



pteg

good practice guide



Transport and Social Inclusion



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Foreword

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The Government's Social Exclusion Unit has rightly highlighted better access to jobs, healthcare, shops and education as key to unlocking opportunities for deprived communities. As a result 'accessibility planning' will become a cornerstone of the next round of Local Transport Plans. 84 out of the 100 most deprived neighbourhoods are in PTE areas, and **pteg** is fully committed to playing a key role in achieving the

Government's ambitious objectives for tackling social exclusion. This guide is part of that process. It aims to help raise awareness among transport planners and policy makers of some of the innovative schemes now underway in PTE areas and the lessons that can be learnt from them.

Neil Scales
Director General Merseytravel and lead
DG for **pteg** on social inclusion

Executive Summary

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The availability and physical accessibility of transport

In recent decades travel patterns have become more complex, distances travelled have become longer, and society is no longer focussed so strongly on the nine to five working day.

Society has become organised around the car and more of the services and facilities that people need have moved away from traditional urban centres.

However, a sizeable minority of people (nearly one in three households) do not have access to a car, including 63% of the lowest income households. For these households access to employment, shops, education, healthcare and leisure opportunities can be difficult.

Even if there is a bus stop nearby, bus routes don't always go where people need them to, or at the times they need them to. Bus networks are dominated by radial routes whereas supermarkets, new opportunities for employment or training, are often located at the urban fringe.

14% of adults have a physical disability or long-standing health problem that makes it difficult for them to go out on foot or use public transport, yet only around 10% of trains and 29% of buses currently meet the requirements of the 1995 Disability Discrimination Act.

However the design of vehicles can be one barrier of many. Lack of information, poorly trained staff, barriers in the journey to and from the station or bus stop, can all prevent older and disabled people from using public transport.

All this helps explain why two out of five jobseekers say lack of transport is a barrier to getting a job and 31% of people without a car have difficulties travelling to their local hospital.

PTEs have been at the forefront of exploring innovative new ways of overcoming the lack of availability or accessibility of transport.

The deployment of new technology, the forging of better links with non-transport agencies, and a willingness to look at alternatives to the traditional bus service - are key features of many of these schemes. They often also involve the careful targeting of resources at excluded communities or groups, or at particular needs (such as linking the jobless with the jobs). This has meant working more closely with communities and disadvantaged groups to come up with new services that meet a real need.

In practice this often means some form of Demand Responsive Transport, often taking advantage of new technology to plan and manage routes. It also means a willingness to fit the vehicle to the task. These days public transport can be provided by anything from a conventional minibus, on a fixed or semi-fixed route, to a taxi which takes you door-to-door.

Try something new and you are bound to learn something useful which others can gain from, and which you can use to improve the service.

It's relatively early days for many of these schemes but some common themes are beginning to emerge.

- Schemes like these can be intensive in terms of both resources and management time.
- New and unfamiliar services require extensive and continuous promotion.
- Flexibility is important - routes, vehicle type, promotional techniques, may all need to be changed or modified as the project develops.
- Effective partnerships need to be forged with the agencies relevant to the scheme (be that the local Jobcentre Plus or the local community transport provider).
- Schemes need to be designed with a clear understanding of the needs of the community or group the scheme is aiming to serve. There also need to be good mechanisms for feedback from users and potential users.

Cost of transport

Public transport fares are well above the European average, and continue to rise in real terms. High fares - particularly on the buses - where fares regulation is weak, can be a significant deterrent for those on low incomes. For example one in four jobseekers say that the cost of transport is a problem getting to interviews.

Working within the limitations of a deregulated bus market, PTEs have been trying to address this through fares initiatives targeted at specific low-income groups. These have been primarily through discounted versions of their multi-modal travelcard schemes and through free or discounted fare offers, designed to enable people to get to interviews, and to get through the first weeks of a new job.

Factors in the success or otherwise of these schemes include:

- effective promotion of the fares offers to the target group
- effective partnership with employment agencies to insure that the fares promotions are taken up.

Services and activities located in inaccessible places

Growth in car ownership has enabled major changes in land use in recent decades. Public transport has found it hard to keep pace with these new, and more dispersed, patterns of development.

As traditional centres and sectors of employment have declined, new employment opportunities have sprung up in new and often peripheral locations. A range of facilities that used to be centrally located are moving out-of-town: including hospitals, colleges and shopping centres. For example the number of out-of-town shopping centres increased four-fold between 1986 and 1997. At the same time many social housing estates are located on the edge of towns, remote from key services and poorly served by public transport. Many deprived areas are also short of key facilities, such as shops and healthcare centres.

The Government is seeking to address this through accessibility planning - which will be a cornerstone of the next round of local authority five year transport plans. Accessibility planning means assessing more systematically whether people can get to key activities, and to develop effective strategies (involving all the relevant agencies) to solve accessibility problems. To achieve this, local transport authorities will carry out

audits to identify disadvantaged groups or areas with poor access to key services, and develop action plans to tackle these problems.

PTEs have been involved in some of the pilot accessibility planning projects. And they already have a number of services up and running specifically designed to provide access to new employment sites.

Safety and security

Fear of crime is a significant deterrent to the use of public transport. This is often the case in deprived areas where people are around five times more likely than those in the least deprived areas to say that they are concerned about levels of crime.

Women and older people are most concerned about their security with 44% of women saying they feel unsafe waiting at a bus stop after dark. 18% of people say they would use buses more if personal security issues were tackled.

Among the ways PTEs have been tackling this issue is through establishing effective partnerships with police and other key agencies to tackle crime and nuisance, and through working with schools to both tackle problem behaviour and provide secure and attractive school transport.

Travel horizons

People on low incomes can be reluctant to travel long distances, or for a long time. The average distance to work for people on low incomes is three miles compared with eight miles for the general population.

This is a particular problem for jobseekers, who may be unwilling to look for, or consider, job vacancies outside a narrow geographic area.

Travel horizons can be limited because of:

- lack of trust and confidence that the bus will get them to where they need to be on time
- lack of knowledge of how to get to places using public transport. Sometimes services are available for the journeys people want to make but lack of awareness means these opportunities are not taken up
- a tendency to look for work in, or travel to, places that are familiar.

Frequent changes to bus routes and timetables can compound all of these difficulties

Among the ways PTEs are tackling this is through better information about services.

This can include information which is more clearly presented and easy to assimilate than the traditional bus timetable and map. This includes maps and guides which relate public transport services to the location of key destinations, and the routes from the stops and stations to those destinations.

PTEs are also pioneering 'travel training'. Travel training is about giving people the training, information, guidance and confidence they need to be able to use public transport. Travel training can help people to access employment, or it can give disabled or older people the ability to use public transport independently, rather than relying on specialised social services transport.

PTEs and pteg

The Passenger Transport Executives (PTEs) are the driving force behind the development of public transport networks in the regions they serve.

There are seven PTEs in England and Scotland, covering the metropolitan areas of Greater Manchester, Merseyside, South Yorkshire, Strathclyde, Tyne and Wear, West Midlands and West Yorkshire. Between them they serve more than 13 million people and have a combined budget of more than £1 billion a year.

The PTEs are funded by a combination of local council tax and grants from national government. They are responsible to Passenger Transport Authorities, made up of representatives from the local councils in the areas they serve.

The PTEs:

- produce strategies for the development of local public transport networks
- manage and plan local rail services, in partnership with the Strategic Rail Authority (SRA)
- plan and fund bus routes that are socially necessary
- work in partnership with private operators to improve bus services (e.g. through bus priority schemes)

- run concessionary travel schemes, including those for the young, elderly or disabled
- invest in local public transport networks, including new rail and bus stations
- develop and promote new public transport schemes, such as light rail and guided bus networks
- provide impartial and comprehensive public transport information services, including by phone and internet
- manage and maintain bus and rail stations, bus stops and shelters.

In some cases PTEs are the operators of public transport. Examples include the Tyne and Wear Metro, Glasgow Subway and some ferry services. However, private companies operate the vast majority of public transport in PTE areas.

pteg brings together and promotes the interests of the seven PTEs in England and Scotland.

pteg aims to:

- ensure the PTEs work together to share good practice and co-ordinate common initiatives
- raise the profile and influence of the PTEs.

Introduction

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In Spring 2001, the Prime Minister asked the Social Exclusion Unit (SEU) to investigate and make recommendations to overcome the problems experienced by people facing social exclusion in reaching work and key services.

The outcomes of this study were published in the report "Making The Connections - A Final Report on Transport and Social Exclusion" in February 2003. The report examined the links between social exclusion, transport and the location of services and identified five key barriers to accessing services:

- availability and physical accessibility of transport
- cost of transport
- services and activities located in inaccessible places
- safety and security
- travel horizons.

The report highlighted accessibility planning as a key means of addressing some of the access barriers that can lead to exclusion. Accessibility planning is a process that works to promote social inclusion by helping people - particularly those from disadvantaged groups or areas - access jobs, education, health care and food shops. The SEU report highlighted these destinations as having the greatest impact on life opportunities. It also encouraged consideration of other destinations that are of local importance, such as social and leisure facilities, post offices and places of worship.

Accessibility is not just about transport. The location, design and delivery of services have an impact on accessibility that is equal to transport provision. This is why accessibility planning should be based on a partnership approach. Transport planners should work closely with land-use planners and local service deliverers (such as Local Education Authorities and Primary Care Trusts) to identify the major accessibility barriers in the area and the range of solutions available within the partnership to address these needs.

The accessibility planning process will be built into the next round of Local Transport Plans, due to be submitted in mid-2005 and covering the period 2006/2007 - 2010/2011. It will provide a framework for local authorities and other agencies to: identify more systematically where there are accessibility barriers; assess whether people facing social exclusion can travel to key activities; and work together more effectively on implementing solutions.

Guidance on preparing the next LTPs was issued to local authorities in June 2004. This includes a new requirement for accessibility strategies, including local targets for accessibility improvements.

The quality of accessibility strategies in LTPs will be one of the factors taken into account in allocating funding.

The Government wants accessibility strategies to:

- be set in the context of the wider vision and objectives for that area, as set out in the community strategy, for example for the development of jobs and housing;
- aim to improve accessibility for all, but particularly for disadvantaged groups and areas;
- focus on accessibility to employment, learning, health care and food shops together with other services and opportunities of local importance;
- be based on an assessment of the accessibility needs and problems of the area;
- set out accessibility priorities within the five year period and demonstrate how they result from the assessment;
- provide targets for improving accessibility, with clear linkages to the wider strategy, and on the ground delivery;
- include a series of more detailed local accessibility action plans, developed with partners, to tackle the priorities identified from the assessment over the period of the LTP; and
- show how accessibility considerations are to be incorporated into wider policy and scheme development and delivery in both transport and non-transport sectors.

