

Impact of transport information in a rural area: EMIRES

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Structure of the presentation

- Stage 1: Rural areas, accessibility of services roles of transport and ICT
- The study areas and methodology
- Stage 2: EMIRES – linking transport, training and job information
- Conclusions and implications for research and policy

Stage 1: The Issues

- Problem is *communication* rather than congestion
- Remoteness and poor accessibility
- Dispersed settlement and employment
- Social exclusion
- Limited PT infrastructure
- Access to private transport

Use of ICT for Job Search, Training & Transport

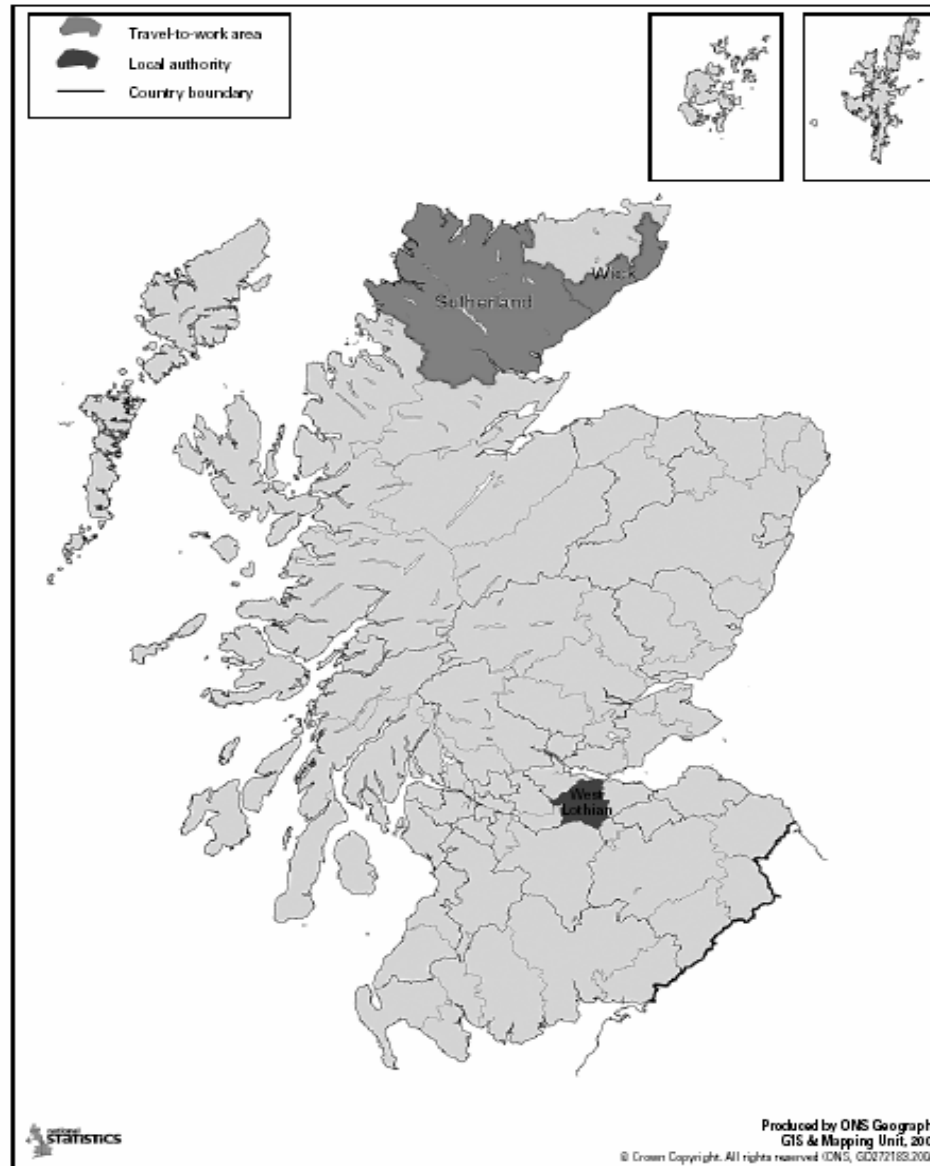


The Potential of ICT

- Facilitating solutions to social exclusion
- Delivering services for unemployed job seekers in rural areas
- Finding alternatives to physical travel
- New ways to co-ordinate transport provision

The study areas

- **Wick TTWA** - remote rural town, NE Highlands
- **Sutherland TTWA** - large, sparsely populated remote rural area, scattered settlements
- **West Lothian** – peri-urban, centrally located



Stage 1 Methodology

- Survey research (c 500 interviews)
- Focus group research (12 groups, 72 participants)
- Employer interviews (c 50 employers)
- Key actor interviews

Perceived 'single greatest barrier to work' (%)

<i>Single most important barrier named</i>	<i>Wick</i>	<i>Sutherland</i>	<i>Total</i>
Lack of appropriate job opportunities	47.7	46.8	47.3
Lack of access to transport or driving licence	4.7	26.6	14.0
Lack of skills, qualifications or experience	12.1	3.8	8.6
Age or age discrimination	8.4	5.1	7.0
Remoteness of location	0.9	7.6	3.8
Health problems	2.8	3.8	3.3
Lack of resources (to travel, start business, etc.)	2.8	1.3	2.2
Inadequate services and training for job seekers	1.9	2.5	2.2
Other	10.2	1.3	6.0
Don't know	8.4	1.3	5.4
<i>Total (rounded)</i>	<i>100</i>	<i>100</i>	<i>100</i>

