



Wheels to Work in 2010

A review of the nationwide moped loan scheme for young people.

The Motor Cycle Industry Association

August 2010



Wheels to Work in 2010

Contents

Introduction	3
Executive Summary.....	4
Wheels to Work	6
Costs and Benefits.....	9
Regional Review	12
Funding Options.....	20
Conclusions and Further Steps to Consider	22
Appendix 1	24
Who Benefits from Wheels to Work?.....	24
Appendix 2	26
Review of the Evidence.....	26



Introduction

In the summer of 2009 the Motor Cycle Industry Association approached the Hambleton and Richmondshire Wheels to Work coordinators to better understand what assistance they needed in raising the profile and trying to secure a reliable stream of government funding for the Wheels to Work (WTW) initiative, not only for their own scheme but also other Wheels to Work schemes throughout the UK.

The Motor Cycle Industry Association (MCI) has traditionally been a strong supporter of Wheels to Work, having previously provided assistance to the programme and helping with the organisation of the 2006 Wheels to Work conference. Former CEO David Taylor spoke at the 2008 Wheels to Work conference.

Given the important role that Wheels to Work plays in providing basic transport accessibility for young people in particular, the industry is keen to support Wheels to Work and as part of the 'Get On' campaign has provided resources for a specific project with the objective of gaining funding and support for Wheels to Work nationally.

The motorcycle industry's 'Get On' campaign, which is facilitated as part of the activities of the Motor Cycle Industry Association (MCI) contracted Rowan Public Affairs (RPA) in Autumn 2009 to consider how to develop the Wheels to Work concept in partnership with existing programmes, the Government and other key stakeholders. RPA is a motorcycle specific public policy consultancy that supports the Motorcycle industry in its public affairs and political lobbying work. Part of RPA's brief with regard to Wheels to Work was to research the current state of affairs with regard to the number of schemes still operating, their current funding streams and prospects for the future.

Having created an up to date picture of the 'health' of Wheels to Work nationally, RPA has moved on to consider how Wheels to Work can be developed through gaining support from Local and National Government, Political Representatives, Regional Development Agencies and other organisations that could provide viable, long term funding for Wheels to Work.



Executive Summary

The initial emphasis behind this report was the intention of creating an up to date picture of the number of Wheels to Work schemes operating throughout the UK.

Areas of research were to include the number of schemes, their geographical location, their size and operational scope and the security of their financing.

Other areas investigated have been the type of lead organisations involved and whether these have been Local or Regional Authorities, non government or third sector organisations.

The National network of Wheels to Work programmes as fostered by the Countryside Agency has largely disappeared as a formal entity with the demise of that Agency. The Regional Network, loosely based around the English Regional Development Agencies has failed to be maintained in many areas.

Efforts have been made to contact all schemes around the country; however, due to a lack of national coordination, some schemes are operating very much as standalone units and have very little or no contact with other schemes. The policy of creating local identities for some new schemes has led to some interesting and not necessarily descriptive names for these schemes. Consequently, web searches for 'Wheels to Work' were not initially successful at finding all the schemes.

Recommendations

Detailed recommendations aim to build on the undoubted strengths of those schemes which are still operational and the securing of funding to enable schemes to provide a much needed section of the 'toolkit' required to enable young people (in particular) to gain access to employment, training and further education. These can be found in page 29 of this report.

However, these recommendations can be summarised as follows:

Operational

The majority of schemes have clients below 25 years of age and many of them have upper age limits for clients. However, Wheels to Work can and has proven successful for clients of all ages and previous evaluations have shown some of the important work undertaken with older clients. A more flexible approach would enable schemes to benefit a greater range of clients and ensure that all vehicles are used to full capacity.

The ratio of scooters available to scooters allocated should be maximised and whilst local sourcing of equipment is practical and beneficial to the local economy, there are alternative options that can be explored. However, the schemes must be at liberty to retain elements of their operation that have been shown to work well, such as the added benefits of road safety training and informal support to beneficiaries.

Governance

Where it still exists, current regional management structure should be retained, whilst maintaining the local autonomy of individual schemes.

Political support is strong, most notably from a previous Prime Minister and also from the current Prime Minister while he was Leader of the Opposition – Wheels to Work enjoys cross party support. However this needs to be



formalised into strategic support at national, regional and local authority levels. Importantly, Wheels to Work should become an explicit factor in national policies that relate to welfare support for job seekers

Previous evaluations have suggested that a longer-term requirement of the schemes will be a transition from reliance on public funding to increased self-sufficiency. This includes greater revenue-generating activities as well as specific contract delivery, for example training provision. Some schemes have fully embraced these recommendations but it should be noted that despite some truly entrepreneurial innovations, no scheme has so far become better than 50% self funding.

National Steering Group

There has been suggestion that some form of Steering Committee or group could be made up of Government Departments and that these should be brought together to build up interest in and take ownership of the schemes as Wheels to Work is clearly a cross departmental issue. Current funding for the schemes comes from a variety of organisations, many of which are resourced from central government. However, there is still a need for a supportive role and significant buy-in from central Government to the schemes themselves.

Another option could be to link Wheels to Work to the Community Transport Association (CTA), which will give Wheels to Work schemes a larger voice as part of the social enterprise agenda. However it would be important to ensure that Wheels to Work would not get 'lost' in the CTA's larger role of community transport, which can be seen to be about access to services for the disadvantaged rather than as a stepping stone to independence from benefits.

National Coordinator

Discussions with individual programme coordinators revealed continuing support for a degree of national coordination. Though it was also clear that this should not be a function, or position, which sets in place a 'top down' approach to WTW, but rather works with local programmes and offers advocacy for WTW at various levels.

There was a suggestion that Central Government, through levies on the various government departments that benefit from Wheels to Work, could finance this post (in effect, enabling sustainable 'localism' in WTW). This of course would be dependent on Government departments recognising the value of Wheels to Work and agreeing that it is a priority scheme against a backdrop of severe budgetary cuts.

There is also the issue of the 'Big Society' agenda. What central role should Government play? If this is to be more limited, then this does not necessarily mean that the 'advocacy' and support of a national coordinator is no longer required, or that central Government should not support it. But it would be clear that such a position would need to be responsive to and supportive of local priorities – a message which is already being expressed by local programmes.

What is needed

- Recognition by Government and agencies that sustainable and consistent support is the sensible and cost effective option.
- Consideration to how Wheels to Work can be supported during the current restructuring of the 'welfare to work' programmes.
- Creation of a National Steering group to 'oversee' the welfare of Wheels to Work, maintain awareness, help secure funding and support a potential National Coordinator.
- Facilitate the creation of the National Coordinators post giving clear guidelines for their remit and responsibilities.



Wheels to Work

What is Wheels to Work?

'Wheels to Work' is a term used to describe schemes which provide transport to individuals who are unable to access training, employment or education, due to a lack of suitable public or private transport.

Wheels to Work or Wheels to Learning schemes (sometimes abbreviated to WTW and W2L) can be particularly important for people living in isolated rural communities where public transport is inadequate or only available during business hours. It is widely accepted that a lack of viable transport can have a negative effect on opportunities for training, education and employment, particularly for young people and those living in rural areas. Individuals who have taken part in Wheels to Work have commented on how empowering the scheme has been, how it has opened doors that would have previously been closed and how training has enhanced their career prospects.