This guide details a wide range of work being undertaken by PTEs to deliver practical transport solutions aimed at addressing exclusion. Projects have been grouped under five headings, reflecting the key barriers highlighted by the Social Exclusion Unit:

1. The availability and physical accessibility of transport
2. Cost of transport
3. Services and activities located in inaccessible places
4. Safety and security
5. Travel horizons

Project descriptions are not exhaustive. The information is meant to give a feel for the projects, as well as drawing out opportunities, outcomes and some of the key challenges and lessons learnt along the way.

A named contact and contact details are given for each project, so further information can be sought if required. It is hoped that the provision of named contacts for each project will encourage the flow of dialogue and exchange of ideas, solutions and outcomes between transport practitioners.

Full contact details for all project officers can be found at the end of the guide.

The availability and physical accessibility of transport

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Crosslink

Crosslink provides the North Sheffield communities of Southey Green and Parsons Cross - amongst the most deprived in England - with enhanced access to Parsons Cross College and the Northern General Hospital. It is funded through the Department for Transport's Urban Bus Challenge, Sheffield City Council and South Yorkshire PTE.

This circular service, operated by Sheffield Community Transport, uses fully accessible minibuses. There is a flat fare of 50p, with reductions for concessions.

Project challenges

- Provide access to local facilities.
- Involve local communities and utilise their local knowledge.
- Ensure service is sustainable when funding ceases.
- Ensure operators bid to operate the service.
- Complement mainstream bus networks.

Project opportunities

- Develop model for services in similar communities.
- Develop interchange with existing services.

Project outcomes

Crosslink has exceeded its target passenger figures and demand now outstrips supply on occasion. Also, "did not attend" appointment rates at the Northern General Hospital have dropped since Crosslink's introduction. The service has made a significant contribution towards the regeneration of the area: promoting journeys to work and training, and reducing the perception of social exclusion felt by these residents.

Key statistics

- 82% of passengers are female.
- 35% of passengers have mobility difficulties.
- 50% of passengers use concessionary fares.
- 56% of journeys are to attend appointments/visit hospital.
- 35% of journeys are to training/job opportunities.

Future lessons

Identifying demand and key destinations through consultation with the local communities, and ensuring delivery of a reliable community-focused service, were crucial to the success of this scheme. The community focus of the project was fostered and maintained by developing an excellent working relationship with the community transport operator.

For further information on Crosslink, contact:

Sean Gamage or Howard Varns, SYPTE.



Buster Werkenbak

Buster Werkenbak is a demand responsive bus service that travels to and from key employment areas in Solihull and East Birmingham. It provides a service in an area where conventional public transport is not available. The fleet consists of 16 vehicles.

It is operated by a not-for-profit company, funded by Urban Bus Challenge, the regional development agency - Advantage West Midlands, Solihull MBC and Birmingham International Airport.

To meet licensing requirements, all service users are members of the Buster Werkenbak "Travel Club", obtained through their employers. Due to funding requirements of Advantage West Midlands, Buster Werkenbak is a free service but employers are actively encouraged to make contributions.

Project challenges

- Ensure service sustainability after the current funding package ends in April 2007.
- Ensure fleet capacity is maximised.
- Obtain more private sector sponsorship.

Project opportunities

- Possibility to expand in Warwickshire, following award of Rural Bus Challenge funding, (in conjunction with Warwickshire County Council). This depends on match funding confirmation, which is currently awaited.
- Expansion will provide economies of scale for operating costs, such as the call centre.

Project outcomes

Buster Werkenbak is helping people back into work, and supporting employers through improved staff retention, especially for shift work.

Key statistics

- Popular with users, 25% of whom were previously unemployed.
- 600 to 700 passengers a month use the service.

Future lessons

The project has demonstrated both a need and a demand for the service. The current provision, however, may not be the most cost-effective solution in the long term.

For further information on Buster Werkenbak, contact:

Guy Craddock, Centro.



Joblink

Merseytravel developed this innovative new service to provide improved public transport for those seeking new employment, training and work-based learning opportunities. This £5m initiative is funded by Urban Bus Challenge, ERDF Objective One funding from the European Union, SRB, and Wirral Action Team for Jobs.

Joblink uses timetabled bus services to link deprived residential areas of high unemployment to key employment sites. Offering transport where there are no conventional rail or bus services, it operates across Merseyside as well as in Halton and Deeside. Additionally, where no fixed route service is in operation, a demand responsive, door-to-door service is offered to people referred by key partner organisations. The fleet consists of 20 dedicated low-floor buses, operating a 19-hour day.

Project challenges

- Secure funding once pilot phase is completed.
- Broaden travel horizons of individuals/groups at risk of social exclusion.

Project opportunities

- Develop links with Jobcentre Plus, training providers, and employers to promote the service.
- Build on the "Employer Explorer Pilot", which offered training trips to Jobcentre Plus staff to promote awareness of Joblink.
- Pilot face-to-face travel information and bespoke journey planning services at key regeneration areas by delivering outreach services across the Mersey Dee Alliance area and launching a smaller pilot, in partnership with Jobcentre Plus Working Neighbourhoods Project.

Project outcomes

The service addresses the gaps in conventional bus and rail transport provision with timetabled fixed route services that coincide with key employers' shift patterns. A training company, 'Standguide', has been contracted to deliver weekly Employer Explorer trips for jobseekers, in order to promote employment and training opportunities across the strategic investment areas of Wirral, Cheshire and Deeside.

Key statistics

- 12% of Joblink passengers stated that the service helped them to take up a new job or training opportunity.

Future lessons

Market research revealed that over half of Joblink users knew about the service by seeing the bus in operation, which highlights the importance of distinctive and high visibility branding.

For further information on Joblink, contact:

Paula Coppel, Merseytravel.

Wythenshawe Local Link

Wythenshawe consists of very deprived wards, including Benchill, the most deprived ward in the country (until the ward was abolished this year). This demand responsive service provides transport for visits to the local hospital, employment centres, doctors, supermarkets, crèche facilities, the local college, as well as post offices, banks, Wythenshawe civic centre and local leisure facilities. Travel can extend to a few destinations outside the area, such as Manchester Airport (for employment), Northenden (for bus interchange) and Brooklands (for Metrolink interchange).

Two low-floor minibuses and two fully accessible people carriers operate the service. Available from 6am to 11pm, seven days a week, passengers can book between one hour and a week in advance of their journey. Fares cost £1.50 single, £2.50 return (adult), 60p single, £1 return (concessionary).

Project challenges

- Create a service in an area not served by conventional bus services.
- Work to reduce perceived, and sometimes real, safety and security problems associated with evening travel.
- Operate bookings and inform drivers of pick ups via a call-centre equipped with Mobisoft software.
- Achieve a smooth technical operation.

- Maintain a reliable service despite a number of operational difficulties with the minibuses.
- Set fares that were cheaper than taxis, but more expensive than buses, to reduce impact on local bus operators' passenger numbers.
- Market the service to an extremely deprived area with a relatively high level of illiteracy, by talking to people at destinations easily accessed by the service, such as supermarkets, hospitals, crèches and leisure facilities.

Project opportunities

- Develop the service by targeting particular destinations through marketing, which proved very successful.



Project outcomes

Prior to the service's introduction, travel to many desired destinations was either impossible, or required two buses. Feedback from passengers remains very positive but the number of passengers unable to book an available vehicle at the desired time is increasing. A 'health check' of the booking system, call centre and scheduling software will be performed to try and find a solution. Local bus operators have not complained that the service has impacted on business.

Key statistics

- 56,000 Wythenshawe residents can use the service to travel anywhere within the area (roughly 10.96 sq miles).
- 50% of Benchill residents "did not show" for local hospital appointments prior to the service.
- 70,000 passengers were carried in the first year.
- 5,000 free tickets were issued to help launch the service.

Future lessons

To launch the service, passengers need to be shown how to book their first trip. The minibuses cannot penetrate narrow estate roads, especially at night when cars are parked up, and as such the service is now focusing on accessible people carriers rather than the expensive, complex and unreliable minibuses - unless there is an overriding need for greater capacity. The scheduling software has been reliable overall, but great care is required when setting up and refining the service's needs. Operational data has proved hard to obtain, either through Mobisoft or the operators' ticket machines.

For further information on Wythenshawe Local Link, contact:

Steve Wurr, GMPTE.

Salford Local Link

This demand responsive transport service, operated by the Salford Community Transport Group, was launched in September 2003 and serves some of the most deprived wards in Salford.

Passengers can book door-to-door transport seven days a week, to a variety of work, shopping, educational and recreational venues. Bookings are handled by a central call centre operation, which is used by most of GMPTE's demand responsive services. All vehicles are wheelchair accessible, and two have low-floor access. Salford Local Link was developed and funded by GMPTE, through a capital and running cost grant.

Project challenges

- Set up the service using an inexperienced operator.
- Persuade people to use the service.
- Enable travel to jobs in areas that are hard to reach for the target communities.
- Maintain the reliability and servicing of vehicles.

Project opportunities

- Provide travel to destinations not accessible before.
- Develop the Salford Community Transport Group's expertise.
- Expand to other parts of Salford.

Project outcomes

Funding was provided for a development worker to promote and help run the service. Passenger numbers have grown steadily, and early research

reveals that most journeys are for shopping or leisure reasons. A smaller number use the service for work or education - although this balance could change in the future. Two problems need to be addressed - low usage by adult non-concessionary passengers, and utilisation of the minibus, which is rarely used to its full capacity.

Key statistics

- 1,800 journeys were recorded in the service's best month.

Future lessons

People carriers are the preferred vehicle choice for demand responsive transport operations in urban areas. The target passenger base, and service area, needs to be researched and assessed carefully. Promotion is key to success and marketing needs to continue throughout operation. It is also important to ensure that a suitable concessionary fare strategy is in place and that funding is available for this.

For further information on Salford Local Link, contact:

Wilf Leach, GMPTE.



UCAB Shared Taxi Service

Lawe Top is a densely populated area on the northern tip of the South Shields peninsula, 10-15 minutes walk from the town centre. The conventional bus service was becoming increasingly uneconomic for the small and declining patronage - mainly elderly residents requiring transport to shops.

UCAB is a demand responsive transport system based on a shared taxi concept that uses a pre-booking system. It allows passengers to be picked up/dropped off nearer to their homes, providing a link to shops and services in the town centre. A taxi leaves from South Shields town centre every 60 minutes, picking up and dropping off passengers. It provides transport in an area that could not support a commercial bus service.

Project challenges

- Raise awareness of the service among potential passengers.
- Explain to passengers how to access the service.
- Overcome passenger and politicians' preference for a conventional service.

Project opportunities

- Access to conventional public transport networks for people who would otherwise be excluded.
- Better access to local supermarkets.
- Reduced subsidy requirements.
- Possibility to extend to other areas.

Project outcomes

The pilot has been a success, and a three-year substantive contract is currently out to tender. Passenger numbers have fallen compared to the conventional service, but the subsidy per passenger is about the same, so the overall cost to Nexus has fallen. Overall, feedback shows that passengers are satisfied with the service.

Future lessons

It is difficult to integrate the service into the transport network due to pre-booking requirements and the lack of a cost-effective solution for onward travel ticketing. Overcoming these difficulties is crucial if the concept is to be successfully extended to other areas.

For further information on UCAB Shared Taxi Service, contact:

Tom Pinder, Nexus.



UCall Demand Responsive Transport

There are a number of demand responsive transport (DRT) services under the UCall brand, provided by Nexus. These services, mainly funded by Urban and Rural Bus Challenge, provide good levels of accessibility in highly deprived communities. UCall provides a mixture of semi-fixed route and door-to-door operations, tailored to local circumstances and the needs of individual users.

UCall operates across the Tyne and Wear area as follows:

- Across a wide area of west Newcastle, where the original UCall service provides links between locations not well served by local commercial bus routes. These routes are generally aligned along an east-west axis to and from Newcastle city centre. UCall provides north-south links across a hilly area of the city, and connects with Metro at Kingston Park in the north, and with regular bus services at West Denton, (a local centre with health and retail facilities). Levels of car use are very low in the area, and there is a high proportion of elderly citizens.
- In western Gateshead, based on the Ryton Hub – a public transport interchange on the rural fringe of the conurbation. Here UCall services feed into, and out of, trunk bus services from Newcastle and Gateshead, and provide a flexible resource in the Chopwell, Crawcrook and Rowlands Gill areas. With the continued contraction of the commercial bus network in the area, in terms of destinations served, UCall is playing an increasing role in providing feeder links to main bus corridors, as well as nurturing bespoke journey opportunities based upon individual needs.
- Through the Tyne Tunnel, where the river estuary forms a notable perceptual barrier to movement. Funded by Jobcentre Plus, UCall services provide personalised trips for residents of South Tyneside who take up jobs across the river in North Tyneside. The service was initially free to users, and has succeeded in widening jobseekers' horizons.
- In the rural area of Sunderland, where scattered coalfield communities benefit from two UCall vehicles providing neighbourhood links, door-to-door trips on request and on-demand journeys to employment centres such as Seaham Lighthouse and Doxford Park.

The disparate nature of the operating areas described above illustrates that the UCall concept provides meaningful accessibility benefits in a number of contexts. In each case, the key opportunities and threats are the same: the opportunity to address transport-related social exclusion with an added-value product meaningful to contemporary lifestyles; and the threat that it will not be fully utilised because of a lack of understanding of what it is, where it goes and how it differs from a 'normal' bus service.



Use of individual UCall operations varies. Experience has shown that initial marketing initiatives must be regularly refreshed and renewed to ensure that the benefits of the service are carried beyond 'word of mouth'. Another factor, difficult to predict in advance of operations, is the extent to which job opportunities will develop in the areas targeted. The Newburn Haugh business park was seen as an ideal focal point for UCall operations in west Newcastle, but in reality the number of jobs on site has proven to be well below the predictions of the local authority, with a consequent effect on patronage levels. UCall in west Newcastle is now carrying over 5,000 passenger trips per month - although operating costs of over £4 per trip emphasise that tailored, high quality, demand responsive transport operations inevitably come at a cost.

Project challenges

- Secure long term funding.
- Explain to potential passengers how to book and use the service, and promote its advantages through a sustained campaign of marketing and promotion.
- To reach individuals who are not car users, but who do not regularly use public transport for whatever reason.

Project opportunities

- Widen UCall's scope by using the demand responsive concept to replace secured bus services, where appropriate.
- Utilise taxi and private hire companies to deliver the service, especially in areas of low demand.
- Develop smartcard technologies.

Project outcomes

UCall is a niche product that can be tailored for flexible or semi-fixed operation, depending on the needs of the community. The added safety and security provided by door-to-door operations has been particularly valuable to vulnerable individuals and groups. UCall is now an established public transport provider in several areas of deprivation and social exclusion, both urban and rural.

Future lessons

Extensive consultation with employers and community facilities is important before defining service parameters. Marketing and publicity should be ongoing. Constant refinement and enhancement of the service may be required to ensure it meets users' changing needs.

For further information contact:

Gordon Harrison, Nexus.

Bolton APT (Arranged Passenger Transport)

Bolton APT is one of eight similar services funded by GMPTE that operates in urban and rural parts of the county. It provides pre-booked, door-to-door travel to Bolton Royal Hospital, as well as trips to local post offices and mainstream transport interchange points. Used by hospital staff, patients and visitors, it replaced a withdrawn bus service, which provided the only direct link to the hospital for a number of communities.

Bolton APT is operated by a local private hire taxi operator using cars that meet GMPTE vehicle standards, under shared taxi powers conferred by Section 11 of the 1985 Transport Act. GMPTE pays the operator a fixed annual sum to provide shared journeys to and from the hospital within 30 minutes of the passenger's required journey time. Fares are slightly higher than local bus fares but less than standard taxi rates. No call centre is required since the taxi operator's normal booking facilities are used.

Project challenges

- Encourage operators inexperienced in this field to tender.
- Formalise administrative arrangements, particularly passenger data collation.
- Promote and market shared taxis to passengers who usually travel by bus.

Project opportunities

- Enable residents to retain/seek employment at the hospital.
- Provide safe and secure door-to-door service.
- Reduce non/late attendance at hospital appointments.
- Provide affordable and convenient direct links to hospital for visitors.
- Provide travel to interchange points that link to frequent bus services.

Project outcomes

This service provides direct links from deprived areas to the hospital - a service that would not be commercially viable due to prohibitive operating costs. Many users do not have access to cars. Encouraging passenger statistics mean there is potential for expansion and the addition of people carriers to the fleet.

Key statistics

- 35-45 passengers use the service daily.

Future lessons

People carriers are more appropriate than saloon cars in urban areas. In new target areas, it is essential to ensure that intensive targeted promotional work is carried out both before the start of the service and throughout operation. The service needs to be regularly monitored and accessible vehicles should be added to the fleet.

For further information on Bolton APT, contact:

Abdul Quayum, GMPTE.



Community Transport Prison Visiting Service

Prisons are often located in relatively inaccessible locations, and visiting can be difficult for people without access to a car. The Prison Visiting Service, operated by Community Transport, is designed to provide travel for people visiting relatives or friends serving prison sentences. The service provides regular transport to and from penal institutions, taking into account the prisons' visiting schedules, and covers the seven district areas within the West Midlands.

Passengers must register with Community Transport to meet the requirements of Section 19 operation. Journeys must be pre-booked so vehicle capacity can be maximised. Although passengers pay to use the service, many are able to reclaim their travel costs from the Prison Service's "Assisted Prison Visits Scheme" (as long as charges are comparable with normal public transport fares). The service has funding for three years through Urban Bus Challenge and is currently carrying around 100 passengers a week.

Project challenges

- Sustain the service after Urban Bus Challenge funding ends, as fares cover around 50% of the scheme's operating costs.
- Secure extra capital if the service continues after the end of the three-year funding period, as the current fleet will need to be replaced.
- Maximise vehicle availability.

Project opportunities

- Potential to be developed as a model in other areas of the country and Community Transport are looking at developing what could become a national brand for the service.

Project outcomes

The scheme has proved popular with passengers, and has made a real difference in the rehabilitation of offenders

Future lessons

The service has demonstrated that there is a need for such a facility but because it sits outside of mainstream provision there are always going to be problems securing long term funding. The original bid only provided for the purchase of second hand vehicles as the service was seen as a pilot. If new vehicles had been provided from the start of the project then this would have helped the long term sustainability of the project.

For further information on Community Transport Prison Visiting Service, contact:

Guy Craddock, Centro.



Ring and Ride

This service is for those with mobility problems living in the West Midlands. Ring and Ride is operated by Special Needs Transport Ltd, primarily funded by Centro, and became a registered charity in 1988. Its fleet of wheelchair accessible minibuses operate 365 days a year, from 8am to 11pm. The charity is the world's second largest provider of door-to-door transport services for people with mobility problems.

The charity runs specialist services for the National Health Service (Patient Transport Services). It also operates training services for its own staff and the staff of other organisations, and runs demand responsive local bus services for Centro and Warwickshire County Council. Income from these additional activities has helped fund expansion of the core Ring and Ride service.

Project challenges

- Meet demand, which always outstrips supply.
- Improve booking system by sourcing a reliable computerised system.
- Meet the needs of ethnic minorities. In 2002, Centro commissioned research into the use of Ring and Ride by the ethnic community. The final report included the following recommendations:
 - provide booking in Asian languages
 - produce leaflets in community languages and an information video
 - allocate an Ethnic Community Liaison Worker within Centro
 - promote the service through local Ethnic media channels

Project outcomes

The Ring and Ride service has successfully met the transport needs of those with mobility difficulties by providing a door-to-door service. Its expansion to other applications has begun, with the introduction of the Rural Taxibus service in the Heart of England area. This is funded using part of Centro's Rural Bus Subsidy allocation.

Key statistics

- 1,830,000 trips a year are provided for the charity's 45,000 registered users.
- 200,000 trips a year are provided to, and from, Special Schools within the area.

Future lessons

Provision of such a popular service will always require high revenue funding. A reliable, easy-to-use computerised booking system is also important.

For further information on Ring and Ride, contact:

Stephen Rhodes, Centro.





Ring'n'Ride

This innovative, on-demand bus service is designed for Strathclyde's rural communities who do not have access to local transport, or where public services are poor. It picks up passengers at their door, or at a nearby location they can reach safely, and takes them anywhere in the service area, such as town centres, leisure facilities, train stations and hospitals.

Journeys are pre-booked by passengers by phoning or sending a text message to the SPT booking line. It is available to people living outside the operating area, and also carries children under school transport contracts.

Seven low floor minibuses operate the six services, which have been designed to carry Dial a Bus and mainstream passengers. Dial a Bus is SPT's door-to-door service for elderly and disabled passengers.

Project challenges

- Improve vehicle utilisation without reducing the flexibility of the service.
- Introduce new services, without additional funding, by maximising vehicle utilisation.

Project opportunities

- Introduce real-time technology to reduce booking times to 15 minutes before time of travel.
- Maximise vehicle utilisation by introducing interchange hubs.
- Reduce costs by replacing fleet with smaller vehicles.
- Extend use of Mobile Data Terminals to improve passenger information.

Project outcomes

Rural residents, who would have been housebound prior to the service's introduction, are able to access local amenities.

For further information on Ring'n'Ride, contact:

Chris Carberry, Strathclyde Passenger Transport.

AccessBus

AccessBus is a dial-a-ride, door-to-door bus service for people who have difficulty using conventional public transport. The service, which is free to eligible West Yorkshire residents, operates between 9am and 5.30pm, Monday to Saturday, and from 9am to 5pm on Sundays. A limited evening service is available to groups of five or more people. Passengers can take a companion with them if they require assistance while travelling, or at their destination. Most people use AccessBus to travel to their nearest shopping centre, visit family and friends or to attend social events and functions.

Metro has recently introduced new, specially developed computer systems to reduce call waiting times at peak periods and make it easier for service users to contact the AccessBus team. The new route-planning system is helping Metro's AccessBus team to ensure they make the best use of the AccessBus fleet.

Project challenges

- Ensure operators meet contractual specification.
- Balance funding constraints against increasing demand for transport.
- Demand often outstrips supply.
- Address the technical limitations of the booking system and telephone system.
- Source suitable low floor ramped access vehicles.

Project opportunities

- Create partnership schemes with similar transport providers, and brokerage schemes for shared use of vehicles.
- Develop the booking facility to enable expansion of demand responsive services.

Project outcomes

The service is providing a reliable, flexible and accessible transport service for those with a disability.

Key statistics

- The 33-strong fleet makes over 500,000 journeys annually.
- In a recent survey 90% of AccessBus users said they were happy with the overall service, with 94% of respondents describing the drivers as polite and courteous, and 91% saying their requests for transport were met by the service.

Future lessons

Metro is currently undertaking Best Value Reviews of Accessibility across tendered, rural and AccessBus services. The review will include the potential for developing links to other agencies providing a similar service, such as ambulance and patient transport services, and social services transport provision.

For further information on Accessbus, contact:

Fiona Whitehead, Metro.



Merseylink Dial-a-Ride

Merseylink Dial-a-Ride is Merseytravel's bus service for people with mobility difficulties who cannot access conventional public transport. Merseylink's buses, designed for easy access and passenger comfort, travel to and from any location within Merseyside. They operate from 7am to 11pm every day (including Christmas Day).

In accordance with Merseytravel's concessionary fare scheme, Merseylink members travel free. An essential companion, who also travels free, can accompany them. Guide dogs and other assistance dogs are also welcome. Membership is open to any Merseyside resident who is registered blind or possesses a higher rate mobility element of Disability Living Allowance (if aged 65 or under), or highest rate of Attendance Allowance (if aged 65 or over).

Project challenges

- To move away from being a niche service to become a central component of the accessible transport network for disabled people in Merseyside.

Project opportunities

- Support people with mobility difficulties.

Project outcomes

The service provides free transport to those who cannot use conventional transport for mobility reasons. The provision for a travelling companion provides additional reassurance, and fosters confidence in the service.

Key statistics

- Between 360 and 480 journeys are made on Merseylink every day.

Future lessons

Develop user feedback systems to inform the future development of the service.

For further information on Merseylink Dial a Ride, contact:

David Skelton, Merseytravel.

Social Needs Integration Project - Manchester

In order for GMPTE to meet some of its social inclusion objectives, there was a real need to better integrate publicly funded transport schemes – such as those provided by the social services, the fully accessible Ring and Ride service, and community transport operators. A pilot project to pool resources was introduced in Manchester, utilising a city council vehicle and two community transport vehicles. Trained drivers operated extra fully accessible vehicles between 9.30am and 2.30pm, successfully enabling more Ring and Ride passengers to access the service.

A second phase of the project will introduce software scheduling to bring about more effective and efficient use of the service, ensuring people with mobility difficulties can make even better use of fully accessible transport.

Project challenges

- Ensure funding is fair and equitable for all partners.
- Ensure the service supports partners during peak times.
- Extend the pilot to meet more social needs by operating in the evenings and at weekends.
- Develop software scheduling systems that meet the needs of the project.

Project opportunities

- Develop an integrated social needs transport service.
- Examine fleet utilisation with a view to reducing costs.
- Identify key partners and structure public funds across a range of public sector organisations to find the best transport solution.
- Expand similar projects across Greater Manchester, following a full monitoring and evaluation exercise to identify barriers and make recommendations.
- Establish a call centre.

Project outcomes

Positive relationships have been established between the operators. The pilot will also help establish an active and integrated network of publicly funded transport providers in Greater Manchester, whilst fully identifying the needs of those who would be socially excluded without transport. The service aims to meet the passengers' needs, prevent duplicated services and reduce public sector costs. It will find appropriate solutions and highlight what each partner needs to contribute to the project.

Future lessons

A central co-ordinating body needs to be established to maximise efficiency. It is important to establish clear lines of communication with one point of contact between organisations. Funding streams need to be agreed and the driver competence criteria also needs to be evaluated.

For further information on Social Needs Integration Project - Manchester, contact:

Terry Crewe, GMPTE.

Community Transport Trust Fund

Greater Manchester's Community Transport Organisations (CTOs) offer an invaluable service, providing local communities with alternative transport options in areas where the commercial transport network lets people down. However, in GMPTE's experience of trying to develop more community transport based schemes we have found that all the CTOs are suffering from a lack of adequate funding.

The establishment of a Community Transport Trust Fund is aimed at providing much greater stability by establishing a basic level of core funding for all CTOs. Operators will bid for revenue funding from the trust fund and for training and capacity building. The funding will provide grants for organisations to cover their staff and running costs, to train their employees to industry standards, and to buy fully accessible vehicles for their services as demand grows. As well as providing an initial financial boost for many organisations, it will also give them the means to help them to raise funds from a variety of other sources.

Project challenges

- Develop a trust fund for community transport in Greater Manchester.
- Achieve a fairer distribution of funding, as current provision is not balanced across each of the 10 local authorities of Greater Manchester.

Project opportunities

- Use funds available for community transport operators to stabilise current operations.
- Encourage new operators across the county.

Project outcomes

The intention is to establish a stable, sustainable community transport sector that meets agreed professional criteria, enabling them to bid for tendered demand responsive schemes. The project will help build capacity in new community transport sector schemes, and will ensure that support structures are in place for new and 'struggling' community transport operators.

Future lessons

It is important to disseminate information to all partners and agree the eligibility criteria and bidding processes as early as possible.

For further information on Community Transport Trust Fund, contact:

Terry Crewe, GMPTE.

Access Panel and Disability Advisory Group - Consulting Disabled People

Disability cuts across all forms of social exclusion, and consulting with hard-to-reach groups can be difficult. To ensure that the views of disabled people are heard, GMPTE recruited an access panel, to ensure fair representation of the diverse people of Greater Manchester.

The panel is contacted up to four times a year for their views on public transport. The contact method depends on what is preferred by the panel member, such as self-completion questionnaire, telephone survey or focus group. Information is available in a range of different formats and languages, and all consultation events are held at accessible venues.

From this panel a smaller working group called, the Disability Advisory Group, has been recruited to meet monthly to discuss access and disability issues in detail. The group is provided with training and background information, and is able to provide an informed view on a range of transport services and facilities.

Project challenges

- Recruit people with a broad range of impairments from diverse backgrounds, especially young people and those from ethnic communities.
- Maintain members' support.
- Ensure that the consultations' results provide value for money.

Project outcomes

An Access Panel, and Disability Advisory Group are up and running successfully, although target numbers have not yet been achieved. Results of consultations have already been used to improve services.

Key statistics

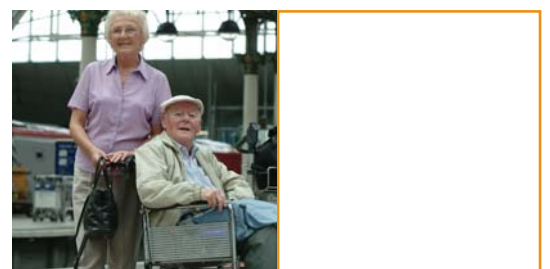
- The Access Panel has 200 members.
- The aim is to recruit 400 Access Panel members.

Future lessons

Do not underestimate the resources needed to successfully operate these types of consultations whilst ensuring value for money. It is also important to ensure internal processes are in place from the beginning to incorporate consultation results into the decision-making processes.

For further information contact:

Kieran Yates/Marcia Bromley, GMPTE.



Cost of transport

Public transport fares are well above the European average, and continue to rise in real terms. High fares - particularly on the buses - where fares regulation is weak, can be a significant deterrent for those on low incomes. For example one in four jobseekers say that the cost of transport is a problem getting to interviews.

Working within the limitations of a deregulated bus market PTEs have been trying to address this through fares initiatives targeted at specific low income groups (primarily through

discounted versions of their multi-modal travelcard schemes) and through free or discounted fare offers, designed to enable people to get to interviews, and to get through the first weeks of a new job.

Factors in the success or otherwise of these schemes include:

- effective promotion of the fares offers to the target group
- effective partnership with employment agencies to insure that the fares promotions are taken up.

16-19 TravelMaster

The transition from education to work is a major landmark in a young person's life. It's also a time when, typically, they must suddenly pay full adult fares (rather than subsidised concessionary fares) on public transport. This extra cost may particularly restrict employment opportunities for younger school leavers going into low-paid work.

The 16-19 TravelMaster provides nearly a 50% discount on the normal price of weekly and monthly TravelMaster countywide multi-modal season tickets. It is available to all young people between their sixteenth and nineteenth birthdays.

Project challenges

- Achieve operator agreement to this commercial discount.
- Ensure affordability of travel for this group.

Project opportunities

- Address perceived discrepancy between concessionary fares being available to full time students but not to young workers.
- Provide a genuine incentive to remain with public transport rather than seeking to transfer prematurely to the car.

Project outcomes

The discount has been agreed and implemented. Since implementation in January 1999, sales have risen to the point that the number in circulation at any one time is now approaching 2000. Turnover is over £800,000 per annum.

Future lessons

Sustaining the level of discount will be the subject of constant discussions with the operators.

This discount is not available to under-16s as the operators are loath to put at risk the 'revenue forgone payments' they receive under the Travel Concession Scheme. The lack of availability of this product to under-16s is perceived as an anomaly in some areas. Consideration is being given to making a prepaid concessionary ticket available for under-16s.

For further information on 16-19 TravelMaster, contact:

Tim Lewis, SYPTE



TravelMaster tickets for job seekers and people on low incomes

For many years the TravelMaster countywide season ticket has been available to job seekers and to people who are unemployed and available for work, and to people on a range of qualifying benefits. This off-peak ticket gives unlimited local travel on buses, trains and trams after 9:00am on weekdays and all day at weekends and on Bank Holidays. The ticket costs roughly half the normal price.

In recent years the ticket range has expanded to give a similar discount to a number of groups.

Off-peak TravelMasters are now available to carers and to some asylum seekers. All day TravelMasters are available at a similar discount to people on the Government's "New Deal" schemes. Discounted all day TravelMasters are available to allow Jobcentres (and Reed in Partnership, who run Doncaster's Employment Zone initiative) to send people to job interviews.

Project Challenges

- Agree discount levels with operators.
- Design products to minimise the burden of ticket recognition for drivers and conductors.

Project opportunities

- No existing products were available for these groups.
- Cost of travel is clearly a barrier for those attempting to enter work.
- Without these discounts travel would be seriously reduced.
- The likely availability of public sector funding to purchase or contribute to the cost of tickets for scheme participants was a useful tool in persuading operators of the value of providing discounts.