Factors affecting Internet Use

<i>Respondent characteristic</i>	<i>Home Internet access</i>		<i>Weekly Internet job search</i>	
	Beta	Sig.	Beta	Sig.
Level of qualifications	0.270	0.054*	0.438	0.002***
Perception ICT skills	1.340	0.000***	1.167	0.000***
Income group	0.484	0.000***	0.148	0.126
Resident West Lothian	1.257	0.006***	0.517	0.281
Resident Sutherland	1.925	0.000***	1.389	0.011**
Unemployment duration	-0.607	0.074*	-0.731	0.049**
Age 18-24	-1.193	0.004***	-0.897	0.039**
Male	-0.943	0.012**	-0.149	0.689
Children under 18	-0.570	0.108	-0.281	0.455
Constant	-4.170	0.000***	-3.919	0.000***

Survey findings

- Access to ICT: there is a digital divide
 - Young people, low skilled, people on low incomes
 - Long-term unemployed, unqualified
- Remoteness associated with Internet access and use (Sutherland)
- Use of ICT for job seeking defined by digital divide
- Location matters - remote rural job seekers more likely to use ICT to look for work

Virtual Versus Physical Access

- Perception that Internet database over-complicated job search process:
 - for those seeking to browse across a range of jobs
 - for those in isolated rural areas with few vacancies
- Internet-based services seen as providing accessible and accurate job information
- Telephone helplines used regularly, but concern over the lack of a 'local dimension'

Focus groups: Limits of ICT

- The impact of labour demand
 - lack of opportunities limiting impact of interventions
- The impact of social networking
 - crucial in rural areas, marginal in peri-urban areas
 - formal services often by-passed in rural areas
- Need for ICT resources and facilities that have a local dimension and tap local knowledge

Stage 2: The Solution



EMIRES Scotland

Regional Service Centre East Sutherland

www.emiresscotland.org

Highland Council
University of Newcastle
Employment Research Institute and
Transport Research Institute, Napier University, Edinburgh
Part funded by the European Commission, 5th Framework



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- 1. Job Vacancies: Government Jobcentre Plus website**
- 2. Training Opportunities**
- 3. Public Transport: Identifies all public transport between source and destination, e.g. job seekers residence and a potential job**
- 4. DRT booking service where PT scarce**



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Jobs found

 [Log Out](#)

You can save the choices you have made in this search to a user profile by clicking on the save this search button. This allows you to make the same search again at a later date without the need to re-enter the details. User profiles also allow the EMIRES system to automatically search for job vacancies and will show all of those that match your saved profile when you next log-on to EMIRES.

You can save a maximum of three different User Profiles for job searches.

[Save search profile](#)[return to main menu](#)

Vacancy title	CUSTOMER SERVICE ASSISTANT
Location	ALNESS,ROSS SHIRE.
Hours	5 DAY S, 12.5 HOURS PER WEEK
Wage	4.90 PER HOUR

[More Information](#)

Vacancy title	SALES REPRESENTATIVE
Location	INVERGORDON, ROSS-SHIRE
Hours	35+ HOURS MONDAY TO FRIDAY DAYS AND EVENINGS
Wage	MEETS NATIONAL MINIMUM WAGE

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Transport search


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from > GOLSPIE (KW10 6RW)
to > ALNESS,ROSS SHIRE. (IV17 0PS)

Please choose the time to arrive by

11 : 00 on a Monday

State the maximum journey time:

1 : 00

Please choose departure time for return
home

19 : 00 on a
Monday

State the maximum journey time:

1 : 00



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Your transport routes...

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In order to have the best chance of finding your required route, we first have to find your nearest bus/drts stop. This might be different from the requested route, but will be within easy walking distance of the original postcode location specified. If we find a route, then the new start and end points will be shown below. Thank you.

from > GOLSPIE (KW10 6RW)

to > ALNESS,ROSS SHIRE. (IV17 0PS)

The following route has been found to match your request

START : Golspie, Post Office

CALLING TIME: 09:01:00

SERVICE: 958

OPERATOR: Scottish Citylink

CHANGE / END: Invergordon, High Street

CALLING TIME: 09:53:00

START : Invergordon, High Street

CALLING TIME: 10:13:00

SERVICE: 25

OPERATOR: Bluebird Buses

CHANGE / END: Alness, Cadboll Wood

CALLING TIME: 10:24:00

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Value Added by EMIRES

- Integration of different information sources
- Improved access to data and information
- Reduce the need for travel to job centres
- Encourage use of PT *and* make PT more viable
- Alternatives to private car use
- May be able to add other potential value added services (e.g. booking travel and a restaurant)

Conclusions

- An emerging but still limited role in rural areas
- Good uptake of DRT for travel to work
- Job seekers can adapt to ICT-based services but...
- ...digital divide affecting the most disadvantaged
- Software must acknowledge the role of informal networking
- Transport is important and should be linked to other policies

Implications for research and policy

- Web-based resources
 - the local dimension and facilitating information sharing and networking
- Community ICT Centres
 - a focal point for skills, job seeking and networking
- Ensuring the most disadvantaged aren't left behind
- Linking transport with service provision across a range of services
- Future research:
 - ICT, transport and accessibility agendas



www.emiresscotland.org

www.napier.ac.uk/depts/eri/home.htm

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