

Two wheels work

A good practice guide for developing and implementing
Wheels to Work schemes



Working for people and places in rural England

WHEELS 2 WORK

The Countryside Agency

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- **to spread social and economic opportunity for the people who live there;**
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- **implementing specific work programmes reflecting priorities set by Parliament, the Government and the Agency Board.**

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Wheels to Work schemes**

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Foreword

Lack of transport can be a major barrier to people living in rural areas in accessing training, education and employment opportunities. Dispersed population and low demand, can often result in rural areas being served by infrequent public transport or by no public transport at all. Owning a car is therefore seen by many as a necessity, but those who are unable to afford a car are left immobile and isolated. Young people in particular often face a situation where without a job they cannot afford to buy a car or motorcycle and without a vehicle of their own they cannot travel to work or take part in a training course.

Wheels to Work (W2W) schemes provide an innovative way of overcoming transport barriers, with schemes offering individuals their own transport solutions for a short period, until a longer term solution can be found. Solutions offered can include loan of mopeds, power assisted bikes and bicycles and in some cases assistance with meeting car running costs.

W2W can enable people to improve their employability and skills base. At the same time this improves a person's self confidence and prompts participation in their community and wider social circles. Access to a W2W mode of transport can be an incentive to people to find work and to stay in employment. For those 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 is an immediate tangible benefit.

The Government recognised the value of W2W schemes in its Rural White Paper, and funding via the Countryside Agency's Rural Transport Partnership, amongst other sources, has enabled development of a number of new W2W schemes. We would like to encourage the further effective development and implementation of this innovative solution. This Guide is intended to help in developing and implementing these schemes, sharing good practice based on the experience of others.

Whether you are thinking of setting up a scheme, or are involved in running of a scheme – or if you are simply interested in finding out what W2W is all about, I hope **Two wheels work** works for you.



Ewen Cameron
Chairman
The Countryside Agency

Acknowledgements

We would like to thank the many organisations and individuals who have contributed towards this guide including:

Cambridgeshire ACRE

Community First, Worcestershire

Dorset County Council

Gloucestershire Rural Community Council

Isle of Wight Rural Community Council

Kent County Council

Motorcycle Industry Association

New Forest Voluntary Service Council

North Tamar Community Transport Association

Northallerton District VSA

Nottinghamshire Rural Community Council

Runshaw College

Selby Rural Transport Partnership

Shropshire Rural Community Council

South Lancashire Rural Transport Partnership

Suffolk ACRE

Telford & Wrekin Rural Transport Partnership

Voluntary Action North Herefordshire

Warwickshire Careers Service

West Devon Environmental Network

West Durham Rural Transport Partnership

Wiltshire County Council



1. Introduction

1.1 What is 'Wheels to Work'?

'Wheels to Work' (often shortened to 'W2W') is a term used to describe schemes which provide transport solutions to individuals who are experiencing difficulties in accessing training, employment and/or educational opportunities, due to a lack of suitable public or private transport. Other names that have been given to such schemes include 'Kickstart', 'JumpStart', 'Wheels to Learning' and 'Deals on Wheels'.

Transport initiatives provided as a part of a W2W scheme can involve:

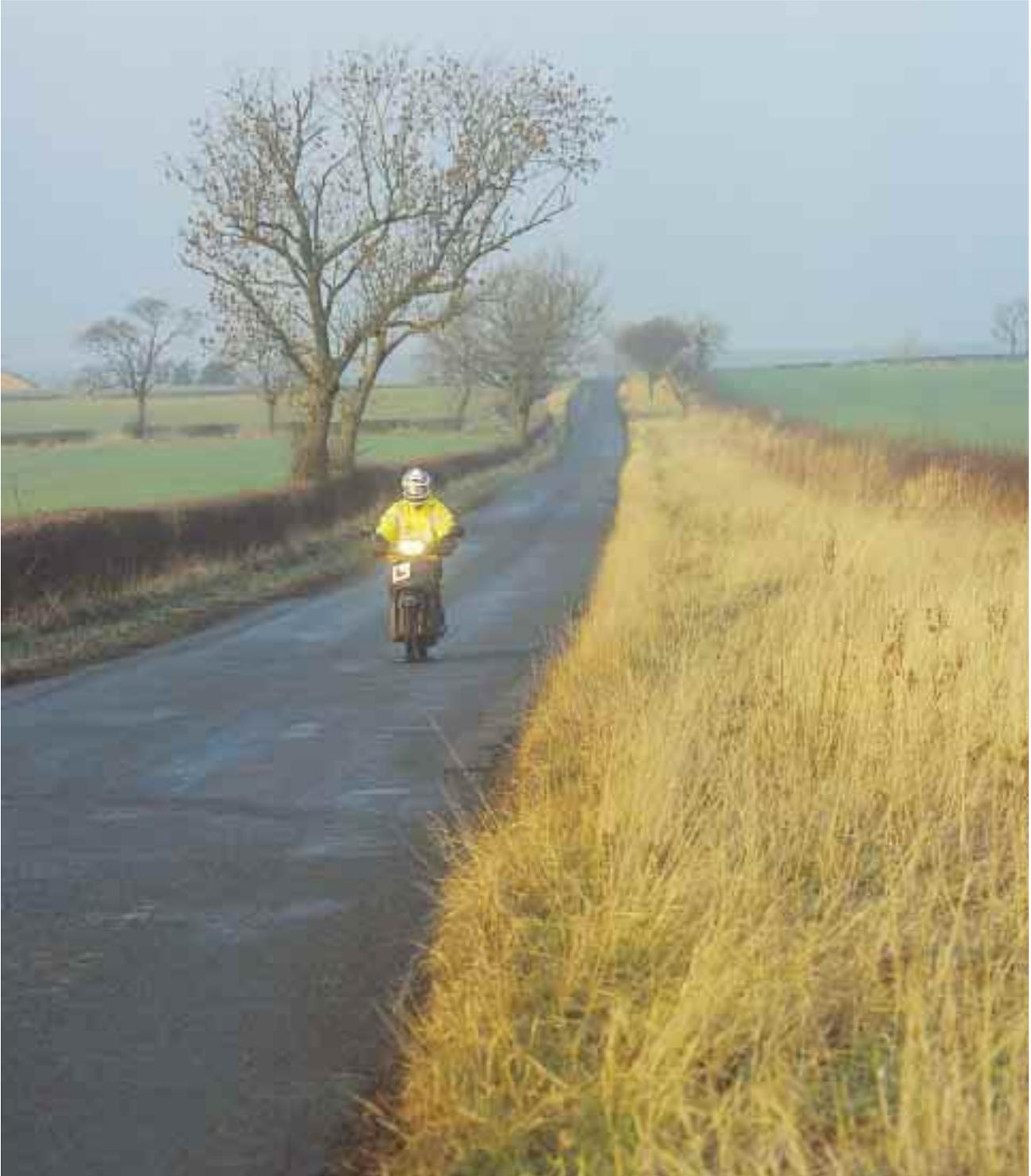
- provision of a personal mode of transport to an individual e.g. loan of a moped, power assisted bike¹ or bicycle; or
- provision of the means for an individual to make their journey by either public or private transport, the most common initiatives being:
 - a minor grant towards vehicle repairs or an MOT, to enable a vehicle to be put back on the road;
 - a contribution towards public transport fares;
 - subsidised driving lessons;
 - provision of general transport advice.

Other less common initiatives that have either been trialed as part of a W2W scheme or are soon to be tested include:

- provision of vouchers offering a contribution towards travel by taxi;
- provision of personalised travel planners, providing clients with precise details of locations of their nearest bus stops, times of convenient bus services etc.;
- provision of car maintenance courses so that if clients wish to purchase a car, they are able to undertake their own assessment as to whether a vehicle offers good value for money; and
- facilitation of car sharing – although experiences of schemes to date that have tried to initiate car sharing as part of W2W have been that they are largely unsuccessful due to the dispersed origins and destinations of clients.

A W2W scheme may consist of a package of the above measures or may solely include the loan of mopeds. The range of measures offered by existing schemes in England is indicated in Table 1 on page 10.

¹ A battery-powered bicycle.



A rural client relying on a moped provided by **Wheels to Work** – the Hambleton and Richmondshire W2W scheme.

This Guide has been informed by an extensive consultation and evaluation of rural-based W2W schemes currently in operation in England. However, W2W schemes do exist in urban, as well as, rural areas and many of the issues discussed in this guide are appropriate to both urban and rural schemes. W2W schemes are, however, particularly suitable for rural areas, since they can be tailored to address the needs of isolated individuals.