Project outcomes

Approximately 36,000 Off-Peak TravelMasters are sold each year. The total annual turnover of the product is over £300,000.

Over the past five years Off-Peak TravelMaster shows a slight decline in sales. This decline is rather less steep, however, than the decline in the number of benefit claimants in the Yorkshire and the Humber Region.

Future lessons

The biggest difficulty in this area is in defining who is entitled to the discount. Even Jobcentre staff struggle with this as the benefits system changes. SYPTTE staff are often not aware of changes to particular benefits until some time after they occur. Having good working relationships with individuals in Jobcentres and Benefit Offices is helpful, but this can be difficult to maintain as staff move to new jobs. A flexible approach at the point of sale helps considerably.

For further information on TravelMaster tickets for job seekers and people on low incomes, contact:

Tim Lewis, SYPTTE.

Ticketing Products for Part-time Workers

The traditional pattern of working five days a week is no longer so prevalent as it once was. Many members of the workforce are in part-time employment, often with hours, and hence travel patterns, that vary from week to week.

FlexiMaster is South Yorkshire's multi-operator ticket aimed at part-time workers. Such travellers often make use of public transport but don't make enough journeys to justify buying a weekly or monthly season ticket.

FlexiMaster allows countywide travel by bus and tram on any three days out of a specified seven-day period. Users can specify the three days on which they wish to travel.

Project challenges

- Agree discount level with operators.
- Agree product issue and operating rules with operators.

Project opportunities

- No existing product was specifically tailored to this particular marketplace.
- Contacts between the PTE's Travel Options Planning Service (TOPS) and local employers had identified the need for a ticketing product suitable for part-time workers.

Project outcomes

Sales of FlexiMaster have been disappointing. Annual sales are less than 1,000 tickets and turnover is in the order of £6,000.

Future lessons

FlexiMaster, as originally specified by the operators, had restrictive conditions attached to its use. The days on which it was to be used had to be scratched off at point of purchase, and the purchaser had to provide a photograph to accompany the pass. This is thought to have contributed significantly to the poor sales observed.

The requirement to scratch off all three days of validity before first use has now been removed. The operators have also agreed to the removal of the requirement for an accompanying photocard. The impact on sales of implementing the latter change will be instructive.

For further information on FlexiMaster, contact:

Tim Lewis, SYPTE.



Free Travel to Interviews and New Jobs

The cost of travel to job interviews and in the start up period of a new job is one of a range of barriers to people moving from benefits into work. Currently assistance is available through Jobcentre Plus for job seekers travelling to job interviews outside the local area, however the cost of local journeys can still be a significant barrier to many people. Assistance to travel to new jobs is also available, through the adviser discretionary fund, although not all job seekers can access this fund.

Metro is working in partnership with Jobcentre Plus to overcome the travel cost barrier. DayRover and Metro Card tickets are issued directly through Jobcentre Plus offices to job seekers, providing free travel to interviews and on starting a new job. The project is funded for three years through the local Single Regeneration Budget (SRB6) programme.

Project challenges

Promoting the project only to eligible job seekers (residents of SRB6 areas).

Using standard ticketing products which Jobcentre Plus staff find time consuming to issue.

Project opportunities

- Could be used as a model project with a view to securing funding on a countywide basis.

Project outcomes

The project provides supported travel to those who may not be able to afford transport to an interview or job.

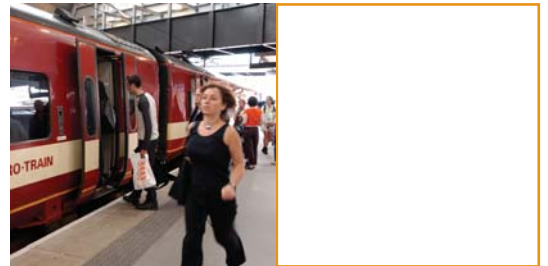
Future lessons

The existing ticketing products are not ideal. Day tickets cannot be used before 9.30am and feedback from Jobcentre Plus staff indicates that the weekly/monthly passes are time consuming to issue.

Funding is being sought to extend the project to all job seekers across West Yorkshire, with a longer-term aim to identify opportunities to mainstream this support.

For further information on Free Travel to Interviews and New Jobs, contact:

Erica Ward, Metro.



Workwise

WorkWise Birmingham & Solihull was set up to help people return to work. The availability and affordability of public transport has been identified by a number of research studies as a key barrier to employment and the WorkWise scheme is designed to address this. WorkWise is being run as a pilot scheme in two locations and involves the provision of personalised journey information and free public transport tickets to unemployed people at Sparkhill and Chelmsley Wood Jobcentres. Users are entitled to a free day ticket to get to interviews. If they get the job they can get a free travel pass for the first two months of the new job.

The WorkWise concept is based upon a demonstration project established by Nottingham City Council in 2000. Launched in Birmingham (Sparkhill) and Solihull (Chelmsley Wood) in July 2003, WorkWise was funded in its first year by the Regional Development Agency Advantage West Midlands (AWM) and has subsequently been funded by Centro and the two District Councils. WorkWise is managed by Centro but is co-ordinated by an active steering group that also consists of representatives from Birmingham City Council, Solihull Metropolitan Council and the two Jobcentres.

The project involves the employment of two WorkWise officers who are based in Jobcentre Plus and work alongside frontline staff. The WorkWise Officer sets up and administers the project, has direct contact with clients, oversees outreach and marketing activities, manages user consultation and monitors job retention.

Project challenges

- Assist unemployed people to access employment or training opportunities and to adopt sustainable travel habits.
- Support the local economy by ensuring access to employment sites.
- Support the integration of the transport system and meet the needs of Jobcentres.
- Secure third year funding and develop an exit strategy to ensure the project is sustainable without Centro subsidy.
- Employ a WorkWise co-ordinator on a 12-month contract to explore these possibilities.



Project opportunities

- Develop relationship with the Social Exclusion Unit which has expressed a keen interest in the scheme.
- Liaise with Department for Work and Pensions to promote the potential to mainstream project into Jobcentres.
- Work with other agencies nationally to lobby government and to encourage funding of such initiatives.
- Nominated for the National Transport Awards 2004 in the 'Most Innovative Transport Project' category.

Project outcomes

Retention rates are high among those achieving employment. Demand for second month passes is also expected to rise. Statistics also show that WorkWise assists in creating public transport users as 94% of clients go on to purchase travel tickets after their initial two-month free travel has expired.

Key statistics

- WorkWise helped 1,245 people get to interviews and 734 people to access new employment in its first 14 months of operation.
- 80% of WorkWise users were still in employment after 4 weeks.
- Value for money has been high at around £200 per job accessed - far below the initial target of £720.

Future lessons

The project is demonstrably an excellent means of reducing the access to transport barrier that unemployed people face. Key lessons concerning the day-to-day management of the project are continually evolving but the main challenge seems to be in identifying longer-term funding sources. The project has been very successful but now there now needs to be a clear means of ensuring that it becomes sustainable without funding support from the local authorities.

For further information on WorkWise, contact:

Maria Machancoses or Simon Trickett, Centro.

Services and activities located in inaccessible places

Growth in car ownership has enabled major changes in land use in recent decades. Public transport has found it hard to keep pace with these new, and more dispersed, patterns of development.

As traditional centres and sectors of employment have declined, new employment opportunities have sprung up in new and often peripheral locations. A range of facilities that used to be centrally located are moving out-of-town; including hospitals, colleges and shopping centres. For example the number of out-of-town shopping centres increased four-fold between 1986 and 1997. At the same time many social housing estates are located on the edge of towns, remote from key services and poorly served by public transport. Many deprived areas are also short of key facilities, such as shops and healthcare centres.

The Government is seeking to address this through accessibility planning - which will be a cornerstone of the next round of local authority five year transport plans. Accessibility planning means assessing more systematically whether people can get to key activities, and to develop effective strategies (involving all the relevant agencies) to solve accessibility problems. To achieve this local transport authorities will carry out audits to identify disadvantaged groups or areas with poor access to key services, and develop action plans to tackle these problems.

PTEs have been involved in some of the pilot accessibility planning projects. And they already have a number of services up and running specifically designed to provide access to new employment sites.



Access Planning Pilot

This pilot, initiated by the Department for Transport, aims to develop the concept of access planning in relation to social exclusion and the Local Transport Plan. The pilot focuses on and access to health and fresh food in Merseyside.

Project challenges

- Develop effective information/participative networks which feed into the Local Transport Plan process.
- Develop best practice in the field of accessibility planning through comprehensive 'gap analysis', needs identification and resource audits.

Project opportunities

- Form close partnerships with the health sector to enable an integrated and sustainable approach to future healthcare and transport developments.
- Improve access to health and fresh food for Merseyside residents.

Project outcomes

The pilot demonstrated the scale of the problem of accessing health and fresh food services. Many possible solutions and new ways of working

were uncovered and are being enthusiastically pursued. The project has increased awareness of the importance of, and initiated actions designed at, improving access to health services and reducing private car use by staff, patients and visitors through schemes such as hospital travel plans. The intention is to continue to progress the issue of access to fresh food services by working in partnership with organisations such as Heart of Mersey and the 'Five a Day' campaign. There are also potential new services to be developed for some health sites.

Future lessons

There needs to be a greater understanding of the need for partnership working.

For further information on Access Planning Pilot, contact:

Murray Grant, Merseytravel.

The Manvers 200 and A1 Shuttle Services

The Manvers 200 and A1 Shuttle bus services represent a radical solution to the funding of services to new, developing employment sites. The innovative approach looks set to provide a model that is widely applicable in similar situations.

Involving the local employers (and other organisations with a stake in the development of the site) in the specification, funding, and continuing development of specific services gives them a sense of ownership of the solution. “Partners” become “supporters” leading to increased patronage and reduced need for car parking space.

South Yorkshire’s Dearne, Rother and lower Don Valleys were badly hit by the decline of traditional heavy industries (coal and steel) in the 1980s but have in recent years begun to see a growth in new employment opportunities.

However, these areas were poorly served by existing public transport links. This made it difficult for employees to get into work even from nearby areas of high unemployment. The businesses in the areas needed an all-day, high frequency bus service from an early stage of the areas’ development.

South Yorkshire PTE worked with local employers and education establishments to create a partnership that would tender for the provision of a bus service specified to meet the partners’ needs. Their staff and students would get a discount on fares (20p flat fare) and the service would operate at times and frequencies that suited their working hours.

The Manvers 200 Shuttle service runs every 20 minutes for over 16 hours per day (6:30am to 11:00pm) and seven days a week (a half-hourly service on Sundays). It connects the employment sites at Manvers with the towns of Mexborough and Wombwell, with bus interchanges at Wath and Mexborough, and with the national rail network at Swinton and Wombwell.

