

# COMMUNITY\* LAND SCOTLAND

## Pilot Study: Social Indicators: January 2015

Amanda Bryan: Aigas Associates

### The Study

Community Land Scotland is the membership organisation for community landowners (CLOs). Formed in 2010 it has 54 members who between them own and manage over 500,000 acres of land. In response to several requests for data about the impact of community landownership a study into the economic impacts was produced in 2014. To accompany this, the organisation has been looking at how to measure the social impacts of community land ownership; an altogether more challenging proposition given the lack of baseline data. The approach taken has been to commission a small pilot study which examined potential methodology around the use of typical indicators of social trust, belonging, activity and participation where equivalent data exists for UK/ Scottish cohorts. The pilot focused on just two community owned estates and as such wider conclusions about the sector as a whole cannot be drawn. This pilot has provided a range of interesting findings some of which are presented below and this research should help inform wider studies on social impacts on community ownership.

### A Statement from Community Land Scotland

Community Land Scotland commissioned this small piece of work to be able to explore a potential and practical working methodology through which to test how it may be possible to explore and measure dimensions of social benefits deriving from community ownership. The initial work has revealed within the two areas concerned some striking differences in belief and attitudes of people living in the two community owned estates involved, and social attitudes more widely. Community Land Scotland is **not** drawing any conclusion or suggesting that these results are in any way or necessarily representative of other community owners, nor is it drawing any conclusion that this shows that community owners are necessarily in any way distinct as a group from any others. The study of residents within these two community owners is however both interesting and revealing, and raises wider questions: among other things, as to whether the results might be as much a function of the characteristics of these two communities in particular, within the group of community owners, or whether they are a function of remote rural living, as distinct from any ownership type? Community Land Scotland would like to see the work explored here taken further to test these and other questions more fully.

### The Findings – Respondent Breakdown

The 2 participating CLS members were Eigg and Knoydart. The survey was issued to all residents over the age of 16 in each community totalling 150 (79 in Eigg & 71 in Knoydart) in November 2014. There was a response rate of 40% (59) with a slightly higher response rate from Knoydart than from Eigg.

Gender of Respondents	Response Count
Male	24
Female	34
Prefer not to answer	1

Age of Respondents	Response Count
16 to 34	8
35 to 59	34
60+	16

## The Findings – Social Indicators

Social Trust	SSAS 2010	Response Count
Most people can be trusted	582 (39%)	49 (83%)
Can't be too careful in dealing with people	896 (60%)	7 (12%)
Don't Know	15 (1%)	1 (2%)
Prefer not to answer	2 (n/a)	2 (3%)
<b>Total</b>	<b>1495 (100%)</b>	<b>59 (100%)</b>

\*: Scottish Social Attitudes Survey

Volunteering in last 12 months	SHS 2012	Response Count
Yes	2868 (29%)	50 (85%)
No	7022 (71%)	8 (14%)
Don't Know	n/a	1 (2%)
<b>Total</b>	<b>9890 (100%)</b>	<b>59 (100%)</b>

\*: Scottish Household Survey

### VOLUNTEERING

- **The top five reasons given by Eigg and Knoydart residents volunteering were:**
  - I wanted to improve things/ help people (76%)
  - I felt there was a need in my community (75%)
  - I thought it would give me a chance to use my existing skills (44%)
  - I had spare time to do it (40%)
  - I felt there was non-one else to do it (33%)
- **The top five reasons for people volunteering in the UK (Citizenship Survey 2008/2009) were:**
  - I wanted to improve things/ help people (58%)
  - The cause was really important to me (39%)
  - I wanted to meet people/ make friends (29%)
  - I had spare time to do it (29%)
  - I thought it would give me a chance to use my existing skills (17%)
  - I felt there was non-one else to do it (33%)



Volunteers planting the orchard on Eigg

### SOCIAL PARTICIPATION

- **97% of respondents from Eigg & Knoydart have taken part in activities to register what they personally thought about an issue as compared to 75% of the wider Scottish population. Levels of participation are consistently higher in the pilot study areas.**
- **The top five activities undertaken by Eigg & Knoydart residents were:**
  - Attended a public meeting (86%)
  - Responded to a consultation document (80%)
  - Signed a petition (80%)
  - Attended an event as part of a consultation exercise (58%)
  - Raised an issue in an organisation I already belong to (52%)
- **The top five activities undertaken by the wider Scottish population (SSAS 2005)**
  - Signed a petition (56%)
  - Attended a public meeting (29%)
  - Contacted an MP or MSP (26%)
  - Given money to a campaign or organisation (25%)
  - Spoken to an influential person (17%)



Knoydart residents taking part in a participatory workshop

### OTHER HEADLINE FIGURES

- **There is a stronger sense that the community pulls together in the pilot study areas (83% Definitely or Tend to Agree) as compared with 63% in the wider UK cohort from the 2009-2010 Citizenship Survey.**
- **The majority of respondents to both surveys, over 80% in both cases, have indicated that they are either 'Very' or 'Fairly' satisfied with their local area as a place to live. In Eigg & Knoydart a greater percentage selected 'very satisfied' (51%) as compared to 34% of the UK cohort (Citizenship Survey 2009-10).**