



South  
Cambridgeshire  
District Council

# Community Transport Strategy, 2010-2012: Action Plan

in collaboration with the  
South Cambridgeshire Local Strategic Partnership



January 2010

## Community Transport Strategy - Action Plan: 2010-12 (Quarters 1-8)

### Key:

SG – Steering Group

DG – Delivery Group

UG – User Group

PO – Partnerships Officer

SPPO – Senior Planning Policy Officer

EqDO – Equality & Diversity Officer

SSO – Strategic Sustainability Officer

EDO – Economic Development Officer

1. UNDERSTANDING NEED					
a) Identify unmet need	Actions & Commitments	Resource Implications	Timescales	Lead	Outcomes
	Engage with Cambridgeshire ACRE and the Community-Led Planning process to identify the needs of local communities regarding CT provision	Officer time	Q2 2010-11 ongoing	PO	Existing research and planning utilised. Locally identified needs addressed
	Determine and understand the reasons for low take up in certain areas of the district, e.g. Willingham. Are needs met or are there clear / hidden reasons for low usage?	Officer time DG time UG time	Q1 2010-11 ongoing	PO UG	Reasons for areas of low / high usage determined and inform future needs analysis and publicity.

	<p>Continue mapping of service users (existing and potential) based on agreed priorities and eligibility criteria. This will need to be done in an anonymous and confidential way where appropriate, including:</p> <ul style="list-style-type: none"> <li>• Residents without access to personal or public transport</li> <li>• Rurally isolated individuals and communities</li> <li>• Young families</li> <li>• Lone parent families</li> <li>• Young people (16-19, up to 25 with special needs) <ul style="list-style-type: none"> <li>○ Late night travel to and from Cambridge</li> <li>○ Access to positive activities</li> <li>○ Access to education and employment</li> </ul> </li> <li>• Older people (65+)</li> <li>• Residents with mobility issues</li> <li>• Residents engaging with obesity/healthy weight programmes</li> <li>• Residents with a disability</li> <li>• Residents with a clinical/medical need</li> <li>• Incapacity Benefit and Severe Disablement Benefit claimants</li> </ul>	Officer time DG time	Q1 2010-11 ongoing	PO DG	Benchmark established, relevant information mapped and maintained
	Continue mapping of gaps in CT service delivery on a service or geographical basis, including numbers of vehicles, appropriateness of vehicles, drivers, fees etc	Officer time DG time	Q1 2010-11 ongoing	PO DG	Benchmark established, relevant information mapped and maintained
	<p>Continue research into the types of journey residents want/need to make and consider flexible solutions to meet demand</p> <ul style="list-style-type: none"> <li>• Clinical / medical – GP and hospital</li> <li>• Social – societies and clubs</li> <li>• Leisure and sport</li> <li>• CAB / job centre</li> <li>• Post Office</li> <li>• Pharmacy etc</li> </ul>	Officer time DG time	Q1 2010-11 ongoing	PO DG	Benchmark established, relevant information mapped and maintained
	<p>Review and update rural services survey data, in particular the parishes that didn't respond in 2007 and changes in status</p> <ul style="list-style-type: none"> <li>• post office closures</li> <li>• Prescribing GP surgeries</li> </ul>	Officer time short term Consultant time longer term	Q2 2010-11 ongoing	PO SG DG	Current information relating to village services on which to base CT service provision