Some Wheels to Work programmes are known by different names, such as 'Kickstart', 'JumpStart' or 'Slipstream' but the basic model is shared. Many schemes are designed to help those who have a firm offer of employment, training or further education; although some have widened the criteria to include those seeking work. The majority of schemes have clients less than 25 years of age and many of them have upper age limits for clients. However, Wheels to Work has been proven successful for clients of all ages and previous evaluations have shown some of the important work undertaken with older clients.

Of note, one coordinator reported that their scheme had been most successful in working with older clients in achieving longer-term transport solutions. Other schemes reported that by working with older clients they had seen long term cycles of unemployment broken. For those clients who may be only marginally better off when entering work (because of loss of benefits or low wages) a moped, power assisted bike or bicycle has immediate and tangible benefits. Local employers are also able to benefit from the schemes as they increase the pool of potential employees available. Wheels to Work schemes are extremely useful when there is no suitable alternative transport available. For example, some clients are required to work shift patterns that are outside the times of public transport provision.

History

Wheels to Work was originally trialled in Shropshire with 50 bikes and gained national prominence in 2002, when a best practice guide was published by the Countryside Agency. Since then, Wheels to Work programmes have been established in a number of local authority areas around the UK and these were initially supported via grants from the Countryside Agency through Rural Transport Partnership funding. In December 2004 the Countryside Agency commissioned the consultants Steer Davies Gleave to undertake an evaluation of twelve of the Wheels to Work or Learning schemes. Their full report can be downloaded from the Commission for Rural Communities website: <http://www.ruralcommunities.gov.uk>

Following a review of several Government organisations involved in rural policy and delivery, the Natural Environment and Rural Communities Act 2006 merged part of the Countryside Agency with English Nature and parts of the Rural Development Service to form Natural England. The remaining part of the Countryside Agency became the Commission for Rural Communities.

Funding received by many rural Wheels to Work and Wheels to Learning schemes was transferred to Regional Development Agencies (RDAs). However, some RDA's feel that funding should be accessed from other agencies



and without clear guidance from any specific Government department many schemes have been forced to reduce the number of clients they can assist or in quite a few cases close altogether.

With national and regional funding for WTW gradually drying up, existing programmes are forced to fend for themselves, either through local authority funding, or through creative third party funding or sponsorship arrangements. Unfortunately, several programmes have ceased to exist, with those surviving facing great challenges to stay 'open'. It says much about the individuals involved in WTW and their commitment to the programme that WTW has continued to survive to 2010.

The National Coordinator

The Commission for Rural Communities supported the National WTW Coordinator post which was based in the Nottinghamshire Rural Community Council. This was a time limited project to help build already established schemes as well as supporting the development of new schemes, and the Steer Davies Gleave evaluation showed that the work of the National Coordinator proved beneficial to the WTW and W2L schemes.

In the past the appointment of a national WTW co-ordinator has been valued by schemes, and they spoke highly of the advice and support that the national co-ordinator provided. However there is some disagreement amongst the schemes as to whether the brief given to the post was sufficiently developed. More recent feedback from the remaining schemes is that should funding be found for a new national coordinator's post the role could better help schemes if the coordinator concentrates on advocacy whilst also advising new schemes on setup and best practise.

Part of the survival strategy for some schemes has been to create a partnership with the Community Transport Association. The CTA have suggested that they wish to promote WTW projects and have previously proposed the establishment of a national coordinator to focus and offer strategic support. This followed discussion held with some WTW project representatives during and after the Wheels to Work national conference held in Birmingham in November 2006. The CTA wished to appoint a National WTW Co-ordinator based at its Central Office along with administrative support, travel, training, office costs and overheads. Unfortunately their proposal did not gain the support of national government. The CTA have subsequently hosted the 2008 & 2010 WTW conference as part of the CTA Conference in Manchester. However many schemes are not members of the CTA and do not feel that membership is financially of benefit to them.

The Current Picture

In 2009 the Motor Cycle Industry Association approached the Yorkshire Wheels to Work coordinators requesting what assistance they needed in raising the profile and trying to secure a reliable stream of government funding for the Wheels to Work initiative nationally. The Motor Cycle Industry Association (MCI) has traditionally been a strong supporter of Wheels to Work, having previously provided lobbying assistance and helping with the organisation of the 2006 Birmingham Wheels to Work conference.

Given the important role that WTW plays in providing basic transport accessibility for young people in particular, the industry is keen to support WTW as part of the 'Get On' campaign by providing resources for a specific project to gain funding and support for WTW nationally. Rowan Public Affairs (RPA) has been asked to propose a framework and conduct activities related to this. RPA has established that there is currently no national support, advocacy or coordination for the Wheels to Work schemes and no system of networking to ensure consistent standards of operation.

Research with scheme coordinators brought forward views that WTW didn't need 'national coordination' in more than the loosest sense. It was felt that individual WTW programmes value a certain independence, so that projects can be structured around local needs. A top down management approach to the programmes themselves was not required. However, there was agreement that the sharing and observance of best practice via the existing WTW handbook and through conferences and other events is a key part of ensuring that standards are maintained and



that individual programmes receive the right support and 'partnership liaison' with other programmes. There was also the view that WTW needs a proper 'champion' who would maintain and where possible improve political support and identify and 'tap into' funding streams. This activity was viewed as a being core need and the central function of any national coordination position.

Department for Transport Working Group

RPA contacted representatives from the Accessibility section of the Department for Transport and several meetings to discuss Wheels to Work subsequently took place, with the DfT demonstrating a welcome degree of commitment to 'kick start' new discussions.

Also represented at these meetings were DEFRA, the Community Transport Association and staff from the Local Authority Guidance section of the Department for Transport. Representatives from and the Department of Work and Pensions were unfortunately unable to attend. Many issues were discussed over the course of this series of meetings, the main points being the security and consistency of funding and how central government can help this to be achieved. Whether there should be funding found for a new National coordinator and the specific role of that coordinator.

It was generally agreed that some form of Steering Committee or group, made up from Government Departments whose portfolios are benefited by Wheels to Work, should be brought together to build up interest in and take ownership of the schemes as this was clearly a cross government issue. General consensus was achieved during the meetings that if the Government view continues to be that WTW needs to be funded regionally or locally then schemes would necessarily still have to apply for their own funding. However, it was also considered reasonable that organisations such as Job Centres, Connexions and Working Links should contribute to the schemes that were helping them to achieve their objectives. As these organisations are not nationally run it is difficult to imagine how this can be achieved without a strong Ministerial 'steer'.

Wheels to Work and Wheels to Learning schemes can help a great many of the organisations working to improve opportunities for young people to achieve their objectives. Local Authorities find that Wheels to Work helps in the achievement of their 'Accessibility' aims and 'Wheels to Learning' can be a sustainable and empowering option for student transport to college and training rather than the more traditional and less flexible methods such as buses and taxis. Regional Development Authorities can find that the schemes will meet targets for skills development, rural accessibility and social inclusion. Jobcentre Plus, Connexions, Working Links and other 'Welfare to Work' schemes can fail to achieve their objectives without the added options and incentives that Wheels to Work schemes provide.

Sadly, in many cases, well funded schemes like Working Links are quick to take advantage of the benefits of Wheels to Work but feel that only short term transport provision falls within the remit of their scheme. In Devon, despite assurances from senior managers, local job centres were unwilling to include any contribution towards Wheels to Work provision in funding packages for New Deal clients.

To satisfy a recent funding bid to the Rural Development Programme, one of the West Midlands WTW schemes advised local job centres and other 'Welfare to Work' schemes that there would be a small referral cost per client. Since then they have had no referrals from them. Apart from the scheme in Flintshire, run by the County Council, the only Wheels to Work schemes in Wales were run by Working Links. Working Links no longer have offices in North Wales and advise that their remit under Flexible New Deal only requires them to assist with transport up until the client receives their first pay-packet.