The A1 Shuttle runs every 30 minutes for 16 hours a day (6:00am to 10:00pm) and seven days a week. It runs between the centres of Sheffield and Rotherham and serves the development sites at Sheffield Business Park, Waverley, Catcliffe, and Templeborough, as well as the science discovery centre at Magna.



Project challenges

- Lack of funding available to allow a conventional “tendered service” approach.
- Low initial ridership until more employers moved into the developing employment areas.
- Obtaining funding from employers who would be averse to taking financial risk in an area unrelated to their core business.

Project Opportunities

- Initial funding available from the European Regional Development Fund (for the Manvers 200) and from regional development agency Yorkshire Forward (A1 Shuttle).
- Employer awareness of recruitment difficulties and eagerness to act to resolve access concerns.
- Potential model that could be used elsewhere.

Project outcomes

Revenue growth on both services has been such that public subsidies are likely to be reduced and probably eliminated entirely over the next few years.

Key statistics

- The Manvers 200 Shuttle service, operating since September 2000, has shown a year-on-year increase in passenger numbers from 1,500 a week initially to 6,500 a week by mid-2004.
- The A1 Shuttle service commenced operation in July 2003. By mid-2004 passenger numbers had risen from about 1,200 to 4,000 per week.

Future lessons

This model for developing a service part-funded by employers can be applied elsewhere. The Manvers 200 Shuttle service was extended from its initial route using a similar funding process. Lessons learned were then applied to the development of the A1 Shuttle service.

A particularly important lesson was the difficulty in getting employers to commit to an open-ended commitment to fund the bottom line. A better approach is to obtain a fixed contribution from each employer with the PTE taking on a manageably small financial risk.

For further information on the Manvers 200 and A1 Shuttle services, contact:

Tim Lewis, SYPTTE.

Accessibility Mapping

Metro's Accessibility Mapping Software, jointly developed with South Yorkshire PTE, produces a convenient visual representation of the accessibility of any specified site in West and South Yorkshire by public transport.

The software uses a database of bus routes, timetables and stop locations together with local demographic details and information on important facilities such as education, employment, leisure and health. The tool is able to identify, illustrate and describe accessibility to opportunities using the public transport network, and produces visual representation of catchments in map format.

The application allows three scales of output.

- Single location analysis - mapping and tabulations based on catchments to, or from, a single location e.g. city centre, school, housing estate, etc.
- Multi-location analysis - catchments to, or from, a number of locations, such as hospitals, to define a population with access to a least one location offering a particular facility.
- Network analysis - to define a population having access to a level of service, such as an hourly bus service (irrespective of destinations available).

Project challenges

- Ensure the system is compatible with the Department for Transport's accessibility planning software and Local Transport Plan guidance.
- Develop the software in partnership with providers, on budget and on time.

- Use accessibility maps to influence stakeholders, for example in making location decisions of new activities and services.

Project opportunities

- Influence location decisions of development sites, new activities and services.
- Sale of mapping, for example to private developers to support planning applications by showing sites are well served by public transport.

Project outcomes

This application provides a useful tool for travel planning, planning applications, network planning, LTP audits and funding bids (especially in relation to social inclusion).

For further information on Accessibility Mapping, contact:

Paul Roberts, Metro



Metro Connect Aire Valley

This demand responsive service provides a direct link between some of the most disadvantaged communities in Leeds and employment opportunities in the rapidly expanding Aire Valley regeneration area. Developed by Metro and Aire Valley Leeds, the service uses Urban Bus Challenge and Single Regeneration Budget (SRB) funding.

Metro Connect operates, seven days a week, from 5.20am to midnight. Pick ups from home or work, up to half a mile off route, are arranged by calling the hotline in advance. Feedback from passengers has been very positive; while businesses have described the service as very helpful and said they no longer had to employ only people with cars.

Project challenges

- Encourage operators to bid for the service.
- Get the 'demand responsive' message across to local communities.

Project opportunities

- Work in partnership with a major regeneration scheme.
- Develop links with Jobcentre Plus, local training providers and businesses, to promote the transport service to jobseekers.
- A review of the service after 8 months of operation identified opportunities to improve and extend the service to cover a wider demand responsive area.



Project outcomes

Metro Connect has improved access to local employment opportunities for communities with high levels of unemployment, and directly contributed to job creation by recruiting drivers from the local community. The service is popular with local employers by increasing their target workforce's opportunities to access shift work and evening overtime.

Key statistics

- Over 90% of passengers regarded the service as reliable and convenient with good customer care.
- 40% of passengers stated that the service had enabled them to improve their employment position.
- 64% of passengers do not have access to a car.
- 67% of passengers were travelling to/from work.

Future lessons

It is important to involve operators in the design of the service, route, timetable and choice of vehicle. Ongoing marketing and promotion is essential.

For further information on Metro Connect Aire Valley, contact:

Erica Ward, Metro.

Metro Connect Wakefield Europort

This demand responsive service provides direct bus links to a key employment area, improving access to employment opportunities for some of Wakefield's most disadvantaged communities.

To meet employers' shift systems, services run at shift start and finish times and connect with other nearby bus routes. The first bus of the day leaves Castleford Bus station at 5.10am, getting passengers into Europort for a 6am shift start. Metro Connect uses Urban Bus Challenge and SRB funding.

Project challenges

- Encourage operators to bid for services, despite the long hours of operation required to meet the local area's travel to employment needs.

Project opportunities

- Develop links with Jobcentre Plus and local businesses to promote the service to existing staff and job seekers.
- Work with employers to market service directly to employees, by distributing timetables with their wage slips.

Project outcomes

Communities with high levels of unemployment now have improved access to local employment opportunities, which often involves early-start and late-finish shift work. Metro Connect Wakefield Europort has also acted as a catalyst for an additional bid for SRB funding to provide free travel to job interviews and new jobs.

Future lessons

It is important to involve operators in the design of the service, route, timetable and choice of vehicle, rather than being dictatorial. The service needs ongoing promotion through work with Jobcentre Plus and other local agencies, as well as engaging businesses to raise awareness of the service to existing employees and new job applicants.

For further information on Metro Connect Wakefield Europort, contact:

Erica Ward, Metro.



Metro Connect Bradford Trident

This bus service operates in a New Deal for Communities area which is the subject of a ten-year regeneration scheme being delivered by a community led company - Bradford Trident. The service connects communities, divided by a major road, with growing job opportunities at the Euroway Industrial estate, and to local health services and shops, including a local supermarket. For the first week of operation, all services were free of charge, as a special introductory offer.

Consultation with the communities in the Trident area showed that although people saw the Euroway Estate as a key local employment site, a lack of public transport access meant that they were unable to compete for jobs there. Feedback from local people also highlighted difficulties in accessing a new, major health centre. This was a particular problem for residents who had to travel across the main road to get there, this typically involved a two-bus journey into the city and back out, for what would have taken 5 minutes in a car.

In response to local feedback, Metro, Bradford Trident and Bradford City Teaching Primary Care Trust developed the Metro Connect service, with funding from the Urban Bus Challenge initiative.

Project challenges

- Secure funding to pump prime the service
- Market and promote the service to encourage take up

Project opportunities

- Work in partnership with a major regeneration scheme.
- Develop links with local communities, health care providers and businesses to promote the service.

Project outcomes

At this stage it is too early to identify any outcomes as the bus service was only launched at the end of October 2004.

Future lessons

It is important to engage with regeneration programmes and local service providers to raise awareness of access issues and identify opportunities to work together to address local needs.

For further information on Metro Connect Aire Valley, contact:

Tamsin Stephenson, Metro.

Safety and Security

Fear of crime is a significant deterrent to the use of public transport. This is often the case in deprived areas where people are around five times more likely than those in the least deprived areas to say that they are concerned about levels of crime.

Women and older people are most concerned about their security with 44% of women saying they feel unsafe waiting at a bus stop after dark. 18% of people say they would use buses more if personal security issues were tackled.

Among the ways PTEs have been tackling this issue is through establishing effective partnerships with police and other key agencies to tackle crime and nuisance, and through working with schools to both tackle problem behaviour and provide secure and attractive school transport.

Travel Safe

One of the many initiatives undertaken through TravelSafe to increase actual and perceived security on the public transport network has been the introduction of Community Support Officers (CSOs).

Funded jointly by Merseytravel and the Home Office CSO fund, these officers form part of the extended police family. They work across the transport network providing a highly visible uniformed presence offering reassurance to passengers and staff. The Transport CSOs are managed through Merseyside Police and are directed using Police and Merseytravel data. Examples of their positive impact include:

- Working with School Liaison Officers to address problems around school transport.
- Providing reassurance policing and a problem solving approach to residents affected by youths gathering at bus shelters.
- Joint working with Revenue Protection Officers.

Project challenges

Secure the necessary funding package, including support from other agencies and transport operators, to sustain the initiative after the Home Office funding ends.

Project opportunities

- Develop another way to respond to crime and disorder on public transport - especially the anti-social behaviour and micro-criminality which can deter wider usage of the network.

Project outcomes

It is too early to formally evaluate the scheme. However, all parties have reported delight at the presence of this highly visible presence of authority on the network.

Future lessons

The project is at too early a stage to sufficiently evaluate.

For further information on Travel Safe, contact:

Julian Westwood, Merseytravel.



Wigan Public Transport Police Unit

A Police Public Transport Safety and Security Unit has been set up in Wigan, funded by a partnership that includes Greater Manchester PTA and PTE, Greater Manchester Police, and the Metropolitan Borough Council. The unit aims to address all aspects of public transport-related crime and anti-social behaviour, including passenger perceptions.

The unit is based at the Borough's two bus stations, the unit consists of two police officers, four police community support officers and a liveried vehicle. The unit targets crime hotspots and provides highly visible presence at peak times.

Project challenges

- Sign up police and local authority partners to the project.
- Make people feel safer on the bus through the presence of additional staff.
- Avoid creating the impression that the bus station is a high crime area.

Project opportunities

- Develop strong relationship with partners.
- Become a forerunner for the possible development of a dedicated Greater Manchester Public Transport dedicated police unit.

Project outcomes

Officers from the unit have visited schools to highlight the potential outcomes of anti-social behaviour on public transport. There has been a reduction in the number of drug-related incidents at Wigan Bus Station, attributed to the presence of

the liveried vehicle parked near the station's toilets. Surveys conducted before, during and after the pilot will assess the impact on passenger perceptions.

Key statistics

The following results were taken 8 months into the pilot:

- 33 arrests for offences including criminal damage, possession of drugs, theft, assault, possession of a firearm and drunk and disorderly.
- Confiscation of tobacco, lighters and alcohol from youths in addition to verbal warnings regarding littering, swearing and spitting.
- 6 truancy sweeps have identified 105 individuals of school age in the bus stations.

Future lessons

The proposed staffing structure - one dedicated police officer, with the remaining staff being bought in from a larger pool of resource as and when required - did not prove effective, and a more structured staffing procedure was adopted.

