

Rathlee - A Case Study

Rathlee is a rural town situated 60 miles from the nearest city. The facilities and services in the town serve those living there as well as the wider rural area. Rathlee has two second level schools and a district hospital. A modern shopping centre opened two years ago in the centre of the town. There is also a new cinema complex, a leisure centre and a swimming pool.

Many people, most of whom live locally, are employed in the shopping centre. Rathlee benefits from the tourists that the town attracts. There are a number of important historical monuments nearby and business also comes from guests staying at a recently renovated local hotel. The hotel is an old period building which has been restored and extended to include a conference centre.

There is a well established Arts and Craft Centre in the town. Many craftspeople work in the workshops that are part of the centre. The centre has a thriving retail outlet for the goods produced. A small but successful business park is located on the outskirts of the town. This has attracted industry to the area and has encouraged local people to develop their own businesses or set up new ones.

Local people have watched the town prosper and grow over the last few years. Recently, some people have become concerned that while the town has developed there are no facilities or services for the many elderly people living in the town and surrounding countryside.

Ann Smyth and James Lynch live and work in Rathlee. They both know many elderly people living on their own, some in remote parts of the countryside. With a number of other concerned people from the area they have formed a group. The aim of this group is to raise money to build a Day Care Centre for the elderly.

It is hoped that a Day Care Centre would provide activities, services and meals for the elderly. Transport to and from the centre would also have to be provided. Ann and James have formed a committee of six to get this project up and running. They have been joined on the committee by hard working individuals who in the past have been involved in many local projects such as tidy towns and fund-raising for the schools.

The committee began work by preparing a submission on why the Day Care Centre is needed, what is required to get the project up and running and on the operation of the centre once completed. They approached the local Health Board, which agreed to provide a site for the centre in the grounds of the hospital. They also applied for and were awarded a grant from the National Lottery for some funds towards the cost of building the centre. The remaining funds must be raised locally.

The committee has now to decide on appropriate fund-raising activities. The residents in the town and surrounding areas, the business community and local organisations are all supportive of this project. They see it as worthwhile and beneficial to everyone. There are many offers of help.

- Q1.** Outline **three** reasons why you might consider moving to Rathlee to live. **6 marks**
- Q2.** (i) Why, in your opinion, do Ann and James have a strong sense of commitment to their area?
- (ii) Outline how the wider community can benefit from this. **12 marks**
- Q3.** A number of factors must be taken into consideration if the project is to be successful in the short-term and the long-term. Describe in detail **three** of these factors. **12 marks**