Many of the work placement organisations already mentioned are assisting Wheels to Work schemes on an 'ad hoc' basis, unfortunately lack of national support in all but good wishes is causing many schemes to be unsustainable in the long term.



Costs and Benefits

Evaluation has shown that Wheels to Work, by providing access to work and training opportunities, can turn an individual around from being a 'drain' on the economy, to being a contributor towards the economy, paying tax, national insurance and spending on goods and services. Looking at indicative costs to agencies to support jobseekers, some idea of the financial benefits of enabling an individual to access an otherwise inaccessible job opportunity can be appreciated.

Cost to the public purse of a young person 22, single, living in own accommodation, on their own, on benefits.

Benefit	Cost per week £	Average per month £	Average per 6 months £
Job seeker's Allowance ¹	50.95 (16–25 yrs)	220.78	1324.70
Council Tax ² Benefit	22.60	97.92	587.50
Housing ³ Benefit	61.49	266.46	1598.74
Total Benefit Costs	£135.04	£585.16	£3510.94

¹ Jobseeker's Allowance maximum weekly rates www.jobcentreplus.gov.uk

² Assumes 100% benefits, average council tax per dwelling is £1,175 in 2009-10 www.communities.gov.uk

³ Assumes 100% benefits, Local Authority average rents 2008 Chart 705

<http://www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/rentslettings/livetables/>

The figures provided above only offer an indication, but the cost to the public in benefits can amount to considerably more than just the jobseekers allowance, dependent upon individual circumstances. Private rental costs, for example, can be considerably higher than the Local Authority rents quoted above. In addition, other benefits can include assistance in the cost of prescriptions, opticians etc.

There is also loss of earnings and associated National Insurance and Income Tax contributions to the economy, as well as the overhead costs associated with Jobcentre Plus and other agency staff dealing with the unemployed.

Cost of providing a young person with a scooter/motorcycle, clothing and training.

Typical costs for 'enabling' a Wheels to Work client to access an employment or training placement will vary, dependent upon the size and scale of the scheme and the level of assistance offered. 'Evaluation of Wheels 2 Work North West' WM Enterprise, 2008 calculated unit cost per beneficiary (for a six month loan) to be in the region of £2,600. Costs per client are likely to reduce the longer a scheme operates, as capital costs incurred are discounted over more clients. When the benefit of removing a young person from unemployment or enabling them to access education or training is taken into consideration this is a relatively small cost.

Some schemes use innovative solutions to bring costs down, such as running their own workshops and servicing. However, no scheme has yet been seen to be more than 50% self funding.

Wheels to Work 'kicks in' once a job offer has been made and bikes are not provided on an 'open ended' basis.



Young person, employed, earning £15,000 per annum

Wages over 6 months (gross) based on £15k per annum	Income Tax Revenue £	Nat.Ins. Standard B rate £	Employers contribution £	Value to the Exchequer from Employment Tax and NIC (6 Months)
£7500	£852.00	£510.84	£594.42	£1957

If we then factor the removal of benefits, combined with new cost of the Wheels to Work scheme, then we can see how liabilities to the public purse change.

Before	Benefit costs (6months)	-£3,510.94	(-)
After	Tax/NI income (6m)	£1,957	(+)
WTW	WTW Cost (6m)	-£2,600	(-)
	WTW Cost per 6 month	-£643.00	
	WTW Cost per 1 month	-£107.17	
Total saving to Exchequer:	Six months	£2,867.94	

This means that assuming a very simple model of a client who has been out of work and claiming benefits, but is provided a moped under a Wheels to Work programme which (for the purposes of this example only) is centrally funded, the Exchequer can expect its liabilities to reduce by just over 97% for an initial six months, with the individual involved playing an active part in supporting the economy after this.

In areas where transport links are poor and many jobs inaccessible for many (particularly young) people, the fiscal benefit of supporting Wheels to Work is clear.

The above model is a simple one, which has been provided merely illustrate the fiscal potential of the programme. It is accepted that in some cases it is difficult to fully quantify the cost versus benefits of a Wheels to Work motorcycle loan, given that a number of other factors come in to play, not least the total cost to the Exchequer of someone who is long term unemployed. But it is reasonable to assume that any Wheels to Work funding is not going to be 'cash thrown into a black hole' and that once a person is in work, they are actively contributing to the national 'pot'.

It should be noted that a key outcome of Wheels to Work is that it can turn a young person away from a life on benefits and into one of social inclusion with benefits to the state in Income Tax, National Insurance.

In April 2009, median gross weekly earnings were £489 (for full-time UK employee jobs on adult rates whose earnings were not affected by absence).



The largest increase in median gross weekly earnings between April 2008 and April 2009 was recorded for full-time employees aged 18 to 21 (jointly with those 60 and over) whose weekly earnings increased by 2.3 per cent to reach £278, 16 to 17 year olds earnings rose to approx £175.

Specific examples

'Evaluation of Wheels 2 Work North West' explored a range of qualitative impacts on the individuals who have been supported through the Wheels 2 Work North West Programme though consultation with beneficiaries of the scheme.

Key findings to emerge from these consultations were as follows:

Sustaining Education/Employment – for beneficiaries the daily journey to a place of work or a training provider is time-consuming and expensive. Without Wheels to Work support, in many cases, it would be simply be unrealistic for young people to make such a journey and personal development prospects would be extremely limited.

Personal Safety – beneficiaries consulted discussed their previous journeys prior to their involvement with Wheels to Work. In many cases these had personal safety implications, ranging from waiting at bus stops late at night to walking down unlit country lanes in the dark for considerable distances to reach home. The scooter loan increased feelings of personal safety and made such journeys less daunting.

Independence – beneficiaries were often reliant on parents, other family members and friends to provide them with transport to work or education. This was also the case for accessing other essential services, for example doctors, dentists and shops.

Informal Support - The availability of the Co-ordinator to help address issues experienced at work or in training was considered important and this represents a significant relationship. This included practical help, for instance with completing application forms or writing CVs, which develops sustainable life skills for the future. Ensuring beneficiaries book and attend service appointments at the scooter dealers facilitates confidence gains.

Road Safety Awareness – beneficiaries stated that their awareness of the rules of the road had been developed through Wheels to Work and this had helped with their theory and practical driving tests. One stated that their twin, who is not involved with the Programme, was finding learning to drive far more difficult. There is evidence to suggest that WTW beneficiaries have a head start in their driving careers and may be safer young drivers as a result.

Beneficiary Contributions and Recommendations – despite the cost savings the scooter loan generated for many beneficiaries in terms of paying for public transport, the vast majority stated that they would be willing to pay more towards the loan than they did whilst on the scheme. All would recommend the Programme to friends and family members.

During the compilation of this review we received a letter from a Wheels to Work beneficiary who lives in a rural area of Cornwall.

"I started using wheels to work about six months ago and it is extremely helpful to me because it allows me to be able to get to and from college at a cheap rate and if I did not have this I would not be able to do my qualification in mechanics.

"The Wheels to Work helpers are very helpful as well because if my moped breaks down they come and collect it the next day and sometimes same day so I am not stuck without transport.

"I do about 15 miles a day to and from college and I use Wheels to Work because there is no other form of transport in my area to get to college. So without Wheels to Work I would be stuck at home without a job and would be living off my mum's money or the dole for the rest of my life."

Bertie Cooper

Lanhydrock, Cornwall.



