

Annex 2.6

How Transport is contributing to Social Inclusion

1. A number of transport authorities in England have been successful in developing transport initiatives aimed at ensuring that public transport services provide access to all. For instance, real time information systems, integrated ticketing schemes, interchange facilities, the introduction of low-floor and accessible vehicles, the development of demand-responsive services are all good examples of improved accessibility.

2. Equally important has been the development of accessibility tools aimed at addressing transport barriers to key services particularly for the most disadvantaged groups in society. Studies show that people on low income travel shorter distances to work than the general population. So jobseekers without access to a car may be unwilling to look for job vacancies outside a narrow geographic area, which significantly limits their opportunities.

3. Transport authorities across the country are already developing a range of transport measures aimed at providing tailored travel solutions for specific groups including those suffering from mental health, learning difficulties, physical disabilities, the homeless or the long-term unemployed. These measures include public transport concessionary fares; travel training schemes, Bus Buddying and the provision of travel information in a personalised manner.

4. Improved accessibility not only helps reduce social exclusion, it also has an overall impact on:

- Supporting economic regeneration
- Enabling independent living and therefore better quality of life
- Facilitating transition from welfare to work
- Reducing health inequalities and
- Improving participation and attendance in education
- Land use planning and effective transport provision have a crucial role to play in supporting these wider social objectives by making opportunities more accessible

5. The creation of Local Strategic Partnerships (LSP), and the subsequent development of Sustainable Community Strategies (SCS) and Local Area Agreements (LAA) - aimed at integrating social, economic and environmental issues - has urged transport authorities to work closely with LSPs to promote the role of transport as key driver for regeneration and to ensure that accessibility issues are fully embedded in their SCS and LAAs.

6. “Local transport services: new local performance framework” paper (DfT and Communities & Local Government) highlights the importance for transport authorities to work closely with LSPs in order to identify how public transport can contribute to informing and delivering a wide range of outcomes covered by Sustainable Community Strategies.

7. The introduction of accessibility planning into LTPs (Local Transport Plans) have already proved added value to this process. Accessibility planning extends beyond issues of transport and has proved to be a useful tool for drawing upon a wider set of expertise, responsibilities and interest from a number of agencies enabling effective joining up working.

The challenges ahead still facing transport authorities are:

1. Synergy between the national objectives set in the NAP, those highlighted at local level by the LSPs and those set by Local Transport Plans.
2. Collective engagement and representation of citizens, local communities, public transport users, transport operators and disadvantaged groups with the work of the LSPs in order to provide different perspectives on transport needs.
3. Bringing together the various funding streams to enable the delivery of cross-cutting schemes that represent local solutions to local people and in particular for those most in need.

The following provides a list of best practice projects in the area of the West Midlands and Merseyside:

Organisation	Project Name	Project Description
Centro	WorkWise	WorkWise is a partnership programme aimed at removing the transport barrier for individuals seeking to return to employment. The project has proven to be a very successful means of broadening travel horizons, increasing confidence and most importantly getting individuals back into work. The tools that are utilised are specialised face to face personal journey planning advice and guidance from WorkWise Officers and financial support in the form of free travel passes for attendance at interviews and currently up to 2 months passes if job-seekers are successful in attaining employment
NACRO	Moving On Transport	NACRO aims to run a public transport education programme through a series of eight week courses over a two year period. The 'Moving on Transport (MOT)' project will improve young people's behaviour, communication and key skills with the overall aim of reducing youth offending on public transport in the Black Country.

Organisation	Project Name	Project Description
Community Transport Solihull	Skills on the Road	Community Transport Solihull will provide MiDAS (Minibus Driver Awareness Scheme) training for volunteer drivers and passenger assistants. The objective is to raise service standards, provide skills that are transferable and improve employment prospects of the trained drivers and escorts. CT will also have access to a pool of trained local volunteer drivers and escorts that they and other voluntary organisations can utilise to build capacity and improve access to services such as health and employment.
B'ham & Solihull Mental Health NHS Trust	Mental Health & Inclusion Awareness Training for TWM	Birmingham & Solihull Mental Health NHS Trust will provide mental health awareness training to management staff and trainers at Travel west Midlands in order to raise the awareness and understanding of mental health issues and improve TWM customer care provision. The training involving the production of a DVD with mental health service users actors will be rolled out to three hundred TWM bus drivers.
Community Transport Birmingham	B'ham Healthy Elders: Activities for Living to Help Stay Young	Community Transport will provide a minibus service which will enable members of minority ethnic groups to take part in fitness activities. The service will take the elderly to swimming baths, fitness centres and areas of natural beauty to take part in walks and associated healthy activities.
Centro	SEN & Mental Health Travel Training Programme	To develop a travel training programme incorporating a manual, guide and practical tools that will help to fill the knowledge gaps, provide the skills and tools to encourage pupils attending Special Educational Needs schools to travel without the need of assistance. Also to research the need for travel training for people affected by mental health issues. This research would lead on to the provision if appropriate of tools and guidance.
Community Transport Dudley	Volunteering Matters	Community Transport will recruit a full-time Volunteers Manager Post in order to increase opportunities for the volunteer helpers who support the work of community transport and to strengthen the framework within which these helpers work. The new post will help create an attractive and positive environment for the volunteers and give them improved opportunities for structured self development. The post will also hopefully help increase retention levels and help recruit new volunteers, particularly from groups under-represented in the charity.
Community Transport Birmingham	Super Hospital Health	This pilot aims to provide a bus link for residents of three Kings Norton housing estates to the QE site via a pilot Demand Response Transport Service. It aims to address the needs of residents who don't meet Patient Transport Services criteria, but experience difficulty in using public transport services. It is hoped that it will meet the needs of carers, relatives and other visitors seeking access to health facilities, along with those employed at the site.

