



7 September 1995

How to deliver information and advice in rural areas

Mr Andrew Cowe
Chief Executive
North Lanarkshire Council
PO Box 14
Civic Centre
MOTHERWELL ML1 1TW

Dear Mr Cowe

Conference, Caledonian Hotel, Inverness - 18 October 1995

I am pleased to invite you and your colleagues, and members of your council, to a conference sponsored by Ross and Cromarty District Council, Rural Forum and Highland Regional Council.

This may be of particular relevance to you as you and your colleagues plan the information and advice strategy for your new council. *There will be scope to learn about the use of decentralised council offices, advanced telephony, multi-media, and inter-agency co-operation to provide excellent enquiry handling to the public.*

The conference will also see the official UK launch of the European Union's Telematics dissemination programme, and a presentation of new research on services users' views.

It is chaired in the morning by *Peter Peacock*, Convener of Highland Council and Vice President of COSLA, and in the afternoon by *Dermot Grimson*, Director of Rural Forum.

If you would like any more information, please ring me on 01786 447190.

I enclose a booking form and a prepaid response envelope. I look forward to receiving your booking.

Yours sincerely

Peter Gibson
Conference Organiser

P.S. Thank you very much for your letter. Though the emphasis here is rural, there may be some matters of interest for you.

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HOW TO DELIVER INFORMATION AND ADVICE IN RURAL AREAS
Conference, Caledonian Hotel, Inverness - 18 October 1995

This important conference focuses on best practice in rural information and advice in Scotland and elsewhere. It comes at a time of change, with local government reorganisation and the rapid development of user friendly technology.

Presentations include:

- the official UK launch of the European Union's "telematics" dissemination programme, using telephone technology to shrink rural disadvantage;
- a case study of Ross and Cromarty District Council's strategy of decentralising service delivery in partnership with other agencies;
- the experience of major public and voluntary bodies;
- new research on customers views.

Speakers include:

Rory Mair, Chief Executive, Ross and Cromarty District Council
Martyn Evans, Chief Executive, Citizens Advice Scotland
Richard Treasurer, Benefits Agency, Highlands
Peter Gibson, Peter Gibson Associates
Arthur McCourt, Chief Executive, Highland Council

Workshops will cover key issues on information and advice handling:

- information and advice through decentralised council "one-stop" shops;
- setting up telephone helplines;
- the use of multimedia, including demonstration of Highland's LAMBDA;
- business information and advice in rural areas;
- the role of the councillor in the age of one-stop shops and helplines;
- developing local information and advice strategies.

Who should attend? Local authority officials and councillors, representatives of voluntary and community organisations, those involved in business support and development in rural areas.

Cost £95 + VAT (£111.63) 10% discount for bookings of five or more places. (NB: There is a limited number of places at £75 + VAT (£88.13) for voluntary/community organisations) For information, telephone PGA on 01786 447190

Book now to reserve your place Return your order in the prepaid envelope, or fax it to 01786 479315.

YES! Please reserve place(s) at the conference on Rural Information and Advice I enclose a cheque (made payable to Peter Gibson Associates) _____ Please invoice me _____	
Name:	Organisation:
Address:	
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Tel:	Fax: