

Rural Policy Centre



Volunteering and public service reform in rural Scotland

Mike Woolvin and Alasdair Rutherford
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Research Report



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Volunteering and public service reform in rural Scotland

Rural Policy Centre Research Report

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Executive summary

Context

- Recent research published by SRUC's Rural Policy Centre identified that, in Scotland, there are more registered charities per head of population in rural compared to urban areas.³ It also found that their characteristics – including their purposes - might also vary with degree of rurality. Therefore given the strong role of the third sector in achieving the objectives of public service reform in Scotland, it is important to note that the opportunities for this vary geographically.
- However, this focuses on the organisations through which volunteering often takes place, rather than on volunteering itself. This report therefore examines whether the nature and extent of volunteering – an activity which is often undertaken through charities or the wider 'third sector'⁴ – also varies geographically. It does so in recognition that volunteers often play a key role in the activities of a charity, and asks what this might mean for a sustainable and realistic programme of public service reform.

Aims and objectives

- The aim of this study is to examine what the available research and data can tell us about volunteering in rural areas of Scotland at a time of public service reform. Its objectives are to:
 1. Review existing policy, practice and academic literature relating to volunteering in rural areas, linking this to policy in Scotland.
 2. Present analysis of existing data regarding volunteering in Scotland, with reference to urban/rural variations in volunteering participation and opportunities.
 3. Review ongoing Scottish public service reform governance and assess the implications of points (1) and (2) for the resilience and sustainability of volunteering in rural communities.

Methods

- Desk-based review of academic, policy and practice literature regarding rurality, volunteering and public service reform.
- Review of data provided by Volunteer Development Scotland (VDS) in the 'Volunteering in Scottish Charities 2011' survey, examining urban/rural variations.
- Analysis of data presented in the Scottish Government's Scottish Household Survey (SHS), from 2007 – 2011, exploring urban/rural variations.

³ For more information, see:

http://www.sruc.ac.uk/info/120336/thriving_communities/634/2012_mapping_the_distribution_of_charities_in_scotland

⁴ Although often also takes place through the public sector (eg the NHS) or private sector (eg Employer Supported Volunteering).

Findings

- Review of literature suggests:
 - The roles of individuals, communities and the third sector are often discussed in relation to the key components of public service reform in Scotland, including localism (which refers to decision making, service delivery and other activities taking place at more localised (often community) levels)⁵ and co-production (which ‘describes a relationship between service provider and service user that draws on the knowledge, ability and resources of both to develop solutions to issues that are claimed to be successful, sustainable and cost-effective...[delivering] long term positive outcomes for people and for local communities’⁶). However whilst voluntary participation appears fundamental in achieving the aims of public service reform in Scotland, less attention has been given to the ways that volunteering might be supported by national policy, and few links between volunteering and its role in public service reform made.
 - Research shows there are higher rates of formal volunteering in rural Scotland compared to more urban areas of Scotland. The role of the third sector and volunteering may also be particularly important in rural areas in terms of filling the gaps between service provision and service need, given the challenging service delivery landscape, with the distinction between such ‘substitutional’ (as compared with ‘additional’) activity being made in research.
- Analysis of the ‘Volunteering in Scottish Charities 2011’ data found:
 - Charities located in more rural areas stated that they primarily benefit the local community.
 - The primary areas of work that more rural charities reported were the local community or neighbourhood groups, youth/children, or religion, varying between accessible and remote rural areas.
 - Charities in rural areas were less likely to report involving paid staff.
 - Charities in more rural areas reported challenges in recruiting board members at a higher rate than those in the rest of Scotland, but were *less* likely to be concerned about recruiting board members with the right skills.
 - Evidence suggests a stable picture of volunteering in rural charities. Rural charities were less likely to report having witnessed a decrease in numbers of volunteers currently involved, and were more likely to report that they anticipate seeing the number of volunteers they involve remaining static, rather than decreasing.

⁵ Christie, C. (2011) Commission on the future delivery of public services. Edinburgh: Scottish Government <http://www.scotland.gov.uk/Resource/Doc/352649/0118638.pdf> p36

⁶SCDC (2011) *Community resilience and co-production - getting to grips with the terminology: a briefing paper*. Glasgow: SCDC. <http://www.scdc.org.uk/media/resources/assets-alliance/Community%20Resilience%20and%20Coproductio%20SCDC%20briefing%20paper.pdf>; See also: <http://www.scdc.org.uk/co-production-scotland/>

- In addition, analysis of the Scottish Household Survey (2007-2011) found:
 - There are differences between urban and rural areas in the types of volunteering activities that volunteers are engaged in. Many of the activities that are more prevalent in rural areas are service based, such as 'providing direct services' or 'providing transport, driving'. Rural volunteers are also more likely to be involved in more generalist roles (doing 'whatever is required' or 'generally helping out').
 - The findings support the characterisation of rural volunteering as being broad across several roles or activities, while urban volunteering is deeper, focussed on fewer and more specific roles or activities.

Conclusions

- A geographically sensitive approach to both involving and supporting volunteers and volunteer-involving organisations appears justified, given:
 - Rural volunteers often play multiple and diverse roles. Their roles in their communities may well be likely to be more 'broad' than 'deep'. Volunteering hours do not appear to vary across the urban/rural categorisations. However the development of rural volunteers' skills, and ensuring that such volunteers are supported adequately to avoid 'burnout' in light of increasing expectations through public service reform, may be particularly important.
 - Many volunteers report fulfilling service-oriented roles, and rural volunteers are also more likely to be involved in more generalist roles, lending strength to the findings of other research that activities of volunteers in rural areas may be more 'substitutional' rather than 'additional' in nature. This has implications for the sustainability of voluntary participation in rural areas given that some research suggests that this 'substitutional' activity may be less empowering and less sustainable.
- Whilst the support of groups and organisations in the voluntary sector is evident, there appears relatively less national or regional policy to ensure that volunteers themselves are supported. Therefore:
 - Policy makers should recognise the levels of voluntary participation that are required as part of public service reform, and recognise that capacities to engage with this agenda varies socially and geographically.
 - Attention must be paid to i) existing voluntary participation levels (both 'how much' but also 'what is done') of individuals and communities; ii) what support might be required to develop capacity for further volunteering and iii) where it may be inappropriate or unsustainable to seek greater levels of volunteering.

- Relative to elsewhere in the UK, Scotland has a reasonably ‘localised’ network of volunteering and voluntary sector support through Volunteer Centres/Third Sector Interfaces in each Local Authority. This has the potential to be utilised to examine and address these regional variations in participation, capacity and support needs further.
- There could be merit in examining the potential links between any requirements for the support and development of volunteers in rural Scotland, and Community Learning and Development policy and governance (including LEADER and Capacity Building Guidance).
- Whilst we have focussed here on the ‘service delivery’ aspect of formal volunteering, it is important to recognise that this is just one element of the complex factors which might influence the decision to volunteer. These can include lifecourse factors (such as having children, recovering from ill-health, retiring); more pragmatic factors (seeking to retrain and re-skill to enter the employment market) and the influence of personal, altruistic factors. The diversity of types of volunteering that might be undertaken (more or less formal, more or less frequent, online or place-based, leisure or service delivery in nature) should also be acknowledged. Therefore it is important to acknowledge that volunteering which delivers public services is not always motivated by a direct desire to do so, and is not the only form of volunteering. Policy and practice which seeks to engage with volunteers to deliver public services must acknowledge these motivations. Systematic study of the experiences of volunteering for those in rural Scotland is required in order to identify motivations, barriers and gaps in support, as well as the diverse ‘spectrum’ of more and less formal voluntary acts undertaken. This will ensure that the acts of volunteering on which much public service reform depends are better understood, and better supported.
- More also needs to be known about the specific roles of charities in rural areas to clearly understand the implications of the finding that they are more likely to serve their ‘local’ areas. That they are ‘local’ in nature (rather than providing a specific service identified in the survey) may mean i) that it is urban based charities that are providing ‘services’ in rural areas, or ii) that rural charities address multiple issues (rather than single activities/issues) owing to the challenging service delivery landscape with regard to multiple services (dispersed population, poor public transport infrastructure, high delivery cost per head). As with volunteering, rural charities may be ‘broad’: working with a diverse range of service-users defined by locality, while urban charities are ‘deep’: specialising in one service-user type across a wider geographic area. Whilst the volunteering data presented here suggests the latter, this is not certain, with charities providing multiple services possibly stating that they benefited the local community.

Acknowledgments

The authors would like to acknowledge SRUC’s Rural Policy Centre, which funded this report. We wish to thank Volunteer Development Scotland (VDS) for the use of the ‘Volunteering in Scottish Charities 2011’ data on which part of this report is based, and the Scottish Government for use of Scottish Household Survey (SHS) data. Finally, we would also like to gratefully acknowledge the comments of staff members within both SRUC and VDS on earlier drafts of this report.

1. Introduction

Recent research published by SRUC's Rural Policy Centre identified that, in Scotland, there are more registered charities per head of population in rural compared to urban areas, and their characteristics – including their purposes - might also vary with degree of rurality⁷. Therefore given the strong role of the third sector in achieving the objectives of public service reform in Scotland, it is important to note that the opportunities for this vary geographically.

However, this focuses on the organisations through which volunteering often takes place, rather than on volunteering itself. This report therefore examines whether the nature and extent of volunteering – an activity which is often undertaken through charities or the wider 'third sector'⁸ – also varies geographically across urban and rural Scotland, and asks what this might mean for a sustainable and realistic programme of public service reform.

It explores the implications of the current political and economic context of public service reform in Scotland for rural communities with particular reference to the role that voluntary participation plays in this, now and in the future. It does so recognising that not all populations volunteer in the same way or to the same extent, and that capacities to engage therefore vary socially and geographically. In Scotland, the approach required to support public service reform, community resilience and empowerment might therefore also vary geographically in terms of current levels and the subsequent support which may be required.

This report first summarises the aims and objectives of the study (section two) before outlining the public service reform, rural and volunteering policy contexts (section three). Section four presents newly analysed data taken from the 'Volunteering in Scottish Charities' survey undertaken by Volunteer Development Scotland (VDS) and section five examines what the Scottish Government's Scottish Household Survey (SHS) can tell us about the geographically varying nature and extent of formal volunteering in rural Scotland. Section six then draws conclusions, identifying implications for policy, practice and research.

2. Aim and objectives

The aim of this study is to examine what the available research and data can tell us about volunteering in rural areas of Scotland at a time of public service reform. Its objectives are to:

1. Review existing policy, practice and academic literature relating to volunteering in rural areas, linking this to policy in Scotland.
2. Present analysis of existing data regarding volunteering in Scotland, with reference to urban/rural variations in volunteering participation and opportunities.

⁷ For more information, see:

http://www.sruc.ac.uk/info/120336/thriving_communities/634/2012_mapping_the_distribution_of_charities_in_scotland.

⁸ Although often also takes place through the public sector (eg the NHS) or private sector (eg Employer Supported Volunteering).

- 3. Review ongoing Scottish public service reform and assess the implications of points (1) and (2) for the resilience and sustainability of volunteering in rural communities.

3. Policy and literature review

This section – through a review of relevant policy and research – summarises the rationale for examining the relationship(s) between public service reform, volunteering and rurality. Section 3.1 focuses on public service reform in Scotland. Section 3.2 then links this context to volunteering, whilst section 3.3 summarises the potential interactions between public service reform, volunteering and rurality.

3.1 Why focus on public service reform?

The Scottish Government’s 2011 Economic Strategy forecast that there would be a cumulative reduction of just under £39 billion in the Departmental Expenditure Limits (DEL) of the Scottish Government, with no increase in real terms in this public spending until 2026/7 (see figure one).⁹

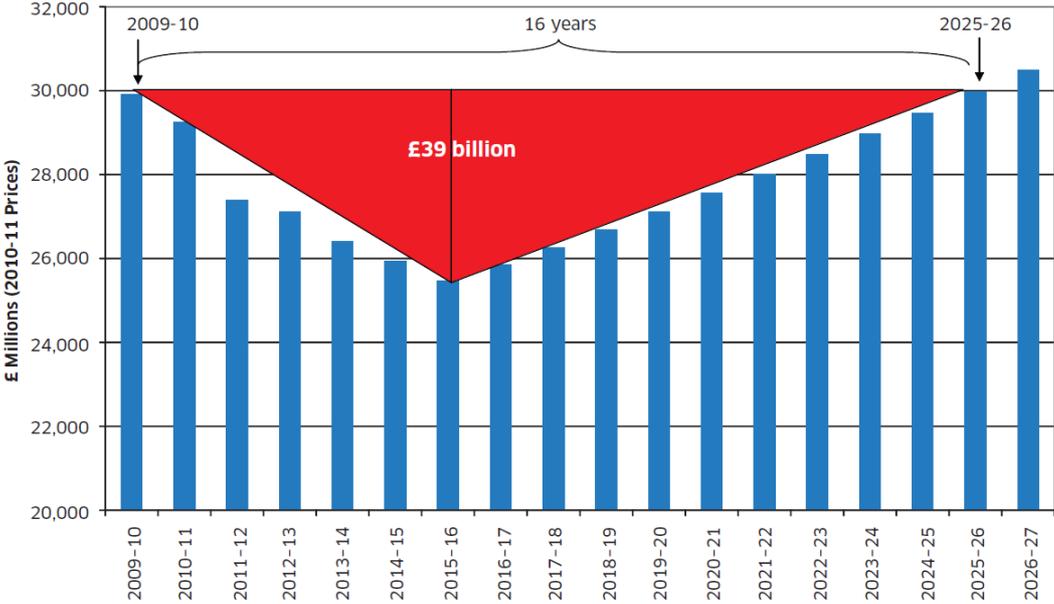


Figure one: Estimated Scottish DEL 2009-2010 to 2026-2027.¹⁰

The Christie Commission on the Future Delivery of Public Services – which reported in 2011 – therefore undertook a wide-ranging review of public service delivery in Scotland. The report also cited future social and demographic challenges; static or widening social and economic disparities; the lack of preventative spend; lack of coherence and capacity in public service delivery; and that current public service delivery is top down, unresponsive, lacking accountability and being characterised by short termism as drivers for public service reform in Scotland.¹¹ It argued that best use must be made of ‘scarce resources by utilising all

⁹ Scottish Government (2011) *Government Economic Strategy*. Edinburgh: Scottish Government. p29.
¹⁰ Scottish Government (2011) *Government Economic Strategy*. Edinburgh: Scottish Government. p29.
¹¹ Christie, C. (2011) *Commission on the future delivery of public services*. Edinburgh: Scottish Government <http://www.scotland.gov.uk/Resource/Doc/352649/0118638.pdf> p viii.

available resources from the public, private and third sectors, individuals, groups and communities’ to provide services that are ‘delivered in partnership, involving local communities, their democratic representatives, and the third sector’. In doing so, it identified four key objectives of public service reform (see figure two). Simultaneously the 2011 Scottish Spending Review recognised the significant efficiency budgeting required in the face of the challenging economic context. With regard to public services specifically it outlined five commitments, and to reform public services through four approaches (see figure two).

Christie Commission <i>Key objectives of reform</i> ¹²	Scottish Spending Review ¹³	
	<i>Five commitments:</i>	<i>Reform public services through:</i>
Public services are built around people and communities, their needs, aspirations, capacities and skills, and work to build up their autonomy and resilience	Ensuring the future sustainability of services	A decisive shift toward prevention
Public service organisations work together effectively to achieve outcomes;	Reducing inequalities	Greater integration of public services at a local level, driven by better partnership, collaboration and effective service delivery
Public service organisations prioritise prevention, reducing inequalities and promoting equality	Identifying those at risk and intervening early to prevent risks from materialising	Workforce development
All public services constantly seek to improve performance and reduce costs, and are open, transparent and accountable.	Shifting the focus from service delivery to building the capacity of individuals, families and communities	Significant enhancement to the transparency of public service reporting.
	Unlocking resources currently invested in dealing with acute problems.	

Figure two: Objectives, commitments and approaches to public service reform.

The summary presented in figure two demonstrates a number of common strands: i) localism; ii) co-production; iii) prevention. Both localism and co-production imply a greater expectation of participation at the level of the individual, family and/or community in the shaping and delivery of public services. This approach sees ‘a need to design and deliver services with and for people, rather than forcing people into pre-determined systems... harnessing and utilising the resources and energies of a significant number of communities across Scotland... maximis[ing] all the resources and assets available, and the process itself builds the capacity of all those involved’.¹⁴ Finally, it is argued that a ‘preventative approach offers a key means of tackling ‘failure demand’ by seeking to address the causes of the outcome rather than the outcome itself. For example, addressing the risk factors which might lead to homelessness, rather than waiting until an individual becomes homeless. It is claimed that ‘the adoption of preventative approaches, in particular approaches which build on the

¹² Christie, C. (2011) Commission on the future delivery of public services. Edinburgh: Scottish Government <http://www.scotland.gov.uk/Resource/Doc/352649/0118638.pdf> p viii.

¹³ Scottish Government (2011) *Scottish Spending Review 2011 and draft budget 2012 – 2013*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/Doc/359651/0121519.pdf>

¹⁴ Christie, C. (2011) Commission on the future delivery of public services. Edinburgh: Scottish Government <http://www.scotland.gov.uk/Resource/Doc/352649/0118638.pdf> p 2.

active participation of service users and communities, will contribute significantly to making the best possible use of money and other assets. They will help to eradicate duplication and waste and, critically, take demand out of the system over the longer term'.¹⁵

Therefore, it appears important to recognise: i) expectation of a greater degree of local level voluntary participation in the achievement of public service reform and ii) that this must be set within the context of the existing amount of volunteering, the activities undertaken by volunteers and the motivations for this in order for public service reform to be realistic and sustainable. In particular, given the move toward an increasing 'localised' public service delivery landscape, the ways that such factors vary across Scotland should be explored.

3.2 How does this relate to volunteering?

'Formal volunteering' is defined as:

'The giving of time and energy through a third party, which can bring measurable benefits to the volunteer, individual beneficiaries, groups and organisations, communities, environment and society at large. It is a choice undertaken of one's own free will, and is not motivated primarily for financial gain or for a wage or salary'.¹⁶

Given – as noted earlier – that 'best use must be made of 'scarce resources by utilising all available resources from the public, private and third sectors, individuals, groups and communities' it is clear that voluntary activity is expected to play an increased role in achieving this. This has been long recognised, particularly with reference to social service provision.¹⁷ Therefore, a brief review of the place of volunteering in Scottish policy follows.

Post-1999, the Active Communities Initiative launched in 2000 had four aims: i) to bring about more positive attitudes at all levels to volunteering and community action; ii) to locate volunteering and community action at the heart of policy and practice; iii) to broaden the range of people involved and iv) to increase the number of people involved.¹⁸ The strongest focus on 'volunteering' nationally, however, has been the 2004 Volunteering Strategy.¹⁹ Here, the personal and wider societal benefits of volunteering were emphasised: 'almost every aspect of everyday life – the communities in which we live, the physical environment, our recreation and leisure activities, our places of work and worship, our schools and our hospitals – benefit from the input of volunteers. But volunteers themselves also benefit as a result of their actions. Volunteering can provide a real sense of personal fulfilment and achievement, the opportunity to make friends and to establish new contacts, and the reward

¹⁵ Christie, C. (2011) Commission on the future delivery of public services. Edinburgh: Scottish Government <http://www.scotland.gov.uk/Resource/Doc/352649/0118638.pdf> p 55

¹⁶ Scottish Executive (2004) *Volunteering Strategy 2004 – 2009*. Edinburgh: Scottish Executive. <http://www.scotland.gov.uk/Resource/Doc/25954/0025523.pdf>

¹⁷ Joseph, A.E., Martin-Matthews, A. (1993) Growing old in ageing communities. *Journal of Canadian Studies* 28: 14 – 29 in Joseph, A.E., Skinner, M.W. (2012) Volunteering as a mediator of the experience of growing old in evolving rural spaces and changing rural places. *Journal of Rural Studies* 28 (4): 380 – 388.

¹⁸ Scottish Executive (2000) *Supporting active communities in Scotland: A draft strategy for volunteering and community action*. Edinburgh: Scottish Executive

¹⁹ Scottish Executive (2004) *Volunteering Strategy 2004 – 2009*. Edinburgh: Scottish Executive. <http://www.scotland.gov.uk/Resource/Doc/25954/0025523.pdf> p7.

of developing new skills and mastering new challenges'.²⁰ Therefore, the act of volunteering appeared to be strongly supported, as well as the organisations through which it might take place. The outcomes for both the individual volunteers and the communities within which it took place were highlighted.

It has been suggested, however, that the SNP election of 2007 marked the shift from an 'interventionalist' phase of volunteering policy in which there was strong guidance at the national level, toward an 'infrastructure' phase whereby volunteering support was characterised by more localised actions.²¹ This, it has been argued, saw less emphasis on volunteering at the national level but continued investment in local organisations and the emergence of Third Sector Interfaces (TSIs) in each of the 32 Scottish Local Authorities. Indeed, Scotland has a relatively 'localised' network of support for volunteering relative to other UK administrations. Since 2007, Local Authorities (LAs) have had a greater degree of freedom in the allocation of their budgets as part of the Concordat with the Scottish Government.²² As part of this the place of Community Planning Partnerships in the design and delivery of services in LAs has become more important.²³ TSIs aim to bring Volunteer Centres, third sector agencies (through Councils For Voluntary Service (CVSs)) and Community Planning Partnerships together in each of the 32 Local Authorities.²⁴

The subsequent 2009 Community Empowerment Action Plan was couched far more strongly in the language of 'empowerment' with the place of the 'local' (at the community level) strongly emphasised: "...[community empowerment]... stimulates and harnesses the energy of *local* people to come up with creative and successful solutions to *local* problems" (emphases authors' own). It also placed a far stronger emphasis on economic issues and the empowerment of communities to deliver their own services: 'The confidence and resilience that grows when people work together in their communities is never more important than in challenging economic times and when facing major social problems'. This working together is characterised by an emphasis on 'community action' (rather than volunteering per se) which 'is about all of us recognising that communities doing things for themselves can sometimes be the best way of delivering change' through 'locally owned, community led organisations' to act as 'anchors' for the process of empowerment.²⁵

The consultation document for the forthcoming Community Empowerment and Renewal Bill also states that achieving public service reform 'will not be possible without working with our partners in the public, private and third sectors – and with communities themselves – to

²⁰ Scottish Executive (2004) *Volunteering Strategy 2004 – 2009*. Edinburgh: Scottish Executive. <http://www.scotland.gov.uk/Resource/Doc/25954/0025523.pdf> p1

²¹ Lee, J. (2012) *Volunteering and devolution in Scotland*. ESRC Public Policy Seminar Series Workshop: 'Divergence in public policy between England and Scotland: what does this mean for volunteering?' 7th November 2012. ESRC; IVR; University of Northumbria. University of Northumbria, Newcastle: UK.

²² Scottish Government (2007) Concordat between the Scottish Government and Local Government. Edinburgh: Scottish Government. See also: McGarvey, N. (2012) Expectations, Assumptions and Realities: Scottish Local Government Post-Devolution. *British Journal of Politics and International Relations*. 14: 153–174

²³ Park, J. J., Kerley, R. (2011) Single Outcome Agreements and partnership working in Scottish local government – year one. *Local Government Studies* 37 (1): 57 – 76.

²⁴ Scottish Government (2009) *The new third sector interfaces*. <http://www.scotland.gov.uk/Resource/Doc/48453/0078760.pdf>

²⁵ Scottish Government (2009) *Scottish Community Empowerment Action Plan*. Edinburgh: Scottish Government. Pp 5 – 6. <http://www.scotland.gov.uk/Resource/Doc/264771/0079288.pdf>

unlock the knowledge, potential and abilities of all Scotland's communities'.²⁶ Therefore the Bill aims to 'strengthen opportunities for *communities* to take independent action to achieve their own goals and aspirations and ensure *communities* are able to have a greater role in determining how their public services are delivered' (emphases author's own).²⁷

Overall, there has been an increased emphasis on the 'local' community as a context for, and beneficiary of, voluntary action, whilst at the same time community 'empowerment' has become central.²⁸ This suggests a shift away from supporting volunteering itself along with the benefits this might bring to the individual. Instead, the increasing emphasis is upon the ways in which members of 'local' communities can be engaged to address 'local' (place-based) challenges including the delivery of public services, the ownership of assets and engagement in decision-making processes through third sector organisations.²⁹ There appears little direct reference to 'volunteering' per se.

Therefore it appears fundamental to examine in more detail how both the *amount* of volunteering and also the *nature* of that volunteering vary across Scotland, if expectations of subsequent increases in participation are to be realistic and sustainable. The following section (3.3) therefore links public service reform and volunteering to the rural Scottish context as a specific example of the implications this may have.

