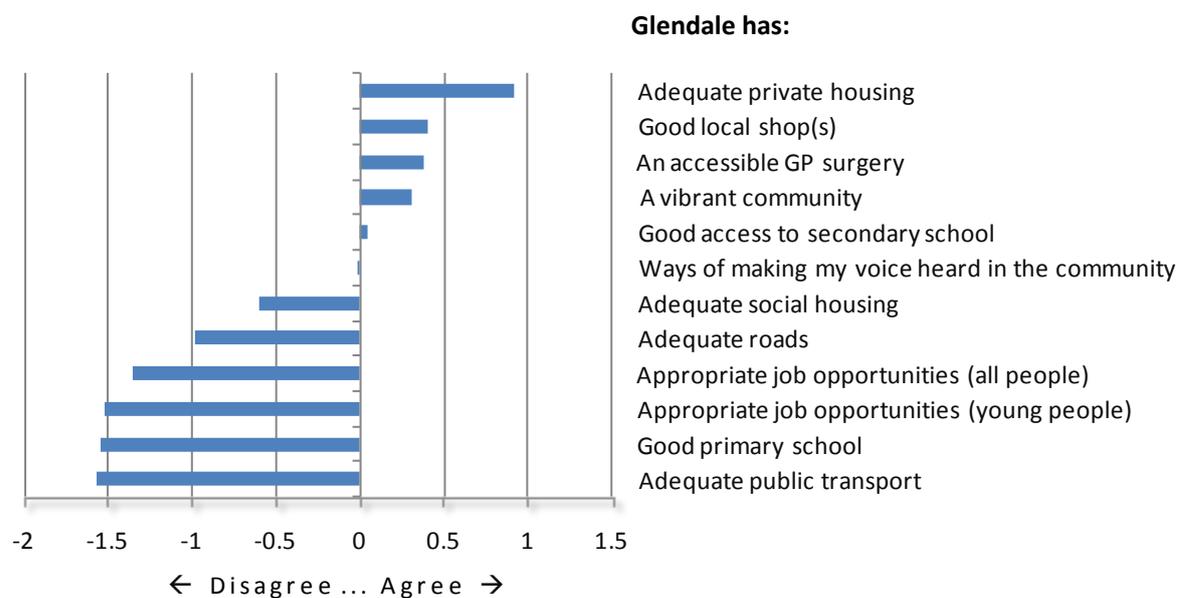
##### About Your Community

Respondents were asked to agree or disagree with a number of statements about their community. 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

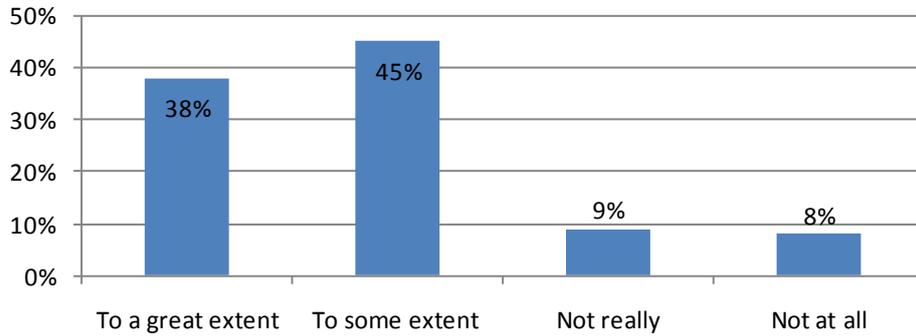


*Adequate private housing, good local shop, an accessible GP surgery and a vibrant community* were the statements with which respondents were most likely to agree. Satisfaction with private housing and dissatisfaction with primary schooling was consistent with the profile of respondents, which consisted largely of people who had moved to Glendale from outside the area, few households with children and an ageing demographic.

Respondents were least likely to agree with the statements about *adequate public transport, good primary school and appropriate job opportunities*.

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.