For further information on Wigan Public Transport Police Unit, contact:

Joanne Nevitt, GMPTE



Police and Wardens travelling free on buses and trams

In order to improve safety and security on Greater Manchester's buses and trams, GMPTE brokered a concessionary travel agreement between Greater Manchester Bus Operators Association (GMBOA) and Greater Manchester Police to allow police officers (on and off duty), special constables and community police support officers to travel free on buses and the light rail system, Metrolink.

A further concessionary travel agreement between GMBOA and Greater Manchester community/neighbourhood wardens was negotiated to allow the latter to travel on buses free of charge whilst in uniform and on duty. GMPTE facilitated both these processes and drafted the necessary protocol/policy document.

Project challenges

- Create a more visible police presence on public transport.
- Avoid creating impression that the transport network is a high crime area.

Project opportunities

Encourage the community to use public transport by reducing perceived fears of crime and risk to personal safety.

Project outcome

Increased police and uniformed presence on public transport.

Future lessons

To negotiate a police/warden led monitoring survey to assess levels of usage and the benefits which police/wardens feel they derive from the initiative.

For further information on Police and Wardens Travelling free on Public Transport, contact:

David McNulty, GMPTE

Yellow School Bus

Metro, in partnership with schools and West Yorkshire district councils, introduced Yellow Bus pilot schemes in 2002. A successful bid to the Department for Transport for £18.7m of funding has enabled the extension of the 'My Bus' Yellow Bus services to approximately 300 West Yorkshire schools.

The 'My Bus' buses are highly visible, high floor, single deck and fully accessible. Each pupil is allocated their own seat (with seatbelt) on the vehicles, which are fully accredited by the Belt Up School Kids (BUSK) campaign. Each bus has a radio/CD player and on-board CCTV.

The Yellow Bus schemes usually include the following features:

- Regular bus drivers: Parents build up trust, and pupils build up a positive relationship with the driver.
- The Bus: Buses are yellow to alert other road users that children are on board and nearby. Buses are fitted with mobile phones to enable two-way contact between the driver and the Yellow Bus Hotline.
- Yellow Bus Hotline: A telephone number that parents call to inform the driver when their child is not using the bus.
- Register: The bus driver has a register to check all pupils are collected and transported to and from school.
- Safety Lessons: The Yellow School Bus Team visits schools to teach pupils the Yellow Bus Code for safe travel.
- Behaviour Policy: There is a strict '2 strikes' behaviour policy.

Project challenges

- Gain and maintain parental trust.
- Engage schools.

Project outcomes

There has been a reported improvement in attendance levels at some pilot schools.

Key statistics

- Up to 91% mode shift from car to Yellow Bus.

Future lessons

Target pupils living more than 1km from school; ensure Yellow Bus vehicle can access the school gate area safely; and ensure the routes do not 'steal' children from neighbouring schools' catchment areas.

For further information on Yellow School Bus, contact:

Jo Pudney, Metro.





SAFEMark Awards Scheme

The SAFE Partnership - Supporting A Friendly Environment - on public transport in South Yorkshire was launched three years ago. The scheme promotes and maintains personal safety on all forms of public transport in South Yorkshire. Partners include SYPTE, Stagecoach Supertram, First Group, Yorkshire Traction, Bus Operators Serving South Yorkshire (BOSSY), British Transport Police, South Yorkshire Police, and Arriva Trains Northern. One of the areas targeted for action is home to school public transport, in particular addressing problem behaviour relating to the county's secondary schools.

The SAFEMark awards scheme was developed out of the SAFE partnership to tackle concerns about the quality and safety of home to school transport. Awards are granted to schools which implement a structured response to their pupil transport issues. At present 64 of the 72 secondary schools in South Yorkshire participate in the scheme, with 18 of those awarded a safemark. Similar projects are now under way in West Yorkshire (Metro), London (Transport for London), Newcastle (Nexus) and Hartlepool.

Operators have seen many benefits from the scheme and are strongly supportive.

Project challenges

- Change long-established behaviour and attitudes.
- Address the perception that public transport is unsafe.
- Encourage greater communication between transport providers and schools (staff and students).

Project opportunities

- All stakeholders are united in the objective of improving behaviour and safety on public transport.
- Improve the profile of school transport.
- Increase modal shift from private car to public transport on the home-to-school journey.

Project outcomes

By reducing the incidents of damage and anti-social behaviour on school services it has been possible to provide additional services and improve the quality of vehicles. There are now plans to expand SAFEMark regionally and nationally.

Future lessons

Careful attention should be paid to the staffing resource needed to fully implement the scheme.

For further information on SAFEMark Awards Scheme, contact:

John Ansari, SYPTE, or Jo Pudney, Metro.

Transport Alert

Transport Alert aims to reduce crime and disorder on public transport. It was initially developed as a partnership between the police, bus operators and Nexus to address theft from buses in the North Tyneside district of Tyne and Wear. The initiative germinated from the enthusiasm and determination of an individual police officer and the Nexus District Bus Manager to make a concerted attempt to tackle what was, at the time, a growing problem. It now covers all aspects of criminal damage and disorder on buses across all districts in the area, and District Council officers are now also involved in the process.

Principally, the scheme is a forum for exchanging information on incidents and developing closer working with the police and Local Safety Partnerships (LSP) for bus-related crime. The scheme ensures that Northumbria Police is aware of the nature and extent of public transport-related crime, and can act accordingly in partnership with the other stakeholders.

There have been many successes arising from the partnership, such as a proactive stance where disorder patterns have been identified. Thefts from unmanned buses reduced by 58% between 2001 and 2002, drivers have an increased awareness of the issues of racial and sexual harassment by passengers, and by registering bus stop numbers on the police computer system, it is easier for mobile patrols to intercept buses en route in the event of an incident.

Project challenges

- Develop closer links with the police and Local Strategic Partnerships.
- Improve dialogue with bus operators.
- Raise the profile of transport crime within police priorities.

Project opportunities

- Local Strategic Partnerships are an important opportunity, as information exchange and analysis leads to targeting of hot spots.

Project outcomes

A better working relationship with the police has been fostered, leading to improved police awareness of transport crime and a high profile presence on public transport. There are now better links with bus operators and schools, and the scheme has improved bus driver confidence.

Future lessons

Proactive and committed leadership and persistence is needed. Co-operation between police and operators is essential, and forums are very useful for promoting mutual understanding of problems.

For further information on Transport Alert, contact:

Ken Kemp, Nexus.

Travel Horizons

People on low incomes can be reluctant to travel long distances, or for a long time. The average distance to work for people on low incomes is three miles compared with eight miles for the general population.

This is a particular problem for jobseekers, who may be unwilling to look for, or consider, job vacancies outside a narrow geographic area.

Travel horizons can be limited because of:

- lack of trust and confidence that the bus will get them to where they need to be on time
- lack of knowledge of how to get to places using public transport. Sometimes services are available for the journeys people want to make but lack of awareness means these opportunities are not taken up
- a tendency to look for work in, or travel to, places that are familiar.

Frequent changes to bus routes and timetables can compound all these difficulties.

Among the ways PTEs are tackling this is through better information about services.

This can include information which is more clearly presented and easy to assimilate than the traditional bus timetable and map. This includes maps and guides, which relate public transport services to the location of key destinations, and the routes from the stops and stations to those destinations.

PTEs are also pioneering 'travel training'. Travel training is about giving people the training, information, guidance and confidence they need to be able to use public transport. Travel training can help people to access employment, or it can give disabled or older people the ability to use public transport independently, rather than relying on specialised social service transport.

Bus Buddying

Bus Buddying provides one-to-one support to give people from excluded groups the understanding and confidence they need to use public transport in and around the Leeds area.

The scheme is open to older people, learning disabled people, people with physical and sensory impairments, mental health service users and people with long-term illness.

After an initial assessment, trained Bus Buddy volunteers travel out on the public transport network with their client boosting their self-assurance and ironing out problems as they arise. When they feel their client has regained sufficient confidence to use the public transport network on their own, the Bus Buddy gradually reduces their support.

The service is provided in partnership with Leeds Alternative Travel, Leeds Social Services and the Transport Action Group, and is funded through the Department for Transport's Urban Bus Challenge.

Project challenges

- Develop a new, ground-breaking concept.
- Encourage individuals to become independent travellers in deprived urban areas of Leeds.

- Secure funding to sustain the service, and expand in other areas when Urban Bus Challenge funding finishes.
- Recruit staff with a broad range of abilities and provide training on disability, individuality and diversity issues.
- Ensure results provide value for money.

Project opportunities

- Work in partnership with local operators, local authorities and the community.
- Develop links with other service providers.
- Design the service around users' needs with continuous development based on their feedback.
- Target particular operational problems.
- Assist service operators in improving customer satisfaction for disabled passengers with specific needs e.g. wheelchair users.
- Expand the service across the five metropolitan districts of West Yorkshire.

Project outcomes

The local operators' fully accessible services are used more frequently since the buddying scheme's support and promotion. The newly independent travellers would not have travelled on public transport prior to the training.

Key statistics

- Over 160 people have registered an interest in the service so far, and almost 100 have become independent travellers.
- The independent travellers estimate they will complete over 5,000 journeys per annum collectively.

Future lessons

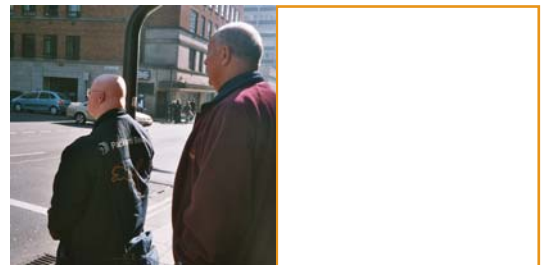
The importance of multi-agency training, and the use of experience and good practice provided by other agencies, has been recognised. It is also vital to train the trainers thoroughly. This scheme employs both paid and unpaid travel assistants, who undergo a month long induction and training package.

The training includes disability and mental health awareness; sighted guide training; communication skills; first aid; health and safety; moving and handling; duty of care, and risk assessment, as well as mentoring from an existing buddy.

It is important to ensure the infrastructure is in place to support disabled travellers post training, including fully accessible routes, and driver training and awareness. Getting feedback is also essential: on completion of travel training, the client completes an evaluation sheet, which will enable the service to be continuously adapted to meet the requirements of future clients.

For further information on Bus Buddying, contact:

Alice Sheldon, Metro.



Travel Opportunities

This small pilot provides funding for three voluntary organisations to work with specific groups in the local community - such as ethnic minorities or those with mental health or special needs - and train them on how to access public transport.

Project challenges

- Develop a full programme from the small pilot.
- Target those with disabilities and encourage them to use public transport.

Project opportunities

- Make it possible for hard-to-reach groups to access public transport.
- Work with Liverpool Voluntary Society for the Blind, Mencap and Shaw Trust to train those from ethnic minority groups who have recently lost their sight, or have mental health problems or learning difficulties.