3.3 What's the rural dimension?

Both the quantitative levels (i.e. the amount) and qualitative nature (i.e. the nature/types) of volunteering vary geographically, across a broad range of social and economic characteristics. The role of *place* (context) rather than *socio-economic factors* (composition) in influencing levels of volunteering continues to be debated.³⁰ Volunteering in Scotland varies by age, income and gender, for example.³¹ Here, we examine the way in which living in a rural area might influence the nature and extent of volunteering. In doing this, much of the data presented draws on the Scottish Government's six-fold urban/rural categorisation, which has been developed on the basis of criterion set out in figure three:

²⁶ Scottish Government (2012) *Consultation on the proposed Community Empowerment and Renewal Bill*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/0039/00394524.pdf>

²⁷ Scottish Government (2012) *Consultation on the proposed Community Empowerment and Renewal Bill*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/0039/00394524.pdf> p 5.

²⁸ Alcock, P. (2009) Working Paper 2: Devolution or Divergence? Third sector policy across the UK since 2000. Third Sector Research Centre, Birmingham. http://epapers.bham.ac.uk/804/1/WP02_Devolution_or_Divergence_Nov_09.pdf

²⁹ For a more detailed account of the evolution of Scottish volunteering policy, and the way in which similar discourses of localism and public service reform can be seen in the English and Welsh context as part of 'Big Society' rhetoric and governance, see Woolvin, M., Hardill, I. (2013) Localism, volunteering and devolution: experiences, opportunities and challenges in a changing policy context. *Local Economy* 28 (3): 275 – 290.

³⁰ Mohan, J., Twigg, L., Jones, K., Barnard, S. (2006) Volunteering, geography and welfare: a multilevel investigation of geographical variations in voluntary action. In Milligan, C., Conradson, D. (eds.) *Landscapes of volunteering: new spaces of health, welfare and governance*. pp. 267 - 284. Bristol: Policy Press.

³¹ See for example, Hurley, N., Wilson, L., Christie, I. (2008) *Scottish Household Survey Analytical Report: Volunteering*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/Doc/209828/0055479.pdf>

Categorisation	Characteristics
1: Large urban areas	Settlements of over 125,000 people.
2: Other urban areas	Settlements of 10,000 to 125,000 people.
3: Accessible small towns	Settlements of between 3,000 and 10,000 people, and within a 30 minute drive time of a Settlement of 10,000 or more
4: Remote small towns	Settlements of between 3,000 and 10,000 people, and with a drive time of over 30 minutes to a Settlement of 10,000 or more.
5: Accessible rural	Areas with a population of less than 3,000 people, and within a 30 minute drive time of a Settlement of 10,000 or more.
6: Remote rural	Areas with a population of less than 3,000 people, and with a drive time of over 30 minutes to a Settlement of 10,000 or more

Figure three: Scottish Government six-fold urban/rural categorisation.³²

On the basis of these definitions, rural Scotland covers 94% of Scotland's land mass, and is home to 18% of its population (just under one million people).³³

Section 3.3.1 first explores *how much* formal volunteering is undertaken across urban and rural Scotland. Section 3.3.2 then examines what an alternative – qualitative - approach can tell us about *what* is done by volunteers in rural areas and *why*. Section 3.3.3 then draws out the implications of the preceding sections in the context of the current public service reform process.

3.3.1 Volunteering: how much and where?

Drawing on data from the Scottish Government's Scottish Household Survey (SHS) it has been shown that rates of formal volunteering have – since data was first collected - been consistently higher in more rural areas of Scotland relative to more urban areas.³⁴ The most recent data available suggests this pattern has continued (see figure four, with the average rates between 2007 and 2011 shown in figure five). Furthermore, recent research has found that this is the case 'even after controlling for the income and demographic differences'.³⁵ This suggests, therefore, that there appears to be an influence of rurality on the decision over whether or not to volunteer. It should also be noted that the rate of volunteering may be influenced by, or influence, the nature and extent of third sector organisations in the local area through which volunteers can participate. Whilst volunteering

³² Scottish Government (2012) *Scottish Government urban/rural classification 2011/12*. Edinburgh: Scottish Government. www.scotland.gov.uk/Resource/0039/00399487.pdf

³³ Scottish Government (2012) *Rural Scotland key facts 2012*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/0040/00403004.pdf>

³⁴ Hurley, N. et al. (2008) *Scottish Household Survey Analytical Topic Report: Volunteering*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/Doc/209828/0055479.pdf>

³⁵ See Harper, H., Rutherford, A. (2012) 'In focus: formal volunteering in rural Scotland' in Woolvin, M., and Skerratt, S. (2012) *The third sector and civil society in rural Scotland: present and future?* in Skerratt, S., Atterton, J., Hall, C., McCracken, D., Renwick, A., Revored-Giha, C., Steinerowski, A., Thomson, S., Woolvin, M., Farrington, J., Heesen, F. (2012) *Rural Scotland in Focus 2012*. Pp56-69. Edinburgh: Rural Policy Centre, Scottish Agricultural College. http://www.sruc.ac.uk/downloads/file/470/rural_scotland_in_focus_2012_web_version. See also: Harper, H., Rutherford, A. (2011) Understanding volunteering participation: a quantitative analysis of volunteering data in the Scottish Household Survey. *Paper given at the NCVO VSSN Researching the Voluntary Sector Conference: 7th – 8th September 2011*. London: UK; and: Rutherford, A., Harper, H. (2012) Understanding volunteering participation: a quantitative analysis of volunteering data in the Scottish Household Survey. *Paper given at Visualising volunteering research workshop: Does place matter?: Exploring drivers for volunteering participation: 22nd February 2012*. Stirling: UK.

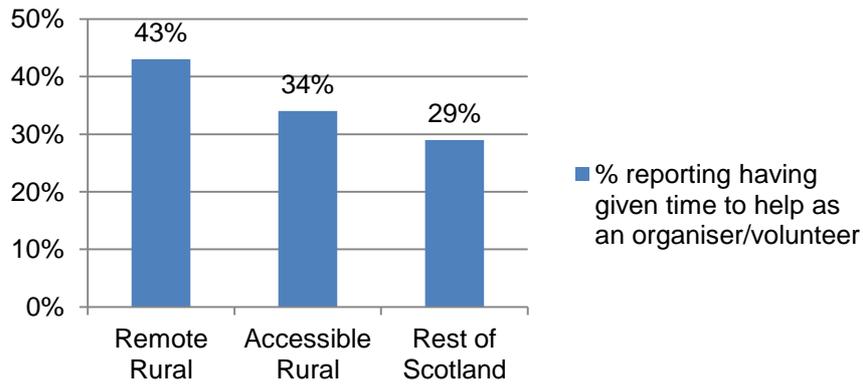


Figure four: Formal volunteering in Scotland in 2011³⁶

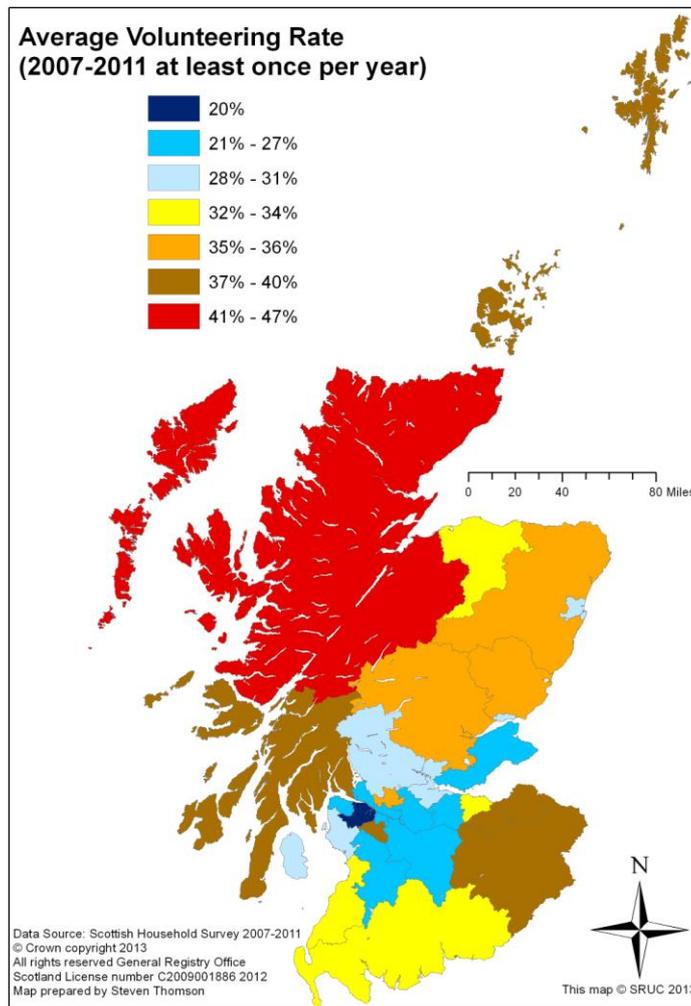


Figure five: Average volunteering rate between 2007 – 2011 (at least once per year) at Scottish Local Authority level.³⁷

³⁶ See Scottish Government (2012) *Rural Scotland key facts 2012*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/0040/00403004.pdf>

³⁷ Using data from the Scottish Household Survey (SHS), and using SHS population weights. Map produced by Steven Thomson (SRUC).

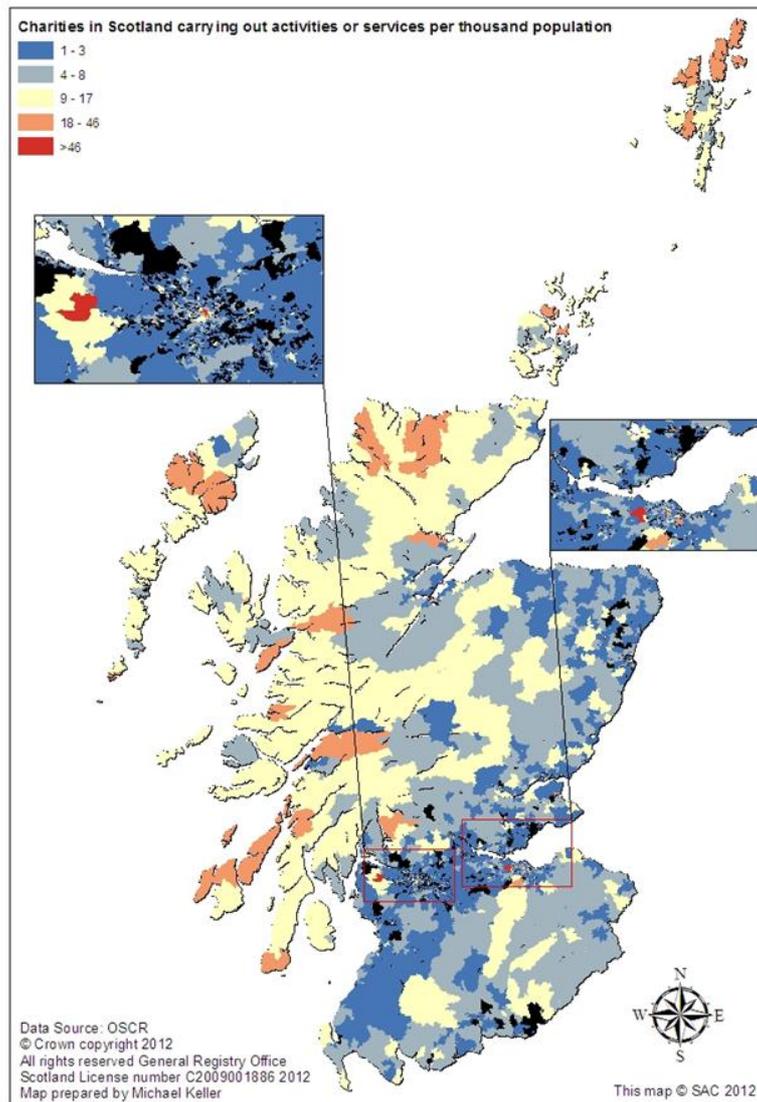


Figure six: Number of charities carrying out activities or delivering services per head of population at datazone level in Scotland.³⁸

can also take place through the public and private sectors, it is the third sector through which most formal volunteering takes place. The Scottish Government define the third sector as comprising social enterprises, voluntary organisations, cooperatives and mutuals. It has been estimated that there are 45,000 voluntary organisations in Scotland,³⁹ with approximately 23,500 of these registered charities.⁴⁰ It is therefore interesting to note that the number of

³⁸ For more information see: Keller, M., Woolvin, M. Thomson, S. (2012) *Mapping the Distribution of Charities in Scotland*. Research Briefing RPC RB 2012/07. Edinburgh: SAC Rural Policy Centre.

http://www.sruc.ac.uk/downloads/file/666/2012_mapping_the_distribution_of_charities_in_scotland; Woolvin, M., Skerratt, S. (2012) *The third sector and civil society in rural Scotland: present and future?* in Skerratt, S., Atterton, J., Hall, C., McCracken, D., Renwick, A., Revoredo-Giha, C., Steinerowski, A., Thomson, S., Woolvin, M., Farrington, J., Heesen, F. (2012) *Rural Scotland in Focus 2012*. Pp56-69. Edinburgh: Rural Policy Centre, Scottish Agricultural College.

http://www.sruc.ac.uk/downloads/file/470/rural_scotland_in_focus_2012_web_version
³⁹ SCVO (2012) *Scottish Third Sector Statistics 2012*. Edinburgh: SCVO. <http://www.scvo.org.uk/wp-content/uploads/2012/09/SCVO-Scottish-Third-Sector-Statistics-2012.pdf>

⁴⁰ OSCR (2012) *Scottish Charities 2011*. Dundee: OSCR. http://www.oscr.org.uk/media/294663/2012-02-02_scottish_charities_2011_published.pdf

charities per head of population carrying out activities or delivering services has also been found to increase as degree of rurality increases (see figure six).