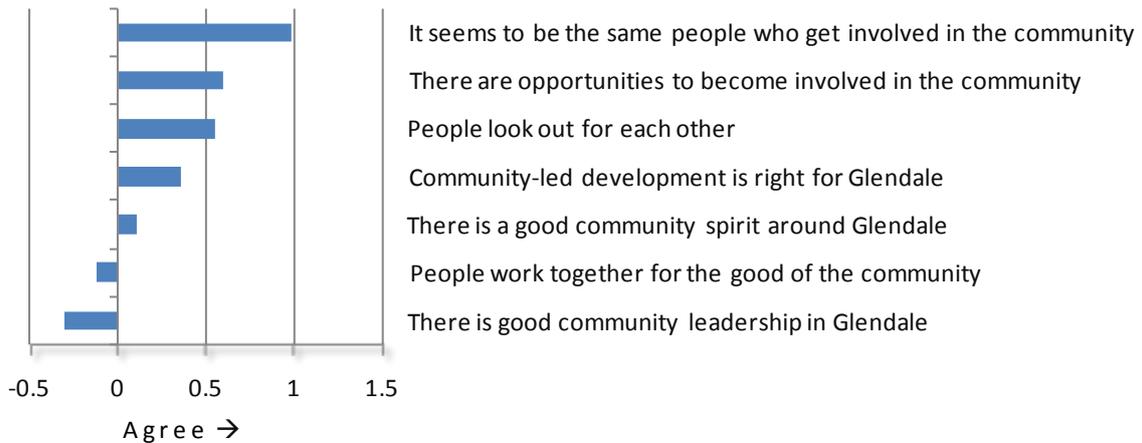
**Figure 2: Overall, to what extent do you feel part of the community?**



83% of respondents felt part of their community to a 'great extent' or 'some extent'. People over the age of 45 and people who were actively involved in local groups were more likely to feel part of the community.

**Figure 3: To what extent do you agree or disagree with the following statements?**

Figure 3, below, adopts the same five point scoring system (+2 to -2) as outlined earlier at Figure 1.



Five of the seven statements were met with varying degrees of agreement, reflected by a positive score. People were least likely to agree that there is good community leadership in Glendale, and several comments were received to this effect later in the questionnaire.

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

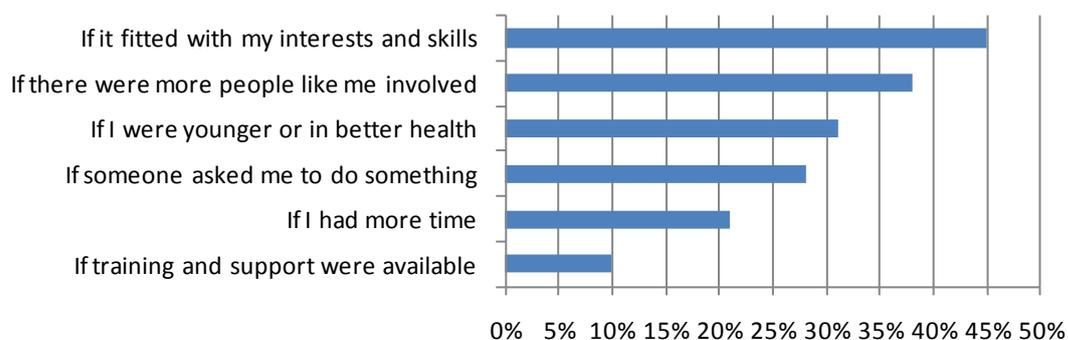
**Table 1: Involvement in Local Community Groups in the last 12 months**

Level of involvement	%
Committee member / office holder of a community group and actively involved	25
Committee member / office holder, but with limited involvement	2
Actively involved but not a committee member / office holder	22
Aware of community groups but not involved	49
Not aware of any community groups	2
<b>Total</b>	<b>100</b>

49% of the sample were actively involved with the community in some way. The remaining 51% of people were either aware of community groups but did not take part, or were not aware of any community groups.

13% of respondents indicated that they would like to be more involved in their local community, and a further 45% said they were not sure. Both these groups were then asked what would encourage them to become more involved in their community.

**Figure 4: What do you think would encourage you to become involved / more involved in your local community?**



Note: multiple responses were accepted.

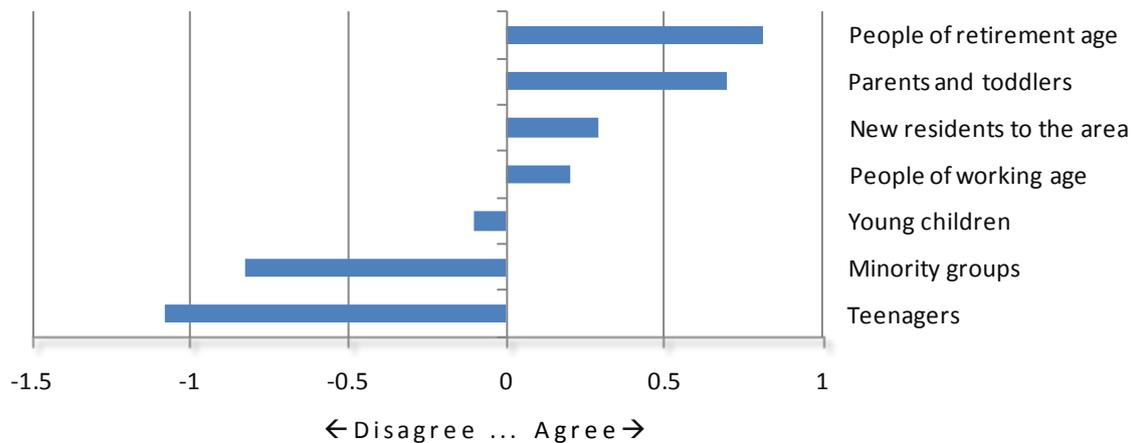
In addition to the responses listed above, three other responses were received:

- “If there were to be a resignation at the Trust”
- “more transparency in Trust matters”
- “not sure if I would get on with the present leaders”

Respondents were asked to indicate the extent to which their community caters for certain groups, as reported below in Figure 6. A mean score was derived based on the following scale:

<u>Response</u>	<u>Score</u>
"To a great extent"	+2
"To some extent"	+1
"Not really"	-1
"Not at all"	-2

**Figure 5: To what extent do you feel your community caters for the following groups?**



Respondents felt that Glendale catered particularly well for *people of retirement age* and *parents and toddlers*.

Significant negative scores were recorded for *teenagers* and *minority groups* (notably, 43% registered "don't know" against the latter).

### Moving Away

Five respondents (9% of the sample) indicated that they were thinking about moving away from Glendale in the foreseeable future, i.e. within the coming three years.

Those who were thinking about moving away were then asked what would be the main reasons for leaving Glendale.

**Table 2: What would be the main reasons for leaving?**

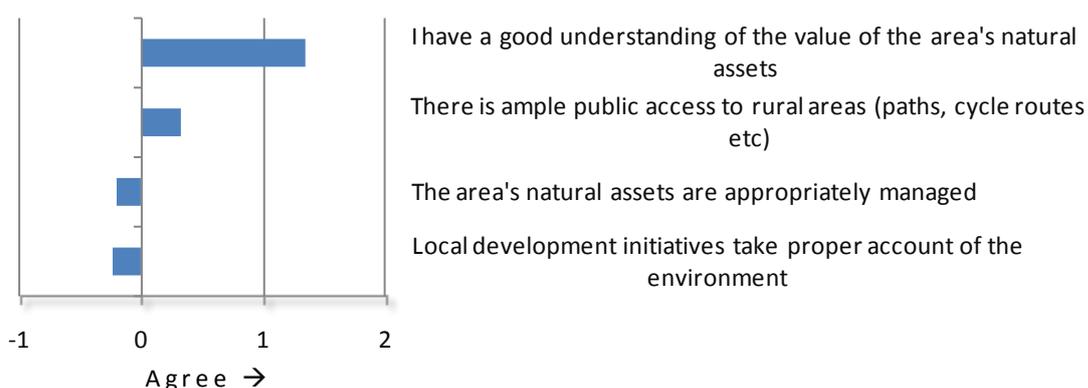
Reason	Number of Mentions
More affordable / available property	4
Employment elsewhere	3
Better quality of life	3
Better climate	1
Education / training	1
To be closer to family	1