	<p>Undertake mapping and cross-referencing of CT services with public transport to determine gaps in provision and appropriateness of provision</p> <ul style="list-style-type: none"> <li>• Sunday services</li> <li>• Travel to work in Cambridge</li> <li>• Late night travel to and from Cambridge</li> </ul>	Steering Group (SG) time Officer time	Q1 2010-11 ongoing	PO SG DG	Benchmark established, relevant information mapped and maintained
	<p>Undertake research into neighbouring authorities, regional bodies, national and international good practice</p> <ul style="list-style-type: none"> <li>• East of England Ambulance Service</li> <li>• Herts Patient Transport</li> <li>• Norfolk Patient Transport</li> <li>• Lincolnshire CT planning</li> <li>• German/Dutch models for CT and equivalent</li> </ul>	Officer time	Q1 2010-11 ongoing	PO DG	Comparisons made, good practice drawn on and South Cambs practice contextualised
<b>b) Build upon conventional transport</b>	Engage as appropriate in local transport and accessibility planning in order to raise the profile of CT issues. E.g. low floor buses, Park and Ride etc	Officer time	Q1 2010-11 ongoing	SPPO	Joined up design, development and delivery of services
	Engage in concessionary fare consultation work and planning	Officer time	Q1 2010-11 ongoing	SPPO	Joined up design, development and delivery of services
	Investigate use of school transport for other eligible residents within the community	Officer time DG time	Q3 2010-11	PO DG	Maximised use of existing services and resources for the delivery of better services to the community
	Map good practice across the district and investigate the potential to replicate schemes and ideas where possible	DG Time SG Time Resources to pump prime and deliver new programmes	Q2 2010-11 ongoing	PO DG	Good practice learnt from and capitalised on in order to provide suitable, effective, viable and sustainable services

<b>2. DEVELOP CAPACITY, SELF-SUFFICIENCY AND ENVIRONMENTAL SUSTAINABILITY OF SERVICES</b>					
<b>a) Work with service providers</b>	<b>Actions &amp; Commitments</b>	<b>Resource Implications</b>	<b>Timescales</b>	<b>Lead</b>	<b>Outcomes</b>
	Set up and facilitate a CT user group (UG) to include representatives of those who need CT schemes, including the elderly, disabled, blind etc according to priorities agreed below	Officer time UG time Meeting Resources	Q1 2010-11	PO	Improved communication and mapping by individuals and groups whose members are beneficiaries of CT schemes
	Determine and agree shared priorities for CT Strategy delivery, including weightings, user groups, service development, and geographical areas of need etc.	Officer time SG and DG time	Q1 2010-11	PO SG	Agreed priorities mandated focus for DG
	Engage in environmental sustainability and impact work	Officer time	Q2 2010-11 ongoing	PO SSO	Joined up design, development and delivery of services
	Engage in review of Patient Transport services ensuring eligibility criteria are aligned	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services
	Investigate the development of organised/group transport and schemes to reduce passive travel without impacting negatively on lifestyle / activity	Officer time DG time	Q3 2010-11	PO DG	Contribution made to the reduction in CO <sub>2</sub> emissions and unnecessary travel.
	Define, agree and implement eligibility criteria based on agreed priorities and consistent with eligibility criteria of other CT and related schemes to avoid duplication and conflict <ul style="list-style-type: none"> <li>• Access to essential services</li> <li>• Social journeys</li> </ul>	Eligibility workshop resources  Focus groups for stakeholders  Officer time	Q1 2010-11	DG SG PO	Consistent and reliable services Clarity for residents about eligibility
<b>b) Address the barriers</b>	Set up and facilitate CT Strategy Delivery Group (DG), including service providers, relevant County and District CT Officers and, by invitation when appropriate, public transport providers	Officer time DG time Meeting Resources	Q1 2010-11	PO	Improved communication and agreed shared delivery mechanisms
	Align CT planning and partners' VCS funding where relevant and consider financial impact and viability of service developments	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services

Agree and implement a range of performance management and service delivery data to be collected from CT schemes in a comprehensive, standardised and systematic way in order to be able to make comparisons and further develop CT services	SG Time Officer Time DG Time	Q1 2010-11 ongoing	PO SG	Performance and service delivery measured and monitored enabling the channelling of appropriate resources, where relevant.
Implement County Council's recommended operating standards for all schemes across the district, particularly voluntary car schemes	DG time Officer time Publication of car scheme information pack	Q1 2010-11 ongoing	DG	Legal requirements met and safety of service operators and users ensured
Ensure County Council policies regarding CRB checking procedures are followed within all schemes and renewals are undertaken on a regular basis	County Council funding	Q1 2010-11 ongoing	DG PO	Safety of service operators and users ensured
Investigate the feasibility of a requirement for CT schemes to implement a quality assurance scheme, such as PQASSO	Training Time to implement Officer time (support)	Q2 2010-11	DG PO	Quality assured schemes that evidence continuous improvement resulting in improved policies and procedures, services and outcomes for service users and funders alike
Encourage schemes and agencies to identify and share good practice and positive outcomes, mapping activity across the district - also see 2a) work with service providers	DG time Officer time	Q2 2010-11 ongoing	DG PO	Good practice shared and positive elements of services and practice disseminated across the district
Evaluation to be built into funding for pilot schemes as appropriate and where it is anticipated that the replication of a scheme would be feasible and to the benefit of another community (i.e. Helping Hands scheme in Balsham)	SG time DG time Officer time	Q4 2010-11 ongoing	SG	Good practice shared and positive elements of services and practice disseminated across the district
Work with SCDC Licensing Officer to ensure compliance with current legislation	Officer time	Q1 2010-11 ongoing	SG PO	All schemes are able to operate harmoniously with commercial enterprises
Support organisations to recruit, train and retain suitable volunteers in the delivery and management of their schemes <ul style="list-style-type: none"> <li>• Links to volunteer centres</li> </ul>	Officer time SG time DG time	Q3 2010-11	PO DG	Longevity of services enhanced and community members active