Rates of formal volunteering, therefore, appear to be higher in more rural areas and consistently so over time. This also appears to hold when a range of social and economic characteristics are controlled for, including age, income, education, and whether the household contains any children. In order to identify how far this is a positive barometer of civil society, or a potentially more challenging finding for public service reform, it is important to move beyond ‘how much?’ to ask ‘what?’ and ‘why?’

3.3.2 Volunteering: what and why?

Research undertaken in England suggests that there are a range of characteristics of rural areas that are likely to influence the role and extent of third sector organisations (figure seven):

Dispersed populations	Less comprehensive service provision
Small settlement sizes	Distinct demographic make-ups
Transport challenges	Potentially hidden deprivation
Higher per head costs of service delivery	

Figure seven: Rural characteristics influencing voluntary and community organisations in England⁴¹

Similarly, it has been suggested that ‘...community capacity building and volunteering are disproportionately important in rural areas, both in their own right and as a significant underpinning to service delivery’, and that there are higher levels of self-help/community delivery of services being required/expected.⁴² In addition, it has been claimed that in England “in many cases the role adopted by the sector in rural areas is that of bridging the access gap for those members of the community who are unable to access mainstream services.”⁴³

Indeed, in Scotland, a vision for rural Scotland proposed by the Scottish Government includes ‘confident and diverse rural communities [that] take control of local assets and provide local services to generate income and employment’.⁴⁴ Moreover the transfer of community assets – particularly in more rural areas – has been a key element of the Scottish Government’s approach through the Scottish Land Fund (2001-2006), the Growing Community Assets Fund (administered by the Big Lottery Fund between 2006 and 2010) and the Growing Community Assets 2 Fund (2010 onwards) and the reinstatement of the Scottish

⁴¹ Grieve, J. (2007) *Access all areas: meeting the needs of rural communities*. London: NCVO. http://www.ncvo-vol.org.uk/uploadedFiles/NCVO/Policy/Rural/Rural_Policy_Publications/Access%20All%20Areas%20PDF.pdf cited in Woolvin, M. (2012) *Mapping the third sector in rural Scotland: an initial review of the literature*. Edinburgh: Scottish Government

⁴² Defra (2003) Policy Paper, Rural Forum 7 (7) *Community Capacity Building and voluntary sector infrastructure in rural England*. [http://www.forestry.gov.uk/pdf/CapacityBuildingVoluntarySector.pdf/\\$FILE/CapacityBuildingVoluntarySector.pdf](http://www.forestry.gov.uk/pdf/CapacityBuildingVoluntarySector.pdf/$FILE/CapacityBuildingVoluntarySector.pdf);

⁴³ Grieve, J. (2007) *Access all areas: meeting the needs of rural communities*. London: NCVO. http://www.ncvo-vol.org.uk/uploadedFiles/NCVO/Policy/Rural/Rural_Policy_Publications/Access%20All%20Areas%20PDF.pdf

⁴⁴ Scottish Government (2011) *Our rural Future: The Scottish Government’s response to the Speak up for Rural Scotland consultation*. Scottish Government: Edinburgh, cited in Scottish Government (2012) *Scottish Government investment in rural community development: a community capitals approach*. Edinburgh, Scottish Government. <http://www.scotland.gov.uk/Resource/0038/00389818.pdf> p7

Land Fund.⁴⁵ Both these streams illustrate the strong role for volunteering in rural Scotland as positioned by policy.

Some argue, however, suggestions that high levels of participation in rural areas are symptomatic of a 'rural idyll' may be misleading.⁴⁶ Rural Scotland faces both challenges and opportunities in terms of its capacity for resilience in the face of change, and these vary between remote and accessible rural areas. For example remote rural areas appear particularly likely to be home to older populations^{47 48}, have a dispersed population (with associated challenges for service delivery^{49 50}) and have a lower median hourly rate of pay⁵¹. Research which has sought to move beyond the quantitative extent of voluntary activity to explore *what* is done has suggested that drivers for formal volunteering in rural areas may be distinct. Those in rural Scotland may be more likely to undertake voluntary activity which is 'substitutional', rather than 'additional' in nature⁵², bridging the gap between service provision and service need rather than performing a role which is truly 'additional'. It has also been suggested in both rural Scotland⁵³ and rural England⁵⁴ that formal volunteers may participate across a larger number of organisations (albeit for a smaller amount of time in each) than in more urban areas. This leads to the characterisation of formal volunteering in rural areas as 'broad' and in more urban areas as 'deep'⁵⁵. This distinction has been made on the basis of relatively small scale research in urban and rural Scotland. When the Scottish Household Survey is examined it has been found that there are no differences between urban and rural Scotland in terms of the *frequency* of volunteering or the *number of hours spent* volunteering. This, it has been claimed, therefore suggests that the difference between urban and rural areas lies most clearly in the decision to participate, rather than the amount of participation⁵⁶.

⁴⁵ Skerratt, S. (2011) *Community Land Ownership and Community Resilience*. Rural Policy Centre Research Report. Edinburgh: SRUC Rural Policy Centre. See:

http://www.sruc.ac.uk/downloads/download/9/2011_community_land_ownership_and_community_resilience

⁴⁶ Williams, C. (2002) Harnessing community self-help: some lessons from rural England. *Local Economy* 17 (2) 136 – 146.

⁴⁷ Thomson, S. (2010) How is Scotland's rural population changing? In Skerratt, S., Hall, C., Lamprinopoulou, C. McCracken, D., Midgeley, A., Price, M., Renwick, A., Revoreda, C., Thomson, S., Williams, F. and Wreford, A. (2010), *Rural Scotland in Focus 2010*. Pp. 10 – 18. Edinburgh: Rural Policy Centre, Scottish Agricultural College.

⁴⁸ Older people may also, however, be an asset for rural communities. See for example the O4O project, which sought to involve older people in social enterprise activity in rural and remote rural areas of Scotland: O4O (2011) *Final Report*. Inverness: Centre for Rural Health. http://www.o4os.eu/userfiles/file/General_Documents/O4O%20final%20report%201.pdf [last accessed 29/06/11].

⁴⁹ OECD (2008) *OECD Rural Policy Reviews: Scotland, UK*. Paris: OECD.

⁵⁰ Hardill, I., Dwyer, P. (2011) Delivering public services in the mixed economy of welfare. *Journal of Social Policy* 40 (1): 157 – 172.

⁵¹ Scottish Government (2012) *Rural Scotland Key Facts 2012*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/0040/00403004.pdf>

⁵² Timbrell, H. (2007) *Volunteering and Active Citizenship: exploring the complex relationship*. Stirling: Volunteer Development Scotland. See also Pickering, J. (2003) *Good Practice In Rural Development No. 8. Innovative Methods Of Service Delivery In Rural Scotland. A Good Practice Guide*. Edinburgh, Scottish Executive Social Research

⁵³ Timbrell, H. (2007) *Volunteering and Active Citizenship: exploring the complex relationship*. Stirling: Volunteer Development Scotland.

⁵⁴ Grieve, J. Jochum, V. Pratten, B. Steel, C. (2007) *Faith in the community: the contribution of faith based communities in rural voluntary action*. London: NCVO

⁵⁵ Timbrell, H. (2007) *Volunteering and Active Citizenship: exploring the complex relationship*. Stirling: Volunteer Development Scotland.

⁵⁶ See Harper, H., Rutherford, A. (2012) 'In focus: formal volunteering in rural Scotland' in Woolvin, M., and Skerratt, S. (2012) *The third sector and civil society in rural Scotland: present and future?* in Skerratt, S., Atterton, J., Hall, C., McCracken, D., Renwick, A., Revoreda-Giha, C., Steinerowski, A., Thomson, S., Woolvin, M., Farrington, J., Heesen, F. (2012) *Rural Scotland in Focus 2012*. Pp56-69. Edinburgh: Rural Policy Centre,

The interactions between formal and informal volunteering, and their implications for public service delivery, have also been examined. 'Formal volunteering' has been distinguished from 'informal volunteering', which is defined as helping a friend or a neighbour in a self-managed way, e.g. helping them with some gardening or watching their home...⁵⁷ It has been argued that by focussing only on 'formal volunteering' when seeking to measure and support voluntary activity we fail to acknowledge the extent of 'below the radar'⁵⁸ participation which takes place⁵⁹. For example research in rural Canada has suggested that the involvement of the voluntary sector in the delivery of support/care for older people would generally not be needed as soon in rural communities compared to more urban communities given the greater support network of informal voluntary support; however when services were required, this was when older people and/or their carers had reached crisis point and could therefore no longer cope.⁶⁰

Therefore it appears important to understand not only the most formal acts of volunteering in rural areas in terms of *what* is done and *why*, but also their relationships with less formal volunteering on a 'spectrum' of volunteering⁶¹, as this may impact on the nature of the services required in rural relative to more urban areas.

3.4 Summary and implications for this research

Key points emerging from this brief literature and policy review are that:

- The role of individuals and communities in public service reform in Scotland is central.
- This, combined with a strong emphasis on localism, means that the capacities of individuals and communities to become involved with public service reform (e.g. by volunteering), and the ways in which this vary across Scotland, need to be explored if public service reform ambitions are to be realistic and sustainable.
- Whilst policy has focussed on supporting the organisations through which volunteering takes place, less attention appears to have been focussed on engaging with the support of volunteering itself.
- Whilst infrastructural arrangements have been recently revised, compared to other UK jurisdictions Scotland does have a relatively localised volunteer support infrastructure through Volunteer Centres in each Local Authority. This suggests that place-based tailoring of volunteering and third sector governance is possible.

Scottish Agricultural College.

http://www.sruc.ac.uk/downloads/file/470/rural_scotland_in_focus_2012_web_version.

⁵⁷ Volunteer Development Scotland (2004) *Research on volunteering in Scotland. Research Findings Scotland No. 4. January 2004*. Stirling: Volunteer Development Scotland. <http://www.vds.org.uk/Resources/RFSNo4.pdf>

⁵⁸ McCabe, A., Phillimore, J., Mayblin, L. (2010) *Working Paper 29: Below the Radar activities and organisations in the third sector: a summary review of the literature*. Birmingham: Third Sector Research Centre. <http://www.tsrc.ac.uk/LinkClick.aspx?fileticket=80XsXI6tHkc%3d&tabid=648>

⁵⁹ Woolvin, M., Hardill, I. (2013) Localism, volunteering and devolution: experiences, opportunities and challenges in a changing policy context. *Local Economy* 28 (3): 275 – 290.

⁶⁰ Joseph, A.E., Skinner, M.W. (2012) Volunteering as a mediator of the experience of growing old in evolving rural spaces and changing rural places. *Journal of Rural Studies* 28 (4): 380 – 388.

⁶¹ UN/Civicus (2011) *Broadening civic space through voluntary action: lessons from 2011*. UN: p 10; Woolvin, M., Hardill, I. (2013) Localism, volunteering and devolution: experiences, opportunities and challenges in a changing policy context. *Local Economy* 28 (3): 275 – 290.

- There is a higher rate of volunteering in more rural areas of Scotland, and a higher number of charities per head of population delivering services or carrying out activities, compared to more urban areas.
- Volunteering in more rural areas may be more 'substitutional' than 'additional' in nature, bridging the gap between public service provision and need rather than 'adding'. Some research has suggested this may be less sustainable.
- Less formal volunteering may also have a complex relationship with formal volunteering. This may influence the point at which public services are provided in rural areas, and the function they are required to perform.

Little is known about what is done and why by volunteers in rural areas beyond smaller scale case study work. This study therefore draws on two larger scale quantitative datasets to explore in more detail urban/rural patterns in voluntary activity and the potential implications of this for public service reform.

4. Volunteering in Scottish Charities

This section draws on the 'Volunteering in Scottish Charities 2011' survey undertaken by Volunteer Development Scotland (VDS).⁶² In doing so, it presents data which has been provided by charities that involve volunteers. Section five presents an alternative perspective, presenting data provided by volunteers themselves as part of the Scottish Household Survey (SHS).