Organisation	Project Name	Project Description
Community Transport Walsall	Access to Employment	The project will fund a demand responsive bus service linking areas of high unemployment to deprivation to employment growth zones in Walsall. It is a pilot bus service, linking Blakenall to Aldridge's employment zone and provide journeys currently difficult to achieve via mainstream public transport provision.
Bilston Children and Youth Clubs	Fast and REGENER8	The project aims to transport children to and from a Friday night youth and children's club and also to a summer club during the school holidays. The funding will support a minibus, which will collect and drop off children from nearby estates. The minibus will also allow the clubs to continue pursuing outreach work to new estates and areas of deprivation.
Business in the Community	Client Travel Project	The project, supported by businesses aims to help unemployed, homeless people back into employment and independent living. The Client Travel programme aims to get homeless people ready for work, through creating a four stage programme. This includes a Registration Day, a two day training programme, a two week work placement, and Post Placement Support. SIF is funding a new post to operate this programme, with match funding purchasing the tickets.
Murray Hall Community Transport	Cancer Service User Transport Needs	This project aims to give patient's greater choice and access to treatment. The study will recommend improvements and present a range of business case options for reducing the transport barriers cancer service users face. Murray Hall Community Trust in partnership will then act upon these recommendations with Sandwell PCT and the Heart of Birmingham PCT.
Hamstead Housebound Action	Hamstead Housebound Action	Hamstead Housebound Action Project has been awarded funding to provide elderly people in the Hamstead area of Birmingham with an enhanced door-to-door transport service, enabling them to gain access to freshly prepared hot meals. The minibus service will take place every fortnight and pick up elderly people from the surrounding areas to the local church. The project will also carry out outreach work to recruit new members. The project will begin in January 2008.
Sutton Central Group	Independent Travel for Disabled Young People	The project will support four travel trainers in schools across North Birmingham to promote independent travel to young disabled people. The project will begin in January 2008 and it is hoped four travel trainers will be trained to promote travel training within the area. The first stage will
Independent Travel Training Consultancy Service	Developing Independent Travel Training	This group has been successful in achieving funding for their 'Independent Travel Training' project. The project aims to empower schools to be sustainable by providing travel trainers, which then integrate travel training into the school curriculum. The project will start in January 2008.

Organisation	Project Name	Project Description
Coventry City Council – Routeforward	On route	Coventry City Council has been awarded funding for their 'On Route' programme. The project will aim to reduce the number of claimants of incapacity benefits by providing individualised journey planning and individualised travel training packages, in order for them to feel more confident in making their journey to work and break down current barriers. The project will start in January 2008.
Piece of Mind Theatre Company	Community Safety	<p>The project aims to create and produce 'Theatre in Education' performances and workshops for adults experiencing mental health issues. The performances will examine a number of key themes including community safety and crime reduction on public transport and will take place at 14 Primary Care Trust day centres across Birmingham and to a number of charities and support groups. Later on in the year, the theatre group will also go on tour and perform at Birmingham's Arts Fest.</p> <p>The projects main aims are to promote positive mental health to client's experiencing mental health problems and to use theatre performances as an aid in assisting their recovery.</p>
Wolverhampton PCT	Journey to GEM	Wolverhampton City Primary Care Trust in partnership with Community Transport has been conditionally awarded funding to provide a demand responsive service aimed at hard to reach groups accessing the GEM Centre (a specialist centre offering a range of health care services to families) in Wolverhampton. The project will start in January 2008.
Birmingham City Council Lead (All WM Districts)	Community Travelwise	Community Travelwise is an original idea formulated by the Principal Engineers Group (PEG) Travelwise Sub-group that is designed to get community groups involved in thinking about their members travel habits, encouraging travel and broadening travel horizons. The main principle is that community groups affiliate to the programme and receive a package of support and assistance designed to assist with their travel needs.