Regional Review

Whilst under the umbrella of the Countryside Agency, the Wheels to Work regions formed to match those of the Government Offices of the Regions, with there being eight English regions plus Wales and Scotland. Subsequently, there was supposition that following the restructure of the Countryside Agency, funding received by many schemes would be transferred to Regional Development Agencies (RDAs). Time has shown that this has not always been the case and in reality funding comes from a myriad of different organisations. There is little doubt that if funding could become standardised and more structured, costs would reduce.

There is considerable evidence to show that should a scheme be allowed to fail, capital losses and subsequent start up costs will increase.

East of England

There are currently three schemes in the East of England. **Kickstart** in Norfolk and Suffolk and **Scoots** in Hatfield. All three schemes are well established and subsequently oversubscribed. All three are Local Authority funded and would like to expand but are mindful that funding could cease due to economic restraints

Scoots have been in operation since 2006 and are run by The Community Development Agency for Hertfordshire. They have 30 scooters which are all currently assigned to clients. They take clients aged 16 to 25 who are referred by North Herts College and Connexions.

Funding is by Hertfordshire County Council, BAA Stansted and North Hertfordshire District Council. Apart from the normal client issues such minor crashes their main problem is raising funding for the scheme when there is only one organiser/coordinator.

They would like to expand the project but this is dependent upon funding. They have at least 10 applicants who can't get on bikes currently. However maintaining their current programme is the priority.

Kickstart Norfolk is based in Dereham and has been in existence since 1996 making them one of the longest running schemes.

Kickstart feel they can demonstrate the cost/benefit advantages from scaled-up provision, and that centralised administration of a cross-county project works. They want to expand to cover the entire Eastern Region. They have commissioned formal research to study an initial expansion across Norfolk, Cambridge and Suffolk. They want to extend their current range of self-financing service level agreements with Work Based Learning contractors. The scheme has excellent working relationships with the local JobCentre Plus, Connexions and the LSC. These partners recognise the role Kickstart plays in helping them to achieve their NEET targets. The scheme feels strongly that transport limitations deny true educational choice for Post 16 Education. Those who can afford to bridge a public transport gap do so. Those who can't, don't. They work with the Children's Service and Connexions to assist with these issues. Working with Norfolk's Children's Service has helped 59 young people leaving care. Existing service level agreements designed to extend that assistance in individual cases for periods beyond an initial 6 months are threatened by budget cuts.

Norfolk County Council, through its Economic Development Unit, has supported Kickstart from its inception and they continue to work with the Council to identify options for mainstream provision and social entrepreneurship.



Unlike some schemes they deal with clients from 16 to 65 referred by the jobcentre, Connexions and various other agencies.

They have supplied in excess of 500 vehicles issued to assist education and employment in the last 18 months. There is the option within their scheme to buy the moped. The client pays £40 a week for 15 weeks. They cover the cost of the CBT test and all of the clothing. They help set up an insurance policy covering the new moped and pay for the insurance deposit to get you going. A new moped is issued and, once the client has paid them 15 weekly payments the bike becomes their property. They currently have 110 clients.

They comment that the only real issue with the scheme is maintaining the funding. They feel they are a well established and respected scheme and that hopefully they will be able to gain further funding when our current stream ends. They are secure at the moment but rely on continued funding.

The scheme in Suffolk is also known as **Kickstart** but is run by Suffolk ACRE in Ipswich. Suffolk ACRE (Action with Communities in Rural England) is a charity and company limited by guarantee incorporated in 1997. Kickstart is one of a number of community centred schemes they run in the area. The scheme is open to anyone old enough to ride a moped and is funded by Suffolk County Council, Babergh East Local Strategic Partnership, and Mid Suffolk Local Strategic Partnership. They take referrals from various sources and have 32 mopeds currently available.

Unfortunately, due to a period when no funding was available only 5 clients were actually using mopeds when contacted. When asked about problems the scheme has encountered, they cite lack of continuation funding and safety concerns voiced by external organisations despite an excellent safety record as being extremely unhelpful in delivering a consistent service.

East Midlands

Initial research pointed to there being 7 schemes in the East Midlands; however, investigation has concluded that both schemes in Northamptonshire and the Market Harborough scheme in Leicestershire have closed due to Connexions withdrawing their support.

The 4 schemes left are in Nottinghamshire, Derbyshire, Melton Mowbray and West Lindsey in Leicestershire.

Wheels to Work Nottinghamshire is run by Rural Community Action Nottinghamshire. Applicants must live in Nottinghamshire, be 16 plus, have the offer of a job, training course or place in education and have no suitable alternative means of transport to access these opportunities.

Clients receive a taxed, insured and fully serviced moped for 6 months, they provide a Compulsory Basic Training (CBT) course, plus safety equipment and mopeds will be covered by a breakdown recovery service. Clients make a contribution of £60 a month (£40 if on a course and not working at all) towards the costs of maintaining the mopeds, and are responsible for the costs of any damage incurred. They currently have 52 mopeds and scooters on the road, which are on loan virtually continuously. Funding is secure and in place until March 2011.

Wheels to Work Derbyshire began in 2004 as a scooter loan scheme and has developed and diversified the transport solutions they offer since then. It is run by Rural Action Derbyshire (formerly Derbyshire Rural Community Council) is an independent organisation and registered charity. They offer six-month scooter, moped or bicycle loans for people over the age of 16, for £15 a week. Clients must be living in Derbyshire, unable to access a job, training or educational placement due to a lack of transport.

Despite a glowing evaluation of the scheme delivered in 2009 by ERS research and consultancy [Evaluation Report of Wheels to Work Derbyshire \(310kb PDF\)](#) funding is fast drying up and in the case of the Local Unitary Authority,



has run out altogether. Until May 2009 funding was in place from a broad spectrum of organisations including Alliance SSP, The Coalfields Regeneration Trust, Derbyshire County Council Derby and Derbyshire Economic Partnership, East Midlands Development Agency, Sustainable Transport Advice & Research. Some funding remains from the Coalfields Regeneration Trust until 2011.

Wheels to Work Leicestershire once consisted of 2 schemes, Melton Mowbray and Market Harborough. Originally 'Welland on Wheels' the Melton Mowbray scheme has persisted and is now Wheels2Work Leicestershire and Rutland. The Project is now managed by Melton Borough Council on behalf of Leicestershire County Council. They have a pool of 12 loan scooters that are available for young people to hire for up to 6 months at a time. The scheme pays for the young person's motorcycle training (CBT), their helmet, jacket & gloves and provides the scooter with insurance and all servicing costs. All the client has to pay for is their initial provisional license, petrol for the bike and a monthly hire charge of £30 per month. £10 of that monthly hire charge is a deposit which is refundable to them at the end of the hire period, so the deposit can then go towards the cost of getting their own machine. The coordinator reports that the scheme is as popular as ever and hopes that funding can be found to expand to other areas. However, as always, funding is uncertain.

For some time **Wheels to Work in Lincolnshire** has consisted of the one scheme run by West Lindsey District Council. The project, through written application and one to one interview, chooses those who most require assistance and offers the loan of a moped. They also provide CBT training through the use of a quality training school, and supplies safety gear to each successful candidate. This vehicle then becomes theirs for the period of the loan (usually 6-9 months) to travel to work or training. The client is charged a one off fee of £47 to go towards the cost of the safety gear and compulsory basic training at the start and then a £11.75 a week wear and tear charge until the end of the loan.