4.1 Survey data

A representative sample of 1,000 charities from the Office of the Scottish Charity Regulator (OSCR⁶³) 'Charities in Scotland' database was drawn. All charities based in Scotland must register their details with OSCR, and the database currently holds 23,650 charities. It is important to recognise that whilst the OSCR database holds details for all charities registered in Scotland, those voluntary organisations which have not formally constituted themselves as a charity are not represented, subsequently the findings presented in this section potentially miss those organisations and activities that are 'below the radar'.⁶⁴ Indeed, it has been estimated that – when both registered charities and less formal groups are included – there are approximately 45,000 organisations constituting the wider third sector in Scotland.⁶⁵ A response rate of just over 59% (592 responses) was gained, to a postal survey administered by VDS, which sought to provide a picture of the ways in which volunteers are involved in charities in Scotland.

The analysis presented here draws on the six fold urban/rural classification employed by the Scottish Government (see figure three). Consistent with research undertaken by the Scottish Government which has sought to identify the ways in which social and economic characteristics vary according to rurality⁶⁶, the findings compare the responses of charities located in 'accessible rural' and 'remote rural' areas of Scotland (categories 5 and 6) with the 'rest of Scotland' (categories 1 – 4, which include 'large urban areas', 'other urban areas', 'accessible small towns' and 'remote small towns'). It should be noted that 18 charities could not be matched to this classification system, and therefore the responses of 574 charities are analysed here.

⁶² See: www.vds.org.uk

⁶³ See: www.oscr.org.uk

⁶⁴ McCabe, A., Phillimore, J., Mayblin, L. (2010) *Working Paper 29: Below the Radar activities and organisations in the third sector: a summary review of the literature*. Birmingham: Third Sector Research Centre. <http://www.tsrc.ac.uk/LinkClick.aspx?fileticket=80XsXl6tHkc%3d&tabid=648>

⁶⁵ SCVO (2012) *Scottish Third Sector Statistics 2012*. Edinburgh: SCVO. <http://www.scvo.org.uk/wp-content/uploads/2012/09/SCVO-Scottish-Third-Sector-Statistics-2012.pdf>

⁶⁶ See, for example: Scottish Government (2012) *Rural Scotland key facts 2012*. Edinburgh: Scottish Government. <http://www.scotland.gov.uk/Resource/0040/00403004.pdf>

4.2 Findings

4.2.1 More rural charities report serving the local community

Other work has identified that charities located in more rural areas of Scotland are more likely to operate at a 'local' level than those based in more urban areas.⁶⁷ The charities which responded to this survey present a similar picture (figure eight, and appendix one for raw data). Almost 56% of participating charities in remote rural Scotland reported that the 'local community' was their 'primary beneficiary group'. This declines to just over 31% of charities in accessible rural areas, and 24% in the rest of Scotland.

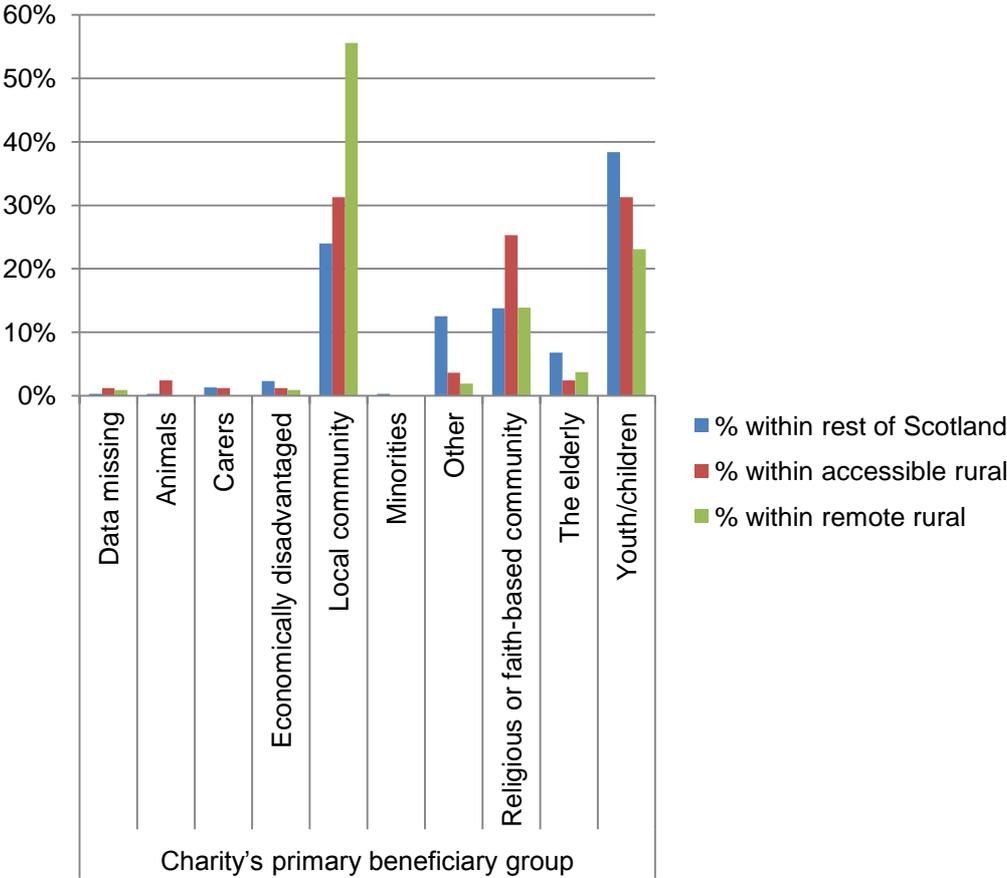


Figure eight: Charity's primary beneficiary group.

This finding could be explained in a number of different ways:

1. To link back to the distinctions identified in section 3.3.2, it may be that (as with volunteering) rural charities are 'broad': working with a diverse range of service-users defined by locality, while urban charities are 'deep': specialising in one service-user type across a wider geographic area. Larger populations in urban areas may make specialisation in service provision by charities possible. Such a finding would support the findings of earlier research that there are a higher proportion of Development Trust

⁶⁷ Keller, M., Woolvin, M. Thomson, S. (2012) *Mapping the Distribution of Charities in Scotland*. Research Briefing RPC RB 2012/07. Edinburgh: SAC Rural Policy Centre. http://www.sruc.ac.uk/downloads/file/666/2012_mapping_the_distribution_of_charities_in_scotland

Association Scotland (DTAS) and Community Land Scotland members in more rural areas of Scotland.⁶⁸ These are organisations which are particularly place-based and multi-activity.

2. Volunteers in more rural areas may be particularly likely to be responding to local issues of unmet local need. Therefore, their motivations may be distinct to those in more urban areas and as such a distinct approach to involving volunteers in rural areas may be required. These areas of unmet need may illustrate those areas in which rural communities might best be supported in the delivery of services. Therefore greater understanding is required regarding what activities the 'local community' oriented organisations undertake.
3. Charities in rural areas may be less likely to be 'service providing' (eg: undertaking activities from the list of options presented in the postal survey). It is possible that service providing charities (which may be larger in income and sphere of operation) could be based in more urban areas. If this is the case, rural volunteers might be less likely to engage with a 'public service reform' agenda, given that the charities through which they can do this may be more likely to be in urban areas. This poses significant questions for those seeking to encourage rural residents to engage, through volunteering, in the delivery of services. It may be appropriate to support those in rural areas specifically to establish third sector organisations to deliver localised services as we have seen through rural-specific funding streams. Alternatively, encouragement could be given to improve linkages between national charities delivering services, and the communities in which these services are delivered, in order to increase opportunities for voluntary participation.
4. It might also be suggested that 'local' may be more easily identifiable in more rural areas with discrete settlement boundaries, which influences how far respondents were able to identify a 'local' area or population.

In order to examine these questions further, it is helpful to identify *what* activities the charities which report involving volunteers undertake, which is the focus of the following section.

4.2.2 Primary areas of work for charities vary slightly across ruralities

For charities located in remote rural areas, the most frequently reported 'primary area of work' was the local community or neighbourhood groups (28.7%); Youth and children (16.7%) and Religion (16.7%) (see figure nine). In accessible rural areas however, the case is markedly different, with religion being the primary area of work (32.5%), followed by youth/children (19.3%) and then local community or neighbourhood groups (15.7%).

⁶⁸ Woolvin, M., and Skerratt, S. (2012) *The third sector and civil society in rural Scotland: present and future?* in Skerratt, S., Atterton, J., Hall, C., McCracken, D., Renwick, A., Revoredo-Giha, C., Steinerowski, A., Thomson, S., Woolvin, M., Farrington, J., Heesen, F. (2012) *Rural Scotland in Focus 2012*. Pp56-69. Edinburgh: Rural Policy Centre, Scottish Agricultural College.

http://www.sruc.ac.uk/downloads/file/470/rural_scotland_in_focus_2012_web_version.

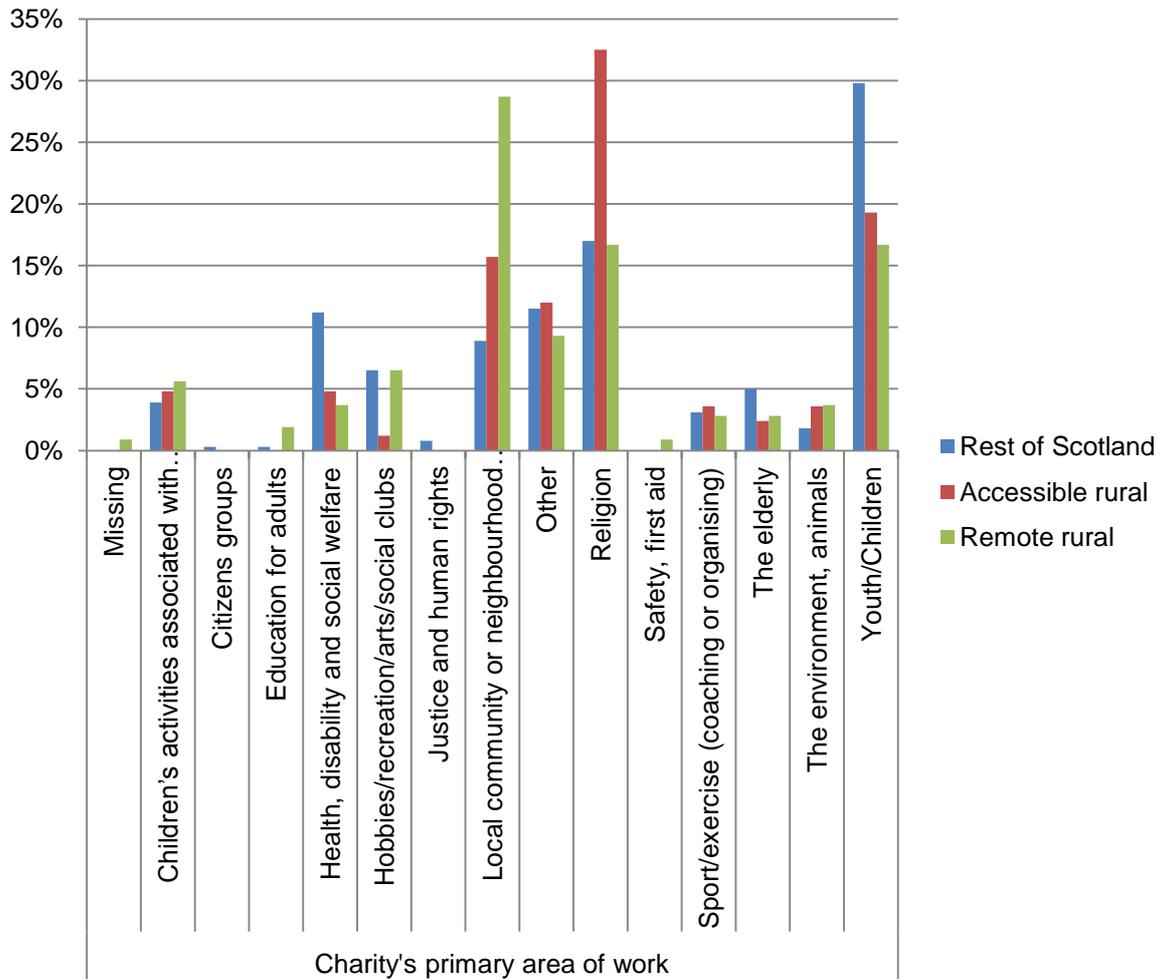


Figure nine: Charity's primary area of work.