Project outcomes

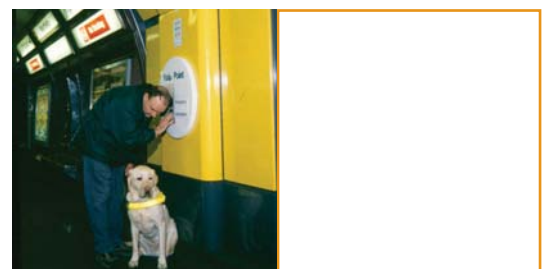
Members of the public who might never have used public transport have now become independent travellers. Through specific targeting and training more people are now able to gain access to public transport, and so reduce exclusion.

Future lessons

The project can be expanded into a full programme to enable more people to use the system. There is also the opportunity to work with the voluntary sector to target particular community groups more effectively.

For further information on Travel Opportunities, contact:

Paulette Lappin, Merseytravel.



Travel Training

This project uses an innovative method to teach children with behavioural difficulties how to use public transport. Year 6 students at a local special needs school are supported and trained in making the transition from school transport to accessing public transport services, with the key aim of building their confidence. This has been developed through the creation of artwork for the bus station, which is used to highlight the GMPTE Travelshop.

Project challenges

- Build confidence among young people who have never used public transport

Project opportunities

- Address how such a localised initiative can be used in a wider remit.
- Progress work with local voluntary organisations and education departments to create a curriculum-based Travel Training module on the existing GMPTE Education website.

Project outcomes

The project gives young people the confidence to access public transport for the first time, and reduces the risk of future social exclusion.

Future lessons

Attention should be paid to the staffing resource if the project is to be implemented as a scheme with local organisations.

For further information on Travel Training, contact:

Helen Beavan, GMPTE.



Local Travel Guides

Local travel guides are location-specific guides that provide a list of all the travel opportunities to and from a location by all public transport operators. They are in a simple format, and easily updateable and photocopied. They are designed to answer the question 'How can I get to or from this location?' and address the general lack of knowledge about accessibility.

A range of organisations use the guides, including companies, hospitals, Jobcentres, community groups, resource centres and estate agents. Companies use site-specific guides to encourage potential employees to join their company. A master copy of the guide is provided to companies so that they can photocopy them themselves.

Project challenges

- Raise awareness of public transport links.
- Produce a simple guide design which is easy to copy and update.

Project opportunities

- There was no existing product which addressed the lack of knowledge of travel possibilities.

Project outcomes

A simple, automated process has been developed to produce the guides. The local guides are one of South Yorkshire PTE's most popular information products.

Key statistics

- More than 50% of people did not realise that they had good public transport connections from their area.
- 200 versions of the guides have been provided for local areas, and for 15 individual locations.

Future lessons

The guides could be improved by the addition of a simple local bus stop map - however, it is important that this is done without compromising the simplicity of the guide and the ease of its update.

For further information on Local Travel Guides, contact:

John Ansari, SYPTE.



Access Guides

The access guides for road, rail and metrolink services are designed to assist journey planning. They contain useful information about planning travel in and around the Greater Manchester area.

The road-based guides give general information about door-to-door transport services, taxis and private hire cars, as well as accessible buses and coaches. The rail and metrolink guides highlight the access features, or barriers, at each station/stop - enabling passengers to plan a route suitable for their needs.

Project challenges

- Keep the guide up-to-date, in view of the vast amount of access improvements taking place on the transport infrastructure, and the large number of stations within Greater Manchester.

Project opportunities

- Support and encourage an active community.

Project outcomes

The guides provide practical and up-to-date information on the accessibility of services and stations.

Future lessons

To consider other ways of disseminating the information i.e. CD-rom and interactive methods.

For further information on Access Guides, contact:

Helen Beavan, GMPTE.

Access Guide

The Access Guide is a journey planning aid that details the access features and barriers along pedestrian routes, from centres of interest to various transport options (bus and rail stations, ferry terminals, and interchanges).

The Access Guide gives people the knowledge to decide whether they can start or finish a journey at a particular terminal.

Project challenges

- Keeping the website up-to-date as facilities are upgraded.

Project opportunities

- The access guide is a model for other transport authorities to adopt and develop to improve the mobility of disabled people throughout the North West.

Project outcomes

Many disabled people are now using the access guides to help plan their journeys. Organisations working with disabled people also use it to assist with travel planning and travel training

Future lessons

The website needs to be further developed. For example stations could be listed in route order (for print off) so that cautious travellers, or the visually impaired, can use the print off and station announcements, to keep track of their journey. More information on bus services can also be provided as more routes are operated with more accessible vehicles.

For further information on Access Guide, contact:

David Finnegan, Merseytravel.





Public Art at Oldham Bus Station

GMPTE is committed to engaging local people in the design and care of the waiting environment and is increasingly using public art as a way of achieving this. This project helped hearing and deaf young people examine travel issues whilst producing colourful artwork for display at Oldham Bus Station.

Working with a GMPTE commissioned artist, students took photographs, and manipulated the digital images, to produce a vibrant 'Welcome to Oldham Bus Station' sign. Each letter has been displayed in sign language, with images relating to the individual letter spelling out a warm welcome.

The artwork highlights public transport accessibility issues, whilst brightening up the bus station and also enhancing understanding of British Sign Language.

Project challenges

- Make public transport accessible and welcoming to deaf people.
- Produce artwork that reflects the Oldham community.

Project opportunities

- Help build young peoples' confidence in using public transport, many of whom had previously only travelled to school in their parents' car.

Project outcomes

The bus station artwork gives a colourful and vibrant welcome to both deaf and hearing passengers, using digital photography and collage. It has raised awareness of, and built confidence in the use of public transport among the young people who participated, many of whom had previously only travelled to school in their parents' car. The project has also built a positive relationship between the participating young people (transport users of the future), the community and local public transport service providers.

Future lessons

This artwork was quick and cost-effective and the young people were engaged from the beginning.

For further information on Public Art at Oldham Bus Station, contact:

Emma Whittaker, GMPTE.

Personalised Travel to Interview and Work

This project gives personalised advice to job seekers (and Jobcentre advisors) on how to travel to interview, or work locations, by public transport. South Yorkshire PTE Travel Advisors work with Jobcentres in Doncaster to provide face-to-face advice - a travel advisor is present at each centre once a week. The advice is also available by telephone (a dedicated phone number is provided). Personalised journey planners can be provided for individuals if required.

A "travel to interview" day ticket can be provided to interviewees, which is purchased by Jobcentres at 50% discount. SYPTE Travel Advisors also attend recruitment fairs to provide advice to potential employees on public transport, ticketing offers and discounts.

Project challenges

- Fairly resource intensive, especially in staff time.
- Agree discounts with operators and demonstrate growth in patronage.

Project opportunities

- Employers identified perceived inaccessibility as a barrier to recruitment.
- Recruitment agencies may be prepared to fund the advisors; currently, one agency in Doncaster funds an advisor one day a week.

Project outcomes

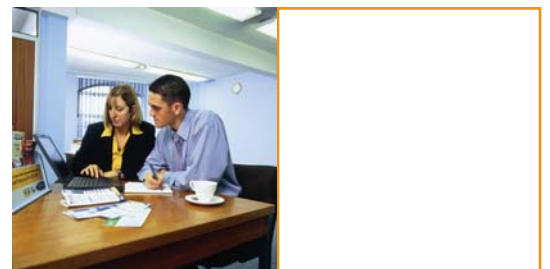
Currently a private company, franchised by the Jobcentre, funds an advisor for one day a week, and they are looking to extend this. Discussions are being held with Sheffield Jobcentres to see if a similar service can be offered there.

Future lessons

There is clearly a demand for the service, but there have been difficulties in getting the advisors into the Jobcentre offices. This has proved to be wholly dependent on the goodwill of individual managers. It has become clear that further development will need to be done through managers at a regional or national level.

For further information on Personalised Travel to Interview and Work, contact:

John Ansari, SYPTE.





Access to Healthy Affordable Food in Barnsley

This project involves producing a map that shows the location of shops selling healthy, affordable food and how to reach them by public transport from areas of social deprivation in Barnsley.

The project has been developed in partnership with Barnsley NHS Trust.

Project challenges

- Cost of producing an updated map when services change.
- No similar information was previously available.

Project opportunities

- Barnsley NHS trust was keen to develop this product, and had available funding.

Project outcomes

A booklet was produced containing details of the appropriate shops and the public transport access to the shops. The map is included in the booklet.

Future lessons

The biggest difficulties during the production of the booklet were the constant service changes in the area. This has led to delays in the production of the booklet and will inevitably cause difficulties in the future in keeping the information up-to-date. This has potential cost implications for the NHS trust.

For further information on Access to Healthy Affordable Food in Barnsley, contact:

John Ansari, SYPTE.

Language Line

There are 54 languages spoken in Greater Manchester. Recent consultation with black and minority ethnic groups revealed that many experienced difficulties when trying to access information about public transport.

Although GMPTE surveys found that people generally preferred to access information by telephone - consultation with diverse groups showed that they preferred face-to-face contact, and relied heavily on Travelshop staff for information.

To address this need GMPTE aims to provide personalised advice in the appropriate language. This has been achieved by ensuring that all frontline staff have access to the Language Line interpreting service. Language Line enables immediate, over-the-phone access to interpreters in over 120 languages.

Project challenges

- Develop this service and use it across all GMPTE service areas.
- Ensure black and minority ethnic groups know this service now exists.

Project opportunities

- Work with local ethnic communities to identify transport barriers and needs.
- Engage black and minority ethnic groups to jointly address transport issues.

Project outcomes

This project is providing a better service for ethnic communities in Greater Manchester.

Future lessons

To ensure that the scheme is incorporated into all new communication projects from the outset.

For further information on Language Line, contact:

Helen Beavan, GMPTE.



Mobile Travel Centre

The Mobile Travel Centre is a fully accessible vehicle, funded with the Rural Transport Grant from the Scottish Executive. It visits locations in rural areas where there is reasonable foot traffic, but not sufficient justification for the provision of a permanent travel centre.

The Mobile Travel Centre usually visits locations which are some distance from SPT Travel Centres. The vehicle is fitted with a computerised journey planner (JESS) and a full range of timetable and concessionary travel information.

Project challenges

- Provide a quality of service equivalent to that provided by an SPT Travel Centre.
- Establish locations where there was sufficient demand.
- Effective marketing.

Project opportunities

- Broaden the scope of information provision within the Strathclyde area.

Project outcomes

The Mobile Travel Centre has become established within the communities it serves and has a regular clientele.

Key Statistics

- The travel centre visits 35 locations in a typical five-week period.
- 12,567 customers used the service in 2003/4.

Future lessons

It is important to work closely with local authorities, councillors and community groups to help establish the service with the communities it visits.

For further information on Mobile Travel Centre, contact:

Chris Carberry, Strathclyde PTE.

Project Officer Contact Details

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