The scheme expanded from 10 bikes in Market Rasen to 86 bikes across West Lindsey and North Kesteven in three years and has so enabled nearly 300 people to access opportunities that otherwise would have been closed to them. Due to the success of the West Lindsey Scheme, Lincolnshire County Council has put a countywide funding initiative together through a Social Enterprise Scheme in Hornchurch. Unfortunately West Lindsey's funding ceased in March 2010, and although the bikes and clients will be able to continue within the countywide scheme, the expertise within West Lindsey DC may be lost.

Wales

In previous databases, there are two schemes listed for Wales; Flintshire, run by the council and Denbighshire, Gwynedd and Ynys Mon hosted by Working Links and based in Bangor. Attempts to contact a 'Working Links' office in North Wales have been fruitless. It appears that they no longer have offices in the area. Despite various news reports and links suggesting that there may be a scheme in Powys we have so far been unable to find such a scheme.

The '**Flintshire Wheels 2'** (FW2) is considered a youth work project for 16-25 year olds in areas of rural Flintshire. FW2 is showcased within the Welsh Assembly Government's 'best practice' publication of youth work in Wales. The FW2 project is also viewed as an example of best practice in the fields of rural regeneration, community development and youth support services. They have a limited number of scooters available for those who need them most, but to recruit new clients to the scheme they use an application and interview system.

All the scooters are taxed, insured, serviced by the scheme, and they all have breakdown cover, a lock and tyre tester. They are loaned on 6-monthly contracts. FW2 can also help selected clients with obtaining a provisional license and protective clothing. There is also support towards Compulsory Basic Training funded by Cymorth – the Children and Youth Support Fund. Participants are asked to pay a deposit of £100, contribute a £20 per month hire charge, cover running costs, and take responsibility for charges that may arise. There is a hire agreement to be



signed, 'ground-rules' to observe, servicing and maintenance arrangements to make and additional project meetings.

Clients are also invited to attend and be represented at the FW2 Steering Group; this is the main forum for making decisions about the project and its development. This appears to be unique amongst WTW schemes. The project is part-funded by the Flintshire Children & Young People's Partnership and Flintshire Youth & Community Service. It has also received funding through the Rural Development Plan for Wales which is funded by the Welsh Assembly Government and the European Agricultural Fund for Rural Development. Funding at present is stable.

Scotland

At the start of this review Scotland's WTW network appeared to consist of one scheme; **Coalfield Wheels2Work**. Based in Ayrshire, they are part of Coalfield Community Transport. In existence since June 2005 they take clients aged 16 plus. The project has 20 scooters that can be loaned for 6-9 months. Full training is given along with protective clothing. Participants contribute £2.50 a week. Currently funded by Strathclyde Partnership for Transport they have five Electric scooters available as well as the normal petrol fuel versions although they only have 15 clients when interviewed. Unusually, they report abuse of the scooters and vandalism as the problem most encountered by the scheme. Like the Welsh scheme they do not see funding as a particular problem, although like all the schemes they are oversubscribed.

Alba Wheels is to be a new WTW Electric Scooter loan scheme for people aged 16plus who have been offered a job, work-based training or further education opportunity but cannot take it up due to transport problems.

The scheme will provide electric scooters for 6 - 9 months, along with Compulsory Basic Training and safety equipment, (helmet, gloves, jacket and hi-visibility vest) in return for a small "wear and tear" fee, intended to be £15 per week. The scooters are supplied taxed and insured and with breakdown cover.

Candidates will also be required to deposit a weekly or monthly amount into the Alba Wheels trust account typically about £10 per week which is returned to the client upon satisfactory completion of loan and the safe return of electric scooter.

Unfortunately, despite the additional environmental bonus on top of the already proven benefits of WTW, Alba Wheels have yet to secure funding for this project.

West Midlands

Herefordshire Wheels to Work is run by Herefordshire Voluntary Action in Leominster. In existence since 1998, the scheme is supported through Herefordshire Council via the Herefordshire Access to Services Partnership (HASP). Clients are 16 and above referred by Jobcentre Plus, Pertemps PDG, NHS, Connexions and they currently loan to approximately 300 people a year. In the past, the project has been funded by the Countryside Agency, Teme Rural Challenge, the Employment Service, Fund for Improving Labour Market Flexibility, European Regional Development Fund, Single Regeneration Budget, The Rural Support Agencies Fund, The E.F.Bulmer Benevolent Fund, Herefordshire Council and the Eveson Trust. They cite their current problems as funding continuity, withdrawal of Job Centre technical support and funding levels affecting staff resources and quality of services. They point out that that funding is uncertain so there is no guarantee that they will operate beyond March 2010. They comment:

"Much will depend upon Government recognising the economic benefits which WTW potentially can bring i.e.- Unit Cost of £500 - £1,000 to get an individual to work can take individuals off a range of benefits which can amount to in excess of £10,000 p.a. for an individual. Roughly, therefore, £450,000 invested in a



Scheme over 3 year period, given 500 outputs over the period and a Unit cost of between £500 and £1000 and benefit savings of £5,000 per individual could produce a net benefit of between £2m and £2.5m per Scheme. That's £12m - £13.5m in the West Midlands alone!"

The Wheels to Work scheme run by the **Coventry, Solihull and Warwickshire** Partnership (CSWP) has been running for a number of years. They have seen their budgets cut by Advantage West Midlands and have had to restrict their operations in a number of areas. Young people resident in Coventry are no longer eligible for a moped loan even if they work in a rural area or work unsociable hours. The scheme has over 50 mopeds but has had to reduce the number of clients due to the withdrawal of funding. Applicants are required to pay a £25 non-refundable deposit and £30 a month towards the upkeep of the moped, which includes servicing and normal wear and tear repairs. The bikes are on loan for a 6 month period. They have bid for additional funding for electric bikes but have heard nothing yet. To satisfy recent funding bids they have advised 'Flexible New Deal' and other schemes that there will be a referral cost per client. Since then they have had no referrals from those initiatives.

The **Staffordshire Wheels 2 Work** scheme includes moped loans along with bicycle loans, car sharing advice, personal travel plans, and travel vouchers.

For the moped loan, for an initial period of six months they provide a moped, helmet, gloves, reflective waistcoat, chain, lock and Compulsory Basic Training and practical test. Clients need to provide suitable clothing such jacket and boots and pay the running costs of the moped, along with £20 per month for the loan of the moped.

Clients are responsible for the safekeeping of mopeds and in the event of theft or damage, will have to cover the £250 insurance excess. Initially the scheme was aimed at people living in rural areas; however additional funding from the Coalfield Regeneration Trust has enabled the scheme to cover more urban areas. Following budget cuts by Advantage West Midlands the scheme has applied for additional funding via the Rural Development Programme for England (RDPE) but has yet to hear if their bid has been successful.

Worcestershire Wheels 2 Work (Workwise) is run by Worcestershire County Council. They offer the loan of a 50cc moped for a period of up to 12 months at a cost of £5.00 a week.

They also supply Compulsory Basic Training (even if the client already has a moped entitlement on their license), helmet, gloves, reflective jacket and waterproof suit although a one off contribution of £25 is required towards the cost of the equipment. Insurance, 24hr Breakdown cover, full maintenance and servicing are also included.

The **Shropshire Wheels to Work** (WTW) scheme is run by the Community Council of Shropshire (CCS) with funding from Advantage West Midlands and The Shropshire Council. The Shropshire WTW Scheme was awarded Best National Community Transport Social Enterprise Scheme in 2008 by The Community Transport Association (CTA). Following this award, [BBC Midlands Today](#) featured WTW on their evening news programme. The CCS WTW scheme has been cited as a model of good and has given advice and help to other organisations planning to set up schemes. The Shropshire WTW experience has featured at various conferences and was the subject of a positive evaluation by Oxford Brookes University and Westminster University. In September 2009 CCS WTW was awarded Matrix Accreditation for the quality of its information, advice and guidance.