There are two potential interpretations of these findings:

1. Charities located in rural areas report more frequently that they work in and benefit the local community. Therefore, it is likely that the volunteers involved with these charities are also more likely to benefit the local community. However, as highlighted in section 4.2.1, the charities delivering services to local communities might not necessarily be based within the communities in question, but in more urban areas. Therefore the roles played by charities in rural areas may not reflect the greatest service delivery challenges faced locally. It should also be noted that – owing to survey methodology – it is not possible to identify whether charities in more rural areas are more likely to be delivering multiple services to their local communities. It is possible that in order to convey this, they have responded by saying that they are serving their local community.
2. Alternatively, organisations in rural areas may be defining themselves differently – by geography rather than service-user. For example, a Development Trust may serve a place-based community, performing multiple functions. This may reflect the challenging service delivery landscape, meaning a range of needs are not fully met. Their volunteers may be more likely to benefit a community defined by area than defined by demographic/need. There may therefore be a mis-match between local service delivery challenges, and the charities through which volunteers might participate in order to address these. Further, this may also mean that the 'substitutional' voluntary activity

highlighted in the earlier literature review may take place outwith formal organisations, and thus be ‘below the radar’.

4.2.3 Rural charities report employing staff less frequently

To help inform our understanding of the size and functioning of charities – and the role of volunteers - in more rural areas, it is also helpful to identify the extent to which they employ paid staff. The charities responding to this survey were less likely to report involving paid staff when in rural areas (figure ten, see also appendix six). In this case there was little difference between those in accessible and remote rural areas, with 34% of charities in both categories reporting involving paid staff. It is therefore possible that rural charities are smaller in size than those in more urban contexts.

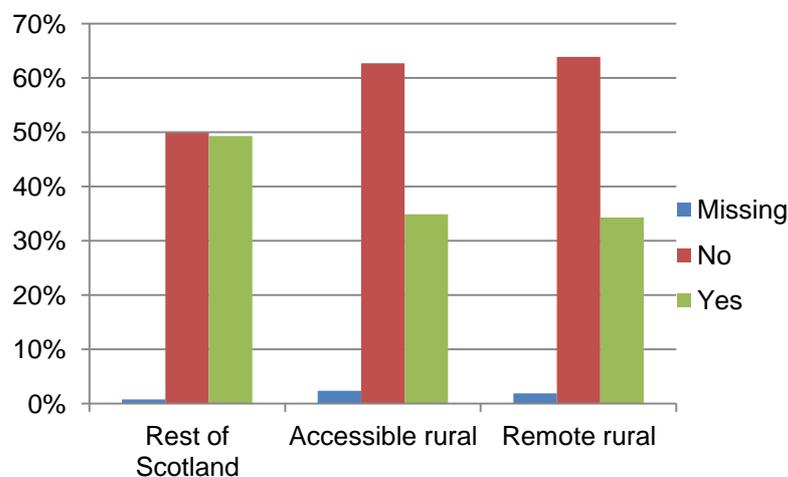


Figure ten: does your charity employ any staff?

4.2.4 Board members are challenging to recruit in more rural areas, but it is not specifically about the right skills

In terms of the volunteers involved with charities, the distinction between volunteers involved with the ‘board’ and those involved with day-to-day activities is often made. The particular skills and expertise required of board members, the challenges, and success factors in finding these in rural areas have been identified elsewhere.⁶⁹ Charities were asked whether they experienced any challenges in recruiting board members, and if so, what these challenges were (see figure eleven and appendix four). Two key themes emerged: i) Charities in both accessible and remote rural areas of Scotland reported challenges in recruiting board members at a higher rate than those in the rest of Scotland; ii) charities in both accessible and remote rural areas were *less* likely to be concerned that recruiting board members with the right skills would be a challenge.

⁶⁹ Skerratt, S. (2011) *Community Land Ownership and Community Resilience*. Rural Policy Centre Research Report. Edinburgh: SRUC Rural Policy Centre. See: http://www.sruc.ac.uk/downloads/download/9/2011_community_land_ownership_and_community_resilience

This may have a number of explanatory factors:

1. The ‘primary’ concern for rural-based charities is the engagement of volunteers in a board position, with the requirement for the appropriate skills a secondary concern.
2. There are diverse skills and abilities held by those in rural areas which can be employed in a board position, potentially emphasising the role of in-migrants and retirees.⁷⁰
3. By virtue of their more local, smaller nature, less diverse skills are required by board members.

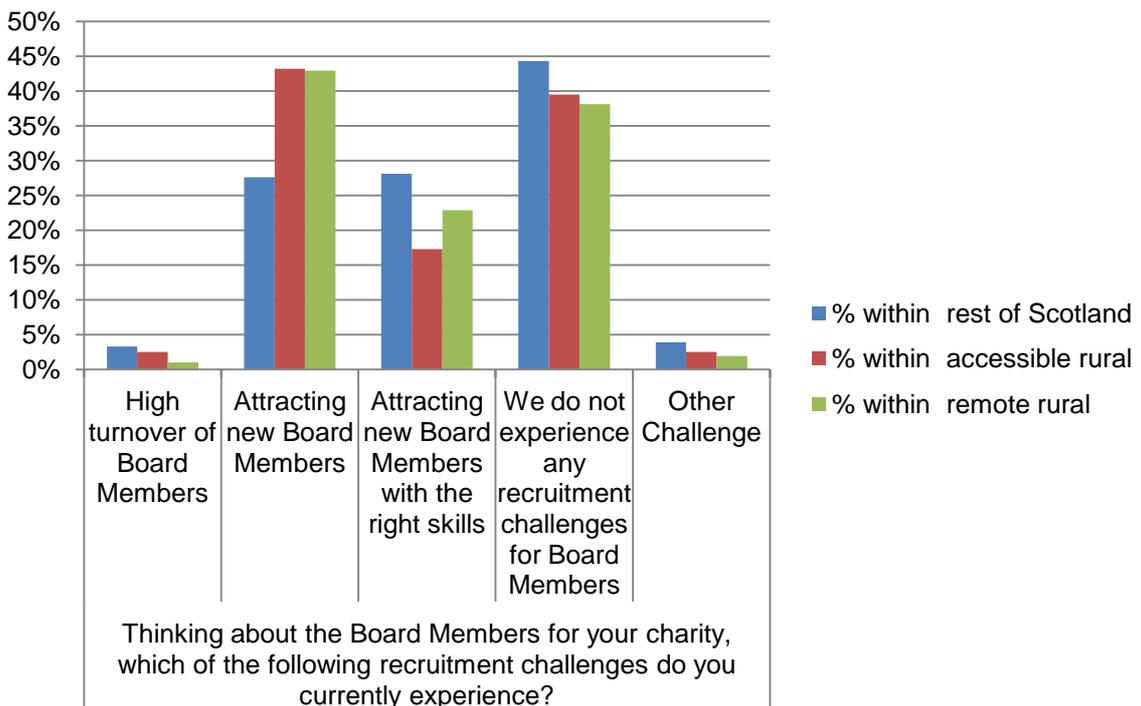


Figure 11: Thinking of the board members for your charity, which of the following recruitment challenges do you currently experience?

4.2.5 Stability in rural volunteering

Charities were also asked – compared to this time last year - how far they felt that there had been an increase, a decrease, or a continuity in the number of volunteers that were currently involved. The vast majority of organisations reported that rates had remained the same in the last 12 months. Compared to the rest of Scotland however, charities based in more rural areas were less likely to report a decrease in the number of volunteers currently involved. This was particularly the case in remote rural areas (13%) and accessible rural areas

⁷⁰ See for example Atterton, J. (2006) *Ageing and coastal communities: Final report for the coastal zone action partnership*. Newcastle: University of Newcastle Centre for Rural Economy; Farmer, J., Muñoz, S., Steinerowski, A., Bradley, S. (2011) Health, wellbeing and community involvement of older people in rural Scotland. In Lê, Q (ed) *Health and wellbeing: a social and cultural perspective*. Pp 127 – 142. New York: Nova; Le Mesurier, N. (2006) The contributions of older people to rural community and citizenship, In Lowe, P. and Speakman, L. (Eds.) *The Ageing Countryside: The Growing Older Population of Rural England*. London: Age Concern England. pp. 133-146.

(15.7%) compared to the rest of Scotland (18.3%). Rather than an increase in volunteers with rural charities in the last year, however, this appears to suggest a stasis in the number of volunteers involved, with charities in remote rural areas reporting the number of volunteers remaining static most frequently (71.3%), followed by more accessible rural areas (65.1%) (see figure twelve/appendix five).

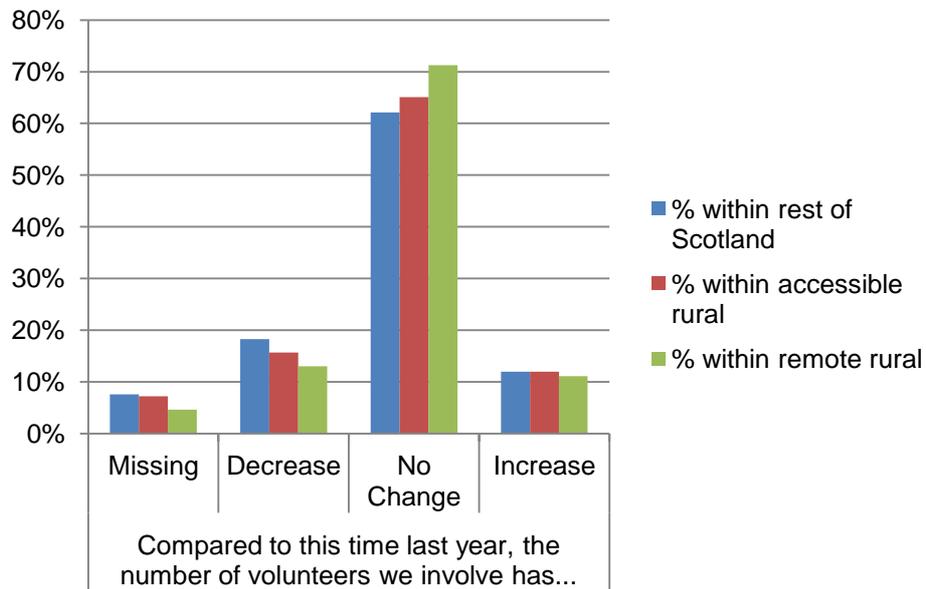


Figure 12: Compared to this time last year, the number of volunteers we involve has...

As can be seen in figure thirteen/appendix six, charities were also asked what they would like to happen in terms of the numbers of volunteers involved with the charities in the next 12 months. Most organisations reported that they would like to see an increase in volunteers. Interestingly, rural areas appeared least likely to report that they were hoping for more volunteers (52.8% compared to a rate of 58.7% for the rest of Scotland), and most likely to report that they would like to see the numbers remaining stable (44.4% compared to a rate of 35.2% for the rest of Scotland).

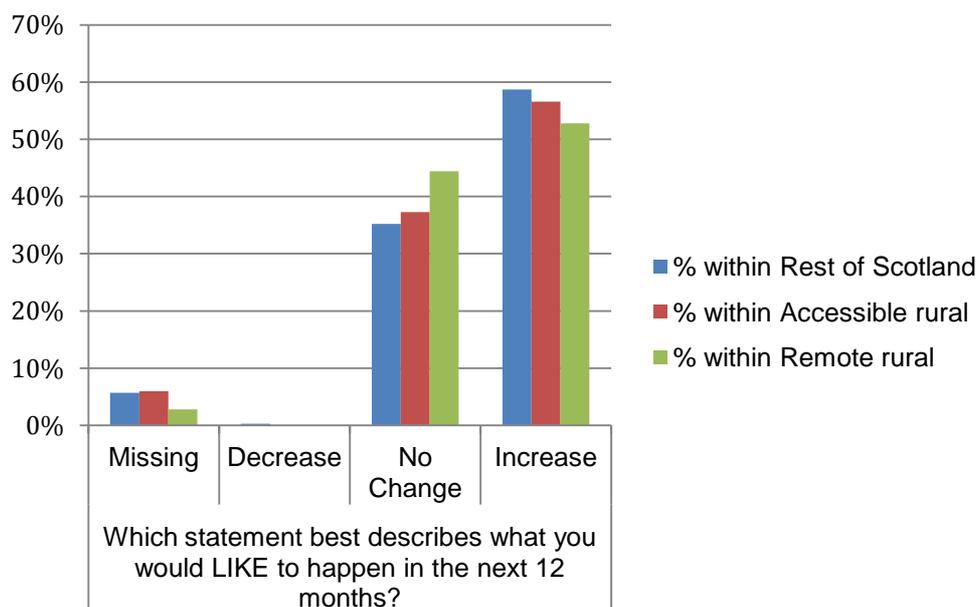


Figure 13: Which statement best describes what you would LIKE to happen in the next 12 months?