Note: multiple responses were accepted.

### Environment

A series of four questions sought respondents' views about the environment and land management, including common grazing (where relevant), woodlands, paths, the shoreline and other public spaces. The responses are summarised in Figure 6, below, using the same five point +2 to -2 scoring system as before.

**Figure 6: To what extent do you agree or disagree with the following statements?**



Two out of the four statements attracted a positive score, ie. a higher level of agreement than disagreement, most notably *understanding of the value of the area's natural assets*.

### The Future of Glendale

Respondents were asked two general questions about their community as a place to live. Overall, 82% were satisfied with Glendale as a place to live. Satisfaction was higher among retired people and people who were actively involved in the community.

**Table 3: How satisfied are you with Glendale as a place to live?**

<b>Response</b>	<b>%</b>
Very satisfied	31
Fairly satisfied	51
Neither satisfied nor dissatisfied	8
Fairly dissatisfied	6
Very dissatisfied	4
<b>Total</b>	<b>100</b>

When asked about the future, 50% of the sample felt “very optimistic” or “somewhat optimistic”. There were no clear patterns of response by the various demographic groups within society.

**Table 4: How optimistic or pessimistic are you about the future?**

<b>Response</b>	<b>%</b>
Very optimistic	8
Somewhat optimistic	42
No strong feeling	25
Somewhat pessimistic	19
Very pessimistic	8
<b>Total</b>	<b>100</b>

Respondents were asked to outline the most important developments or changes they would like to see over the coming years in Glendale. These comments are provided separately from this report. The comments covered a wide range of themes, the main ones being:

- Better roads / road maintenance
- More / better public transport / bus service
- Concern over the leadership of the Glendale Trust
- Develop the pier and surrounding area eg. lengthen the slip, moorings for visiting yachts, changing and shower facilities
- More social/affordable housing
- Fewer holiday homes
- Fewer new houses / self builds
- Better availability of public toilets
- Establish Heritage Centre
- More youth activities / youth club
- Café, pub, restaurant
- More retail choice
- Various suggestions for tourism development

#### **Attitudes to Minorities**

47% of respondents thought that their community readily accepts people of differing faiths (21% did not, and a further 32% did not know).

17% of respondents considered themselves to be part of a minority group.

#### **Disabilities**

Nine individuals (18% of the sample) considered themselves to have a disability.

A summary profile of all respondents to the survey is provided overleaf in Table 5.

**Table 5: Profile of Survey Respondents**

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<b>Gender:</b>	Male	50%
	Female	50%
<b>Under 18s in Household:</b>	Households with under 18s	6%
	Households without under 18s	94%
<b>Family units in household:</b>	One family unit	98%
	More than one family unit	2%
<b>Age of respondent*</b>	16-24	-
	25-34	6%
	35-44	13%
	45-60	32%
	Over 60	49%
<b>Time in community:</b>	Fewer than 5 years	30%
	6 to 20 years	32%
	Over 20 years	38%
<b>Ties with community:</b>	Always lived here	6%
	Family from here but time lived away	2%
	Moved into the area – partner from here	9%
	Moved into the area – other reasons	83%
<b>Working status:</b>	Working (full or part-time)	53%
	Retired	36%
	Other non-working	11%
<b>If working:</b>	One paid job	67%
	More than one paid job	33%
<b>If working:</b>	Periods away from home	11%
	Mostly at home	89%

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\* 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.