Since the **Telford & Wrekin WTW** scheme began in 2002 it has benefited almost 200 people enabling them to enter the labour market and enroll on training courses, something that they feel would not have been possible for these clients were it not for the scheme. Applications to the Wheels 2 Work scheme need to come by way of a referral from either the Employment Service (New Deal Advisors), Connexions, New College Transport Advisor, Student Services and Learner Support or from training providers, employers and schools.



North East

Wansbeck on Wheels, the scheme based in Ashington, Northumberland is no more and the contract has been taken forward by Adapt in Morpeth. The scheme is known as Green Light to Work. It is funded by the Department for Communities and Local Government via Northumberland County Council's Working Neighbourhoods Fund.

The service offers advice on travel planning for unemployed people living in Northumberland seeking work and arranges affordable loans of scooters and cars for eligible applicants. The cost of insurance, Road Fund Licence and breakdown assistance will be covered for both scooters and cars. The weekly loan rate for a 50cc scooter is £15 and £25 for a car. Clients can pay their loan through their bank by Direct Debit or Standing Order unless they have no bank account, when they can pay by cash. 75% of all loan costs are refunded to clients at the end of the loan period if the vehicle is returned in good, clean condition undamaged. Loans are only short-term and reviewed monthly, up to a maximum period of six months. When interviewed it was difficult to access anyone who was able to give detailed information on the number of clients currently on the scheme and how long their funding was for.

South Tyneside Wheels to Work is aimed at young people aged between 16 and 24. The scheme arranges Compulsory Basic Training and upon completion, loan clients a scooter for a period of up to six months. The project will supply a helmet, gloves, reflective jacket, waterproofs and heavy-duty bike lock. In addition they will cover the cost of insurance, VED and breakdown assistance. Clients are required to pay £5.00 per week towards the maintenance of the scooter; they will also be required to cover the costs of petrol, punctures, oil and bulbs. Funding from their Local Authority is secure till March 2010 and they are hopeful that it will continue next year. They currently have 20 scooters on the road and clients are self referred or recommended by local employers who are supportive but do not contribute to the scheme.

South West

Wiltshire Wheels to Work is run by Wiltshire Community First and is a moped loan scheme for people aged 16+ living in Wiltshire and Swindon. They provide, a fully serviced 50cc scooter for up to 6 months, CBT, breakdown cover, maintenance costs, jacket, gloves and lock and an opportunity to save via a Credit Union scheme towards the costs of buying a vehicle at the end of the six months. Limited funding has meant that a planned expansion of the Wheels to Work scheme has not been possible. A bid in April 2009 to the Rural Development Programme for England was unsuccessful meaning that fewer individuals than anticipated have been enabled to access employment via Wheels to Work support. However, 11 individuals have been provided with Wheels to Work support in one form or another, and two former clients have purchased ex-Wheels to Work mopeds with scheme support.

Funding bids were successfully received by Wiltshire Council's Post-16 Transport partnership and Westlea Housing Association. This funding has meant that the scheme has been able to provide support to 'NEET' young people to enable them to access Entry to Employment (E2E) schemes and also to young people who would otherwise be unable to access college-based vocational skills training. A bid to the Plain Action rural development programme has also been submitted with a view to assisting individuals living mainly in the Salisbury Plain area.

Devon Wheels 2 Work CIC (Community Interest Company) is based in a very rural area close to the West Devon/Cornwall border. 50% self funding, they also receive funding from Devon County Council, RDPE and various other organisations. Their organisation also operates a motorcycle dealership, selling scooters, motorbikes, equipment and accessories, as well as offering servicing, repairs and motorcycle MOTs.

All profits from commercial activity are dedicated to the scheme enabling them to loan motorbikes and scooters at subsidised rates starting from £20 per week. Originally set up in 2001, they take clients aged 16 upwards. Over the past 2 years they have helped 320 people and currently have 110 motorcycles and scooters on the road. Working



towards being self sufficient in terms of funding, they are currently developing an online trading presence which also contributes to the overall running costs of the programme. Despite the business acumen and tenacity of the coordinator, funding is still a problem and they feel strongly that organisations such as 'Working Links' should be passing on part of the Government funding they receive should they refer a client to Wheels to Work.

Founded in 2004 there were originally two WTW schemes in Cornwall but in May 2008 West Cornwall merged with North Cornwall and become **Cornwall Wheels to Work**, covering the entire county. They are sponsored by Cornwall Council and the Post 16 Transport Partnership. Applications have been made for funding from various other groups. Foundation Links, part of Working Links have supplied them with a mobile workshop, without which they would struggle to keep the mopeds serviced regularly. They currently have 64 scooters, some of which are loaned to students and trainees as part of Wheels to Learning scheme. Cornwall Council is supportive but funding from the Learning and Skills Council for Wheels to Learning has ceased and the coordinator is struggling to see how that part of the scheme will continue into the new financial year.

North Dorset Scooter Scheme has been run by North Dorset Community Accessible Transport.

They have been in existence since 2003 and when interviewed were extremely worried that the scheme would last into the new financial year. They had only two clients when contacted at the end of 2009 and described the future of the scheme as 'grim'. They are no longer answering the telephone and there is no (up to date) sign of the scheme on the internet.

Gloucestershire's Wheels to Work scheme is known as **JumpStart**. It is run by the Gloucestershire Rural Community Council. They run the scheme in different sections covering transport for those in or seeking employment, training or further education. Clients aged between 16 and 19 and want to get to college, those interested in helping to care for others and looking for work in Gloucestershire's Care Sector, a new pilot electric mountain bike scheme for 14-19 year olds and assistance with transport to 'Adult Education in Gloucestershire' learners (community based learning for age 19+) to help them access education and training opportunities, primarily in the North Cotswolds.

JumpStart works with and is supported by a number of organisations including Gloucestershire County Council, Community & Adult Care Directorate, Gloucestershire Education & Transport Partnership, JobCentre Plus, Forest of Dean District Council, Stroud District Council and Further Education colleges.

South East

Initial research suggested that there were seven schemes operating in the South East region. However, it appears that three of the schemes, **East Hants Wheels to Work**, **New Forest Moped Loan Scheme** and **Test Valley Wheels 2 Work** are all run by Community First in Ringwood. Funding is from East Hampshire District Council and Hampshire County Council and is currently secure.

The Isle of Wight scheme, **Wight Wheels** has folded due to the Job Centre withdrawing support.

The scheme in Saffron Walden, **Z Bikes** is still advertised on the Uttlesford District Council website but telephone messages left for the coordinator have not been returned and emails are unanswered.

Connexions have ceased to fund the **Wheels to Work scheme in Surrey**, however Wheels to Learning continues on a small scale funded and run by Tandridge District Council.

Aylesbury Vale Wheels to Work is run by Bucks Community Action. The majority of the project funding comes from the South East of England Development Agency (SEEDA). SEEDA is a member of the Regional Rural Board,



an independent organisation with members from rural economic, social and environmental bodies and the Rural Forum for the South East. In addition to this, they have also received funds from Bucks County Council and Buckinghamshire Economic Learning Partnership. However, this funding will only last for 3 years initially, so they are looking for new funding opportunities.