Finally, they were asked what they thought would happen with regard to the number of volunteers involved in the charities in the next 12 months. Figure fourteen/appendix seven reflects a similar picture, with most charities expecting 'no change' but with charities in more rural areas feeling that they will see the number of volunteers they involve remaining static, rather than decreasing.

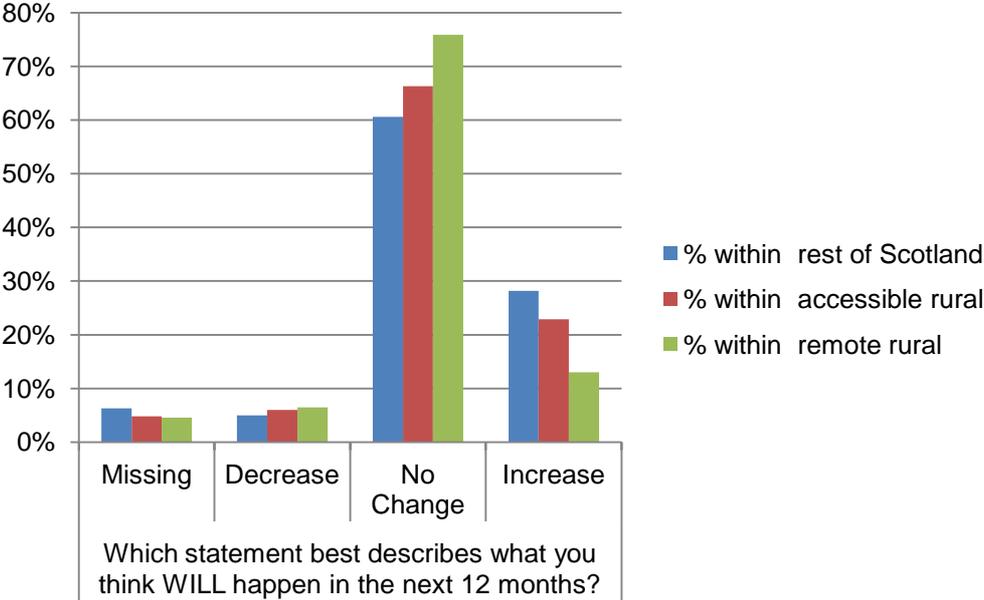


Figure 14: Which statement best describes what you think WILL happen in the next 12 months

Therefore:

1. Volunteering levels in rural areas appear relatively more stable compared to the rest of Scotland in terms of both previously observed rates, and expectations in the future.
2. Whether this is a positive indicator of social capital and a vibrant civil society, or a reflection of rates which are required to remain stable for other reasons requires further examination, as does the extent to which expectations and experiences of volunteer involvement vary according to the function of the charity in question.

4.3 Conclusions

In summary, the analysis presented in section four has shown that:

- **Charities located in more rural areas state they primarily benefit the local community.** Almost 56% of participating charities which could be classed as 'remote rural' in their location reported that the 'local community' was their 'primary beneficiary group'. This declines to just over 31% of charities in accessible rural areas, and 24% in the rest of Scotland.

- **The primary areas of work for charities in more rural areas are the local community or neighbourhood groups, youth/children or religion. This varies between accessible and remote rural areas.**
- **Charities were less likely to report involving paid staff when in rural areas**, with little difference between accessible and remote rural areas.
- **Charities in more rural areas reported challenges in recruiting board members at a higher rate than those in the rest of Scotland, but were less likely to be concerned about recruiting board members with the right skills.**
- **Charities based in more rural areas were less likely to report a decrease in the number of volunteers currently involved.** This was particularly the case in remote rural areas
- **Charities in rural areas appeared least likely to report that they were hoping for more volunteers** and were **most likely to report that they would like to see the numbers remaining stable.** Whilst in looking to the future, **charities in more rural areas were more likely to report that they will see the number of volunteers they involve remaining static**, rather than decreasing.

The above findings therefore suggest that a geographically sensitive approach to both involving volunteers, and supporting volunteer involving organisations, may be justified as part of the public service reform process.

However, there are two further key points to keep in mind when examining this data:

1. **The high number of charities per head in rural areas may not necessarily be indicative of organisations ready and able to engage with public service reform agendas.** Given that more rural charities report operating at a more local level, and that they are less likely to involve paid staff, it might be assumed that they are smaller in their scale of operations. They may therefore be less likely to deliver services. Therefore whilst there may be gaps in service provision in rural areas, there may not be the voluntary organisations through which individuals can participate to address these gaps. Subsequently:
 - a. Links may need to be made between the potentially (more urban) charities which deliver services and the rural volunteers who may wish to involve themselves with this activity.
 - b. Those seeking to establish charities in rural areas which might contribute to the localised nature of coproduction and public service reform may require continued assistance in establishing and running such charities.
 - c. Gaps in service provision and need may currently be bridged informally and are 'below the radar' of current measurement. More needs to be done to capture a full picture of participation – both formal volunteering through organisations and

informal volunteering for friends and neighbours – if capacities to participate (further) in volunteering are to be realistic and sustainable.

2. **Alternatively, rural charities (and volunteers) may be more likely to perform diverse roles for a place-based community, rather than focus their activities on a particular community of interest or need.** Given that charities were unable to select more than one purpose this may be a function of the survey design, with those charities providing multiple services stating that they benefited the local community rather than any one specific community of interest or need. This may be a particular response to the challenging service delivery landscape which may mean a range of needs are not fully met. It may be that as with volunteering rural charities are 'broad'; working with a diverse range of service-users defined by locality, while urban charities are 'deep'; specialising in one service-user type across a wider geographic area. Therefore:
 - a. It may be that charities addressing multiple issues which manifest themselves in a particular place are more characteristic of charities in rural areas owing to the challenging service delivery landscape which drives a more holistic approach.
 - b. Volunteers may therefore be required to play multiple and diverse roles across a range of charities.
 - c. Supporting the development of rural volunteers' skills, and ensuring that such volunteers are supported adequately to avoid 'burnout' in light of increasing expectations through public service reform, may be particularly important.

5. What can the Scottish Household Survey tell us: initial results

This section presents analysis of data from the Scottish Household Survey (SHS). The SHS is a continuous survey of households in Scotland, sampling around 31,000 households over a two year period. The data presented here were gathered between 2007 and 2011. Unlike the survey in the previous section, this data are reported by individuals rather than organisations, and so give a different perspective on voluntary activity.

A module including questions on volunteering is asked of half the SHS sample. Individuals who confirm that they have volunteered in the past 12 months are asked a number of questions about their volunteering. In this section we explore urban/rural variations in the type of organisations and the volunteering activities that individual volunteers engage in. The urban/rural categorisation used is based on the Scottish Government's six-fold classification, collapsed into three categories for comparability with the presentation of the results in section 4.

Around a third of adults in Scotland say that they have volunteered in the past 12 months. This figure has held fairly steady for several years. Participation is slightly higher for women (31.8%) than men (28%). The data also suggest that volunteering participation increases significantly as rurality increases and accessibility decreases, from as low as 25.7% for men in large urban areas to as high as 51.8% for women in very remote rural areas.

5.1 Volunteer involving organisations and rurality

Volunteering activities are likely to be influenced by the nature of the organisations that are available through which one could volunteer. However, the organisations through which volunteers participate may also reflect local need and motivations. Therefore data regarding the organisations that volunteers reported volunteering through are presented in figure fifteen. The data suggests that the purposes of the organisations through which people volunteer varies across urban/rural classifications. Only one organisation type, Health, disability & social welfare, is more prevalent in urban areas.⁷¹ Those that are more characteristic of rural categorisations⁷² are:

- Elderly
- Health & safety, first aid
- Environment, animals
- Local community, neighbourhood
- Citizens groups
- Hobbies, recreation, art

⁷¹ The 'p value' for this is less than 0.01. 'P value' refers to the Likelihood that observed pattern occurred by chance, where 0.01 = 1%, 0.05 = 5% and 0.10 = 10%.

⁷² With a 'p value' of less than 0.01 (see footnote above).

	Rest of Scotland	Accessible Rural	Remote Rural	χ² Test
Child related with school	24.4	25.35	29.04	
Child related outside school	21.69	22.34	20.88	
Adult education	5.79	6.35	6.4	
Sport, exercise	14.32	15	15.27	
Religion	16.18	14.49	15.38	
Politics	3.02	2.22	4	
Elderly	11.29	12.56	15.24	***
Health, disability & social welfare	18.13	15.09	12.69	***
Health & safety, first aid	3.72	3.4	6.25	***
Environment, animals	5.26	9.31	9.05	***
Justice, human rights	2.83	2.38	3.28	
Local community, neighbourhood	10.78	18.86	28.11	***
Citizens groups	3.12	3.16	3.49	
Hobbies, recreation, arts	12.4	14.5	15.73	***
No. Observations	7,931	1,513	1,577	

Source: Scottish Household Survey 2007 to 2011

Respondents can report more than one type so percentages do not sum to 100.

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Figure 15: Percentage of volunteers reporting volunteering with each organisation type.

This suggests that there are differences in the types of organisations present in urban and rural areas, as proposed by the survey analysis presented in the previous section. However the patterns are not exactly the same. In both the Volunteering in Scottish Charities and the Scottish Household Survey datasets the organisation purpose of “Local community, neighbourhood” is much more strongly represented in rural areas. This suggests that organisations in rural areas could be defined more by geographical coverage and community focus than by specific service user groups or causes.

However, it should be noted that there are some differences between the coverage of the two surveys. The first samples only charities, asks for one primary aim, and asks this of the organisation. The SHS could cover volunteering with any third sector group or organisation, allows multiple responses, and asks questions of volunteers. Differences between the findings could therefore be partially explained by differences in the organisations covered, and in the perceptions of volunteers and organisations.

5.2 Volunteering activity and rurality

It also appears that the *roles of volunteers* vary across these urban/rural categorisations:

	Rest of Scotland	Accessible Rural	Remote Rural	χ^2 Test
Raising money	31.65	33.57	35.05	***
Committee work	18.82	27.11	29.46	***
Office work, admin	11.18	11.62	15.65	***
Providing advice, assistance to others	15.81	14.47	17.08	
IT support	2.9	2.64	3.46	
Education, training, coaching	14.84	13.45	14.43	
Advocacy	1.7	2.33	1.47	*
Campaigning	4.69	4.03	4.77	
Providing transport, driving	6.22	6.54	9.56	***
Visiting, buddying, befriending people	7.97	6.32	6.67	
Counselling	4.01	3.26	3.04	*
Helping organise, run events, activities	26.52	29.28	32.99	***
Providing direct services	6.96	6.2	10.85	***
Representing others	4.18	3.66	5.34	**
Managing, organising other volunteers	6.76	7.26	8.95	***
Generally helping out	36.17	34.1	39.39	***
Whatever is required	23.81	23.64	31.56	***
Other	0.06	0.02	0.07	
None	2.11	2.73	1.87	
No. Observations	9,116	1,736	1,846	

Source: Scottish Household Survey 2007 to 2011

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Percentage of volunteers reporting undertaking each activity type. Respondents can report more than one activity so percentages do not sum to 100.

Figure 16: Volunteering activity type by rurality.

Not only do the roles of volunteers appear to differ between urban and rural areas, but more generally it has been suggested that the character of activities can change, with them appearing more specifically 'service' in nature in more rural compared to more urban areas (see those marked as significant at the $p=0.01$ level) such as "Helping organise, run events, activities", "Providing direct services", "Managing, organising other volunteers", and "Providing transport, driving". Volunteers in rural areas are more likely to be in more generalist roles, described as "Generally helping out" or "Whatever is required". This may be indicative of the smaller organisations found in more rural areas.

The high prevalence of the generalist roles links with the previous finding of rural charities reporting that recruiting volunteer board members was more of an issue than finding volunteer board members with the right skills. Smaller rural charities with fewer staff may be more reliant on a greater number of volunteers who can turn themselves to a variety of roles, rather than seeking experienced volunteers with specific skills. Rural volunteers were also

more likely to be involved in activities associated with the running of the organisations, such as “Raising money”, “Committee work” and “Office work, admin”.

Respondents to this survey question are able to identify several activities that they engage in, and volunteers in rural areas are more likely to answer a greater number of activities. This supports the previous finding that rural volunteering is more ‘broad’ – spread across a number of roles – while urban volunteering is ‘deeper’.

5.3 Conclusions

The Scottish Household Survey provides a large sample of volunteering data with which to explore the characteristics of both the organisations and activities with which volunteers in rural areas engage.

In conclusion, the analysis of this data has shown that:

- There is urban/rural variation in the focus of volunteer-involving organisations between urban and rural areas. In particular, **rural organisations are more likely to be focussed on local communities**. This is in line with the findings from the survey of organisations.
- There are differences between urban and rural areas in the types of volunteering activities that volunteers are engaged in. **Many of the activities that are more prevalent in rural areas are service based. Rural volunteers are also more likely to be involved in more generalist roles.**
- The findings support the characterisation of **rural volunteering as being broad across several roles or activities, while urban volunteering is deeper, focussed on fewer and more specific roles or activities**. However, this data cannot tell us whether it is across different organisations, or within the same organisation, that these multiple roles are performed.

That rural volunteer involving organisations are more likely to be focussed on local communities reinforces the findings of section four. That many volunteer roles in rural areas are service-oriented, and that rural volunteers are also more likely to be involved in more generalist roles lends support to the possibility that rural volunteers (and therefore rural charities) are likely to perform multiple roles in a place-based community. This would therefore support the scenario highlighted in section four, that the development of rural volunteers’ skills, and ensuring that such volunteers are supported adequately to avoid ‘burnout’ in light of increasing expectations through public service reform, may be particularly important.

6. Conclusions

- A geographically sensitive approach to both involving volunteers, and supporting volunteer-involving organisations, appears justified as part of the public service reform process, given:
 - Rural volunteers often play multiple and diverse roles. Their roles in their communities may well be likely to be more 'broad' than 'deep'. Volunteering hours do not appear to vary across the urban/rural categorisations. However the development of rural volunteers' skills, and ensuring that such volunteers are supported adequately to avoid 'burnout' in light of increasing expectations through public service reform, may be particularly important.
 - Many volunteers report fulfilling service-oriented roles, and rural volunteers are also more likely to be involved in more generalist roles, lending strength to the findings of other research that activities of volunteers in rural areas may be more 'substitutional' rather than 'additional' in nature. This has implications for the sustainability of voluntary participation in rural areas given that some research suggests that this 'substitutional' activity may be less empowering and less sustainable.
- Whilst the support of groups and organisations in the voluntary sector is evident, there appears less national or regional policy to ensure that volunteers themselves are supported. Therefore:
 - Policy makers must recognise the levels of voluntary participation that are required as part of public service reform both at the current time and in the future, and recognise that capacities to engage with this agenda varies socially and geographically.
 - Therefore, attention must be paid to i) existing voluntary participation levels (both 'how much' but also 'what is done') of individuals and communities; ii) what support might be required to develop capacity for further volunteering and iii) where it may be inappropriate or unsustainable to seek greater levels of volunteering.
 - Relative to elsewhere in the UK, Scotland has a reasonably 'localised' network of volunteering and voluntary sector support, through Volunteer Centres/Third Sector Interfaces. This has the potential to be utilised to examine and address these regional variations in participation, capacity and support needs further.
 - There could be merit in examining the potential links between any requirements for the support and development of volunteers in rural Scotland, and Community Learning and Development policy and governance (including LEADER and Capacity Building Guidance).

- Whilst we have focussed here on the ‘service delivery’ aspect of formal volunteering, it is important to recognise that this is just one element of the complex factors which might influence the decision to volunteer. These can include lifecourse factors (such as having children, recovering from ill-health, retiring); more pragmatic factors (seeking to retrain and re-skill to enter the employment market) and the influence of personal, altruistic factors. The diversity of types of volunteering that might be undertaken (more or less formal, more or less frequent, online or place-based, leisure or service delivery in nature) should also be acknowledged.
- It is important to recognise that formal volunteering in this report has been positioned as ‘the local, community response to the changing roles and responsibilities of the state and civil society whereby NPOs,⁷³ community groups, family members and individual volunteers take on a more central role...’.⁷⁴ Motivations for volunteering are far more diverse than this, with a wide range of literature sighting wider altruistic, philanthropic, lifecourse and pragmatic motivations. Therefore it is important to acknowledge that volunteering which delivers public services is not always motivated by a direct desire to do so, and is not the only form of volunteering. Policy and practice which seeks to engage with volunteers to deliver public services must acknowledge these varying motivations. Systematic study of the experiences and expectations of volunteering for those in rural Scotland is required in order to identify motivations, barriers and gaps in support, as well as the diverse ‘spectrum’ of more and less formal voluntary acts undertaken. This will ensure that the acts of volunteering on which much public service reform depends are better understood, and better supported.
- More also needs to be known about the specific roles of charities in rural areas to clearly understand the implications of the finding that they are more likely to serve their ‘local’ areas. That they are ‘local’ in nature (rather than providing a specific service identified in the survey) may mean i) that it is urban based charities that are providing ‘services’ in rural areas, or ii) that rural charities address multiple issues (rather than single activities/issues) owing to the challenging service delivery landscape with regard to multiple services (dispersed population, poor public transport infrastructure, high delivery cost per head). As with volunteering, rural charities may be ‘broad’: working with a diverse range of service-users defined by locality, while urban charities are ‘deep’: specialising in one service-user type across a wider geographic area. Whilst the volunteering data presented here suggests the latter may be the case, this is not certain, as those charities providing multiple services stating that they benefited the local community.

⁷³ Non-Profit Organisations.

⁷⁴ Skinner, M., Joseph, A.E. (2007) The evolving role of volunteering in ageing rural communities. *New Zealand Geographer* 63: 119 – 129 in Joseph, A.E., Skinner, M.W. (2012) Volunteering as a mediator of the experience of growing old in evolving rural spaces and changing rural places. *Journal of Rural Studies* 28 (4): 380 – 388.

Appendices

Appendix one: Charity's primary beneficiary group

			Rurality			Total
			Rest of Scotland	Accessible rural	Remote rural	
Charity's primary beneficiary group	<i>Data missing</i>	Count	1	1	1	3
		% within Rurality	.3%	1.2%	.9%	.5%
	<i>Animals</i>	Count	1	2	0	3
		% within Rurality	.3%	2.4%	.0%	.5%
	<i>Carers</i>	Count	5	1	0	6
		% within Rurality	1.3%	1.2%	.0%	1.0%
	<i>Economically disadvantaged</i>	Count	9	1	1	11
		% within Rurality	2.3%	1.2%	.9%	1.9%
	<i>Local community</i>	Count	92	26	60	178
		% within Rurality	24.0%	31.3%	55.6%	31.0%
	<i>Minorities</i>	Count	1	0	0	1
		% within Rurality	.3%	.0%	.0%	.2%
	<i>Other</i>	Count	48	3	2	53
		% within Rurality	12.5%	3.6%	1.9%	9.2%
	<i>Religious or faith-based community</i>	Count	53	21	15	89
		% within Rurality	13.8%	25.3%	13.9%	15.5%
	<i>The elderly</i>	Count	26	2	4	32
		% within Rurality	6.8%	2.4%	3.7%	5.6%
	<i>Youth/children</i>	Count	147	26	25	198
		% within Rurality	38.4%	31.3%	23.1%	34.5%
Total		Count	383	83	108	574
		% within Rurality	100.0%	100.0%	100.0%	100.0%

Appendix two: Charity's primary area of work

			Rural			Total
			Rest of Scotland	Accessible rural	Remote rural	
Charity's primary area of work	Missing	Count	0	0	1	1
		% within Rurality	.0%	.0%	.9%	.2%
	Children's activities associated with schools	Count	15	4	6	25
		% within Rurality	3.9%	4.8%	5.6%	4.4%
	Citizens groups	Count	1	0	0	1
		% within Rurality	.3%	.0%	.0%	.2%
	Education for adults	Count	1	0	2	3
		% within Rurality	.3%	.0%	1.9%	.5%
	Health, disability and social welfare	Count	43	4	4	51
		% within Rurality	11.2%	4.8%	3.7%	8.9%
	Hobbies/recreation/arts/social clubs	Count	25	1	7	33
		% within Rurality	6.5%	1.2%	6.5%	5.7%
	Justice and human rights	Count	3	0	0	3
		% within Rurality	.8%	.0%	.0%	.5%
	Local community or neighbourhood groups	Count	34	13	31	78
		% within Rurality	8.9%	15.7%	28.7%	13.6%
	Other	Count	44	10	10	64
		% within Rurality	11.5%	12.0%	9.3%	11.1%
	Religion	Count	65	27	18	110
		% within Rurality	17.0%	32.5%	16.7%	19.2%
	Safety, first aid	Count	0	0	1	1
		% within Rurality	.0%	.0%	.9%	.2%
	Sport/exercise (coaching or organising)	Count	12	3	3	18
		% within Rurality	3.1%	3.6%	2.8%	3.1%
The elderly	Count	19	2	3	24	
	% within Rurality	5.0%	2.4%	2.8%	4.2%	
The environment, animals	Count	7	3	4	14	
	% within Rurality	1.8%	3.6%	3.7%	2.4%	
Youth/Children	Count	114	16	18	148	
	% within Rurality	29.8%	19.3%	16.7%	25.8%	
Total	Count	383	83	108	574	
	% within Rurality	100.0%	100.0%	100.0%	100.0%	

Appendix three: Does your charity employ any staff?

			Rurality			Total
			Rest of Scotland	Accessible rural	Remote rural	
Does your charity employ any staff?	Missing	Count	3	2	2	7
		% within Rurality	.8%	2.4%	1.9%	1.2%
	No	Count	191	52	69	312
		% within Rurality	49.9%	62.7%	63.9%	54.4%
	Yes	Count	189	29	37	255
		% within Rurality	49.3%	34.9%	34.3%	44.4%
Total		Count	383	83	108	574
		% within Rurality	100.0%	100.0%	100.0%	100.0%

Appendix four: Thinking of the board members for your charity, which of the following recruitment challenges do you currently experience?

		Rurality							
		Rest of Scotland		Accessible rural		Remote rural		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Thinking about the Board Members for your charity, which of the following recruitment challenges do you currently experience?	High turnover of Board Members	12	3.3%	2	2.5%	1	1.0%	15	2.8%
	Attracting new Board Members	99	27.6%	35	43.2%	45	42.9%	179	32.8%
	Attracting new Board Members with the right skills	101	28.1%	14	17.3%	24	22.9%	139	25.5%
	We do not experience any recruitment challenges for Board Members	159	44.3%	32	39.5%	40	38.1%	231	42.4%
	Other Challenge	14	3.9%	2	2.5%	2	1.9%	18	3.3%
	Total	359	100.0%	81	100.0%	105	100.0%	545	100.0%

Appendix five: Compared to this time last year, the number of volunteers we involve has...

			Rurality			Total
			Rest of Scotland	Accessible rural	Remote rural	
Compared to this time last year, the number of volunteers we involve has...	<i>Missing</i>	Count	29	6	5	40
		% within Rurality	7.6%	7.2%	4.6%	7.0%
	<i>Decrease</i>	Count	70	13	14	97
		% within Rurality	18.3%	15.7%	13.0%	16.9%
	<i>No Change</i>	Count	238	54	77	369
		% within Rurality	62.1%	65.1%	71.3%	64.3%
	<i>Increase</i>	Count	46	10	12	68
		% within Rurality	12.0%	12.0%	11.1%	11.8%
Total		Count	383	83	108	574
		% within Rurality	100.0%	100.0%	100.0%	100.0%

Appendix six: Which statement best describes what you would LIKE to happen in the next 12 months?

			Rurality			Total	
			Rest of Scotland	Accessible rural	Remote rural		
Which statement best describes what you would LIKE to happen in the next 12 months?	<i>Missing</i>	Count	22	5	3	30	
		% within Rurality	5.7%	6.0%	2.8%	5.2%	
	<i>Decrease</i>	Count	1	0	0	1	
		% within Rurality	.3%	.0%	.0%	.2%	
	<i>No Change</i>	Count	135	31	48	214	
		% within Rurality	35.2%	37.3%	44.4%	37.3%	
	<i>Increase</i>	Count	225	47	57	329	
		% within Rurality	58.7%	56.6%	52.8%	57.3%	
	Total		Count	383	83	108	574
			% within Rurality	100.0%	100.0%	100.0%	100.0%

Appendix seven: Which statement best describes what you think WILL happen in the next 12 months?

			Rurality			Total	
			Rest of Scotland	Accessible rural	Remote rural		
Which statement best describes what you think WILL happen in the next 12 months?	<i>Missing</i>	Count	24	4	5	33	
		% within Rurality	6.3%	4.8%	4.6%	5.7%	
	<i>Decrease</i>	Count	19	5	7	31	
		% within Rurality	5.0%	6.0%	6.5%	5.4%	
	<i>No Change</i>	Count	232	55	82	369	
		% within Rurality	60.6%	66.3%	75.9%	64.3%	
	<i>Increase</i>	Count	108	19	14	141	
		% within Rurality	28.2%	22.9%	13.0%	24.6%	
	Total		Count	383	83	108	574
			% within Rurality	100.0%	100.0%	100.0%	100.0%