### 3. ACCESS TO COMMUNITY TRANSPORT

a) Increase awareness	Actions & Commitments	Resource Implications	Timescales	Lead	Outcomes
	Improve information dissemination regarding CT schemes and availability etc, ensuring stakeholders at every level are informed and aware of local services	DG time	Q2 2010-11	DG PO	Improved local knowledge about what exists and where, and how it can be accessed
	Develop bespoke marketing materials and mechanisms for services, targeted at specific cohorts of existing and potential service users	DG Resources	Q2 2010-11	DG PO	Appropriate messages delivered to service users and numbers of service users increasing
	Investigate the feasibility of implementing a central help desk function to field enquiries and allocate referrals to the most appropriate CT scheme	SG time Officer time	Q2 2010-11	SG PO	Efficient service for residents which provides access to appropriate and timely CT
<b>b) Forward planning</b>	Engage as appropriate in growth area planning and raise the profile of CT issues	Officer time	Q1 2010-11 ongoing	SPPO	Joined up design, development and delivery of services
	Engage in obesity strategy and health improvement planning and make links between healthy living programmes, isolation, and CT services	Officer time	Q1 2010-11 ongoing	SPPO PO	Joined up design, development and delivery of services
	Engage in children and young people's service planning and raise the profile of CT issues. <ul style="list-style-type: none"> <li>• use of school transport for the wider community</li> <li>• services to enable young people to access positive activities</li> <li>• access to children's centres</li> </ul>	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services
	Engage in disability strategy work.	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services
	Engage with inclusion planning work.	Officer time	Q1 2010-11 ongoing	PO EqDO	Joined up design, development and delivery of services
	Investigate further sources of funding for scheme delivery and publicity	Officer time	Q2 2010-11	SG DG PO	Comprehensive funding strategy accompanies plan and enables implementation based on need, rather than resource availability

	Work with local businesses to investigate how the use of technology can support improved CT schemes and the provision of local services.	Officer time SG time DG time	Q4 2010-11	PO SG EDO	Innovative services meeting local need.
	Investigate the possibility of private sector sponsorship for CT schemes <ul style="list-style-type: none"> <li>Fuel provision / discounts</li> </ul>	Officer time DG time	Q4 2010-11	PO DG EDO	Partnerships created with local/local branches of regional and national organisations. Core running costs reduced for schemes concerned.
	Investigate new ideas: <ul style="list-style-type: none"> <li>Mobility scooter hire scheme</li> <li>VCS trust for delivery of CT services</li> <li>Shared vehicle ownership schemes</li> </ul>	SG time DG time Officer time Financial resources	Q2 2010-11	SG PO DG EDO	Innovation in service delivery and residents who feel happy with the services available in their local area.
	Investigate the potential use of children's centres by a wider range of community members for essential and social services and the feasibility of transport to and from these 'hubs'	Officer time	Q4 2010-11	PO	Maximised use of existing services and resources for the delivery of better services to the community
	Investigate use of 'dormant' vehicles (college vehicles, CT schemes, adapted minibuses and taxis), particularly at evenings and weekends, to provide additional transport for residents (i.e. young people)	Officer time DG time	Q3 2010-11	PO DG	Maximised use of existing services and resources for the delivery of better services to the community