Ride on WTW in New Romney is run by a volunteer who keeps two bikes on the road and receives no funding.

Yorkshire & Humber

There are currently seven Wheels to Work schemes in the region with over 400 mopeds, more than any other region in England. The schemes in this region are supported by combinations numerous organisations. Local Authorities, Yorkshire Forward, the Coalfields Regeneration Trust and the European regional Development Fund to name only a few. North Yorkshire is split into three, **Hambleton & Richmondshire**, **Ryedale**, **Scarborough & Selby** and **Craven & Harrogate**. North Yorkshire is currently meeting almost 40% of demand and has more than 60% unmet need which is not being met due to lack of funding for resources.

The situation with the **West Yorkshire (Shipley and Bingley)** scheme is not clear as it was closed due to lack of funding until July 2009. The district wide scheme was closed at the end of March 2009 due to lack of funding, fortunately they managed to receive reduced funding from Bradford North Council to run 10 bikes in the Bradford North District area only, instead of 20 that were previously available. The economic downturn does not seem to have had a significant effect on the demand for Wheels to Work in most of the region. However, **South Yorkshire** comments that the current employment situation may have actually decreased demand in their area. They and **North Lincolnshire** have no constraints meeting demand at the moment. **East Riding** has demand exceeding supply and yet mopeds are available.

North West

The North West schemes have probably fared worse in the last couple of years than any other region. The regional website, www.needwheels.co.uk suggests that there are eleven schemes in the region. The reality is that since the highly encouraging report and evaluation by WM Enterprise, financial support has become increasingly difficult. The five schemes in **Cumbria**, all run from Connexions offices are still in existence due to the persistence of their coordinator who is currently looking to negotiate funding to enable the schemes to continue past March 2010. The **Workwise** scheme run by Cheshire County Council has folded as has the **Runshaw College Wheels to Learning** scheme. **Work Wise Merseyside** has over 60 scooters currently with clients but funding will cease in December 2010. Calls and emails to CXL who used to run **WTW Lancashire** remain unanswered. The highly successful **Wheels to Work Macclesfield** scheme was reported as being due to close in 2010 unless funding is secured.



Funding Options

There are various potential sources of funding that a scheme can access at a variety of different levels, ranging from European funding to very local funding opportunities. Below is a summary of sources through which existing Wheels to Work schemes have either secured funding or could reasonably be expected to do so.

European Social Fund (ESF)

The level of ESF funding differs from one region to another depending on their relative wealth.

EU Structural Funds and the Cohesion Fund are allocated by the European Union for two related purposes: support for the poorer regions of Europe and support for integrating European infrastructure especially in the transport sector. Current programmes run from 1 January 2007 to 31 December 2013, with €277bn budget for Structural Funds, and €70bn for the Cohesion Fund.

England's Regional Development Agencies

The Single Regeneration Budget (SRB) was subsumed into the Regional Development Agencies Single Programme. The eight Regional Development Agencies (RDAs) also administer RDPE-funded grants for economic and social projects, which aim to improve the quality of rural life and diversify the rural economy. The coalition government's agreement published in May 2010 says it will "support the creation of Local Enterprise Partnerships (LEPs), joint local authority-business bodies...to replace RDAs" and that these "may take the form of existing RDAs in areas where they are popular".

Rural Transport Partnerships

Many Wheels to Work and Wheels to Learning schemes are aided and supported by their local authority Rural Transport Partnerships.

Coalfields Regeneration

Coalfields Regeneration Trust and the Homes and Communities Agency have introduced the Family Employment Initiative in five areas, which provides targeted one-to-one support to tackle worklessness which includes transport initiatives.

Local Authorities

Local County, unitary, borough and district councils can help with funding via the Local Transport Plan. Wheels to Work can help Local Authorities to achieve their targets for Accessibility, Inclusion, and Student Transport. Access to training and work placements help young people avoid being categorised as NEET.

The Big Lottery Fund

Formerly known as the Community Fund and the National Lottery Charities Fund this is a charitable fund which is responsible for giving out half the money raised by the National Lottery for good causes.

Flexible New Deal

During 2009-2010, some areas will still provide the earlier New Deal programmes. This was part of the government's welfare to work strategy. It was created to help unemployed people into work by closing the gap between the skills employers want and the skills people can offer.

New Deal Innovation Fund

The New Deal Innovations Fund is part of the New Deal and aims to provide venture capital by testing ideas and activities which will increase performance outcomes and extend knowledge of what works in helping people to



move from welfare to workplace. It is intended that the Employment Service should use this knowledge elsewhere across England, Wales and Scotland to assist other jobseekers. However, the coalition Governments agreement published in May 2010 states "We will end all existing welfare to work programmes and create a single welfare to work programme to help all unemployed people get back into work. "

Devolved Regions – Scotland

Scotland Rural Development Programme 2007 – 2013

The SRDP is a programme of economic, environmental and social measures, worth some £1.5 billion, designed to develop rural Scotland from 2007 to 2013. Individuals and groups may seek support to help deliver the Government's strategic objectives in rural Scotland.

Skills Development Scotland

Created in 2008, Skills Development Scotland (SDS) is a non-departmental public body (NDPB) which brought together the careers, skills, training and funding services of Careers Scotland, Scottish University for Industry (learn direct Scotland) and the Skills Intervention arms of Scottish Enterprise and Highlands & Islands Enterprise.

Devolved Regions - Wales

The Wales Employment and Skills Board

The essential purpose of the Wales Employment and Skills Board is to provide advice to the Welsh Assembly Government on all issues to do with skills, employment and related business support including focusing on demand-led approaches.

Communities First Partnerships (in Wales)

Communities First is the Welsh Assembly Government's flagship programme to improve the living conditions and prospects for people in the most disadvantaged communities across Wales.



Conclusions and Further Steps to Consider

It has become increasingly apparent whilst conducting this review that aspirations and expectations of the schemes countrywide are as varied as the organisations and funders managing the schemes.

Many schemes are charitable, coordinators are focussed on the young people whose lives are transformed by being able to access work and training and find the suggestion that their schemes should attempt to become self funding unreasonable, particularly in the current economic climate.

Other schemes, coordinated by more entrepreneurial figures see benefits for their particular scheme by expanding their base of operations to include other Moped and Scooter related operations such as parts retail, vehicle servicing or rider training. These services are then offered to a wider section of the local population with profits reinvested in the scheme via a CIC or SES model.

Despite the best intentions and efforts of the individual schemes and coordinators no scheme has yet become more than 50% self funding. The cost benefits of Wheels to Work are undeniable and unreliable funding is leading to added costs and inconsistent service provision. It should also be noted that once a scheme is allowed to fail as there is a break in funding, beneficiaries could lose training and employment placements. mopeds are sold off or incur storage costs and scheme staff move on or lose employment.

National Coordinator

A strong theme to come from both discussions with scheme coordinators and at the Department for Transport Working Group meetings is the establishment of a new National Coordinator post, where that post would be based and how it would be financed.

There was a suggestion that Central Government; through levies on the various government departments that benefit from Wheels to Work could finance this post. This of course would be dependent on Government departments recognising the value of Wheels to Work and agreeing that it is a priority scheme against a backdrop of severe budgetary cuts.

Alternatively, the schemes could be asked to pay a levy, however, if schemes continue to have to source their funding locally; the payment of part that funding towards a national post may not fit well with the conditions under which that funding was awarded.

There is also the issue of the 'Big Society' agenda. What central role should Government play? If this is to be more limited, then this does not necessarily mean that the 'advocacy' and support of a national coordinator is no longer required, or that central Government should not support it. But it would be clear that such a position would need to be responsive to and supportive of local priorities.

If funding can be found for this post considerably more research would need to be undertaken amongst the schemes as to whether the initial focus should be on gaining funding for the schemes or building the political and social support under which they could find local or regional funding more accessible. Certainly, if for no other reason, funding for a national coordinators post should be sought, in order to reconnect the network of Wheels to Work schemes, ensuring that consistent standards are delivered nationally and advising new schemes on setup and best practise.



National Steering Group

There has been a suggestion that some form of Steering Committee or group could be made up of Government Departments and that these should be brought together to build up interest in and take ownership of the schemes, as Wheels to Work is clearly a cross government issue.

Current funding for the schemes comes from a variety of organisations, many of which are resourced from central government. However, there is still a need for a supportive role and significant buy-in from central Government to the schemes themselves.

Another option could be to link WTW to the CTA, which will give WTW schemes a larger voice as part of the social enterprise agenda. However it would be vital to ensure that under such arrangements, WTW does not get 'lost' in the CTA's larger role of community transport which can be seen to be about access to services for the disadvantaged rather than as a stepping stone to independence from benefits.

National Funding

If Wheels to Work is to continue to provide the necessary and incontrovertible benefits to young people that all agencies support then consistent funding is the sensible and cost effective option, particularly in terms of taking the 'long view' that such funding support can reduce the overall cost to the exchequer which is incurred through benefits payments.

How this funding is delivered in a consistent fashion is obviously the key question that needs to be answered. The restructuring of the 'welfare to work' programmes announced by the new coalition government in May 2010 are the ideal opportunity to ensure that a strong and consistent national Wheels to Work programme is available to assist those who are disadvantaged either by age or locality into education training or employment.

A 'one off' bursary payment as part of each 'welfare to work' package to cover transport if it was unreasonable or impossible for a beneficiary to commute without help could be a possible way forward. In the case of Wheels to Work, it is not imagined that this would cover the entire cost of a moped and the associated clothing and training. However, funding per client would seem to be the most cost effective way of funding this valuable resource. Removing the ancillary costs to each scheme of having to be continually researching and applying for short term funding will increase efficiency.

July 2010

Prepared by Rowan Public Affairs Ltd
On behalf of the Motor Cycle Industry Association (www.mcia.co.uk)

For further information contact:

T: 01209 613442

M: 07803 126202 (Nicky Bassett-Powell)

info@rowanpublicaffairs.com

www.rowanpublicaffairs.com



Appendix 1

Who Benefits from Wheels to Work?

The Treasury

Reduces benefit dependency, encourages economic activity and contributions from people who are in work and paying taxes.

Department for Transport

Promotes accessibility for all citizens aiding social inclusion.
Improves mobility, particularly for young people.
Exposes more young people to formalised road safety training.

Department for Communities & Local Government

Helps to create economically strong communities to enhance England's national prosperity and provide opportunities for people in all parts of the country.

Department for Work & Pensions

Help with policies designed to develop and implement strategies aimed at people who receive benefit and people who need help to get work .

Department for Education (DCSF)

Aim to reduce the proportion of young people not in education, employment or training (NEET)

Department for Environment Food and Rural Affairs (Defra)

Promotes the needs and interests of the 9 million English people that live and work in rural areas

Department for Business, Innovation & Skills

Are committed to improving skills at all levels, from literacy and numeracy, informal adult learning, apprenticeships and higher education.

Devolved Departments –

Scotland

Department for Health and Wellbeing (social inclusion)
Department for Transport, Infrastructure and Climate Change
Department for Education & Lifelong Learning
Department for Rural Affairs and the Environment

Wales

Department for Children, Education and Lifelong Learning.
Department for Economy and Transport

Northern Ireland

Department for Employment and Learning
Department for Social Development



Benefits to agencies and other organisations

Wheels to Work or Learning can help a range of organisations and agencies working locally to meet their objectives and targets.

Connexions is the Government's support service for all young people aged 13 to 19 in England and aims to provide advice, guidance and access to personal development opportunities. The service is delivered through Local Partnerships which aim to help this group make a smooth transition to adulthood and working life. With many of the schemes targeting young people under 25 years old, Wheels to Work schemes can be of direct help to Connexions Partnerships to achieve their Not in Employment, Education or Training (NEET) targets.

Jobcentre Plus is part of the Department for Work and Pensions which aims to promote opportunity and independence for all. Jobcentre Plus helps people of working age to find work and training through the provision of help and advice. By having the added advantage of a local Wheels to Work scheme, Jobcentre Plus can benefit from offering a wider package of initiatives to help people get into work or training.

Local authorities are providers in a number of service areas which Wheels to Work and Learning schemes can help to support. For example schemes can support the objectives of the Local Transport Plans (LTPs) to improve road safety (through CBT training), to reduce congestion (by reducing reliance on parental vehicles) and of course to improve accessibility and in so doing, reducing social exclusion.



Appendix 2

Review of the Evidence

The Review of the Rural White Paper **"Our Countryside: The Future" (2004)** identified that in the past there had been a failure to explore "the linkages between economic failure and social exclusion, and the need to target resources on those areas and people with the greatest needs."

In December 2004 the Countryside Agency commissioned the consultants Steer Davies Gleave to undertake a forward thinking review of twelve of these rural WTW/W2L schemes. Their full report can be downloaded from the Commission for Rural Communities website.

The subsequent research note **'Wheels 2 Work the way forward' 2005** can be accessed at <http://www.ruralcommunities.gov.uk/files/CRC13-Wheels2Work-thewayforward.pdf>

In July 2005 the Government launched its Green Paper, **Youth Matters**, setting out proposals designed to improve outcomes for 13- to 19-year-olds. This stressed the need for services to expand opportunities for young people at the same time as helping to address the range and complexity of problems faced by those who are at risk of becoming economically and socially excluded.

'Breaking the Cycle: Wheels to Work in the West Midlands' by Kris Benington, CSWP, published in November 2007 identified that beneficiaries use the mopeds to socialise, go to the shops, and attend clubs and societies. The report also highlighted that WTW raised and met aspirations, as beneficiaries have been able to travel further and therefore have access to a greater range of jobs, thus enabling social mobility.

In **'The Cost of Exclusion; counting the cost of youth disadvantage in the UK'**, a report compiled by the Prince's Trust in 2007, concluded that "interventions helping young people get into work, stay on in education or avoid crime represent excellent value for money given the measurable costs of social exclusion."

Published by DWP in 2007 **'Ready for Work: Full Employment in our Generation'** states that "while many more under 18's are staying in education, we need to do all we can to encourage those who leave school to re-engage with learning or move into work with training"

'Evaluation of Wheels 2 Work North West' WM Enterprise, 2008, contains a foreword written by Gordon Brown, then Prime Minister. It is a comprehensive and wide reaching evaluation of the Wheels to Work schemes in the North West of England. <http://www.needwheels.co.uk/info/Regional/MicrosoftWord-WTWNWFinalEvaluationReportv3.0.pdf>

All these studies expound at length the value of Wheels to Work and Wheels to Learning as "a means of accessing employment or education and training opportunities for rural residents and contribute to reducing social exclusion."

Current **Department for Transport LTP Best Practice Guidance for Community Transport** strongly encourages local authorities to approach and work more closely with community transport providers. <http://www.dft.gov.uk/pgr/regional/ltp/guidance/localtransportplans/policies/communitytransport/ltpbestpractice/pdf/guidance.pdf>