Table 1: Summary of Wheels to Work schemes currently in operation in England

	Scheme name	Start up date	Lead organisation	Age for eligibility	Referral agencies	Target group				Transport solutions offered							Moped loan - elements													
						Training	Employment	Education - post 16	Other	Moped loan	Bicycle loan	Power assisted bike loan	Subsidised driving lessons	Minor repair grants	Grants for pt tickets	Car share	Other	No. of mopeds in scheme	Moped model	CBT	Safety clothing	Gloves	Helmet	Other	Cost of moped to client	Loan length				
EAST OF ENGLAND																														
Suffolk	Kickstart Suffolk	Spring 2000	Suffolk ACRE	16-24 yrs	Various incl. Jobcentre Plus, LSC, training agencies etc.	•	•			•											16	Piaggio; Gilera	•						£5/week	6 months
Cambridgeshire	Deals on Wheels	October 2001	Cambridgeshire ACRE	New Deal: 18-24;50+	Jobcentre Plus	•	•			•											12	Derbi Atlantis	•	•		Fluoro. vest			6mths	
Norfolk	Kickstart	September 2001	Norfolk RCC	16-65 yrs	Various including Employment Services, Connexions, training agencies etc.	•	•			•											10	Sym Jet	•		•	Reflective tape	£5/week	max 12 mths		
SOUTH EAST																														
Hampshire	New Forest Youth Moped Scheme	June 2000	New Forest Voluntary Service Council	16-25	Jobcentre Plus, Connexions, social services, youth services	•	•			•											12	Peugeot Vivacity	•	•	•			£5/week	6 months	
Isle of Wight	Wight Wheels	Nov 2001 (plus 8 month pilot)	Isle of Wight RCC	16 yrs +	Range of agencies plus self referral	•	•	•	Voluntary work, search for work	•	•	•	•	•							Leased	Honda Sky	•		•	Reflective band			9 months	
Kent (Aylesham area)	Wheels to Work	December 2001	Kent County Council - Aylesham Youth & Leisure Centre	16 yrs +	Various incl. colleges, youth groups & self referral	•	•	•		•											10	Sym Jet	•	•	•	•	£5/week	12 months		
SOUTH WEST																														
Devon (Torrige)	Wheels to Work	April 2001 - secured funding Sep 2001 - 1st bikes in operation	North Tamar Community Transport Association	16-25 yrs	Jobcentre Plus, Connexions, New Deal Advisors/Lone Parent Advisors, self referral	•	•			•											6 - Leased	Motoroma scooters	•	•	•	•	Fluoro. Vests	£3-£6/week	6 months	
Devon (West Devon)	Getting There	October 2001	West Devon Environmental Network	16-25 yrs	Various incl Jobcentre Plus, colleges etc.	•	•		Driving lessons available to those in education	•		•	•								10	Sym Jet	•		•	Reflective band			6 months	
Dorset	Blackmoor Vale Scooter Scheme	2000	Dorset Action for Rural Transport	16-25 yrs	Various incl Jobcentre Plus, colleges etc. & self referral	•	•			•											7	Peugeot	•	•	•	•	Reflective band	£2.50-£5 dependent on circumstances	6 months	
Gloucestershire	JumpStart	1996	Gloucestershire RCC	16 yrs +	Jobcentre Plus & self referral	•	•		Search for work	•	•	•	•	•	•						10	Honda Sky	•		•				3-6 months	
Somerset	Moped Loan Scheme	August 1999	Somerset Rural Youth Project	16-25 yrs	Rural Youth Project, Jobcentre Plus, Connexions	•	•	•	Search for work	•											34	Honda Sky	•		•	Reflective belt	£5/week	6 months		
Wiltshire	Area 16 Moped Access Project	December 2001	Wiltshire County Council Youth & Community Services	16-19 yrs	Jobcentre Plus, youth services etc	•	•			•											7		•	•	•	•	£5/week	6 months		

1.2 Who should read this guide?

This Guide is written to aid all those involved in setting up or managing a W2W scheme. A variety of different people will find the Guide useful, including:

- W2W co-ordinators.
- Employment Service/Jobcentre Plus (since April 2002) and Connexions² officers.
- Learning and Skills Council (LSC) officers.
- Local authority elected members and officers.
- Members of Rural Transport Partnerships (RTPs) and Rural Community Councils (RCCs).

Others who will benefit include representatives of:

- Regional Development Agencies (RDAs).
- Local authorities: county, borough, district, unitary and parish councils.
- Action with Communities in Rural England (ACRE).
- Chambers of Commerce & Industry.
- Local police and probation services.
- Local voluntary, topical and interest groups, such as market town fora.

The Guide may also assist potential and existing clients of the schemes themselves.

1.3 Who are W2W schemes targeted at?

Lack of transport can be a major barrier to people living in rural areas in accessing training, education and employment opportunities. Young people, in particular, often face a situation where without a job they cannot afford to buy a car or motorcycle and without a vehicle of their own they cannot travel to work or take part in a training course. Indeed, limited access to personal and public transport is a labour market barrier commonly cited by New Deal participants³. W2W aims to break this cycle by offering individuals their own transport for a short period until a longer-term transport solution can be found.

W2W schemes are generally targeted at unemployed people who have received a firm offer of a job or training placement but who find that they do not have the means to access the placement. Some schemes have extended eligibility further to include:

- people who are currently employed but require transport assistance in order to sustain their existing employment e.g. Isle of Wight's **Wight Wheels**;
- people who require transport assistance in the search for work e.g. Gloucestershire's **JumpStart** scheme, which includes the loan of power assisted bikes to clients looking for work;
- people wanting to access voluntary work e.g. **Wight Wheels**;
- people wishing to access post-16 education opportunities e.g. Runshaw College's **Wheels to Learning** scheme in South Lancashire, which is available only to students at the college.

² Further information about the nature of different organisations can be found in the Glossary at the end of this document (Annex 1).

³ Evaluation of the New Deal Innovation Fund – Rounds 1 and 2, Employment Service Research & Development Report ESR86, July 2001.

The majority of existing schemes specifically target young, unemployed people, with the age limit for eligibility typically between 16 and 25 years. A few schemes do, however, have no upper age limit or have specific categories of eligibility for the older age groups e.g. the long term unemployed over 50 years of age who are a part of the New Deal programme.

Related to both unemployment and social exclusion is the need for W2W clients to demonstrate financial need in terms of their inability to afford their own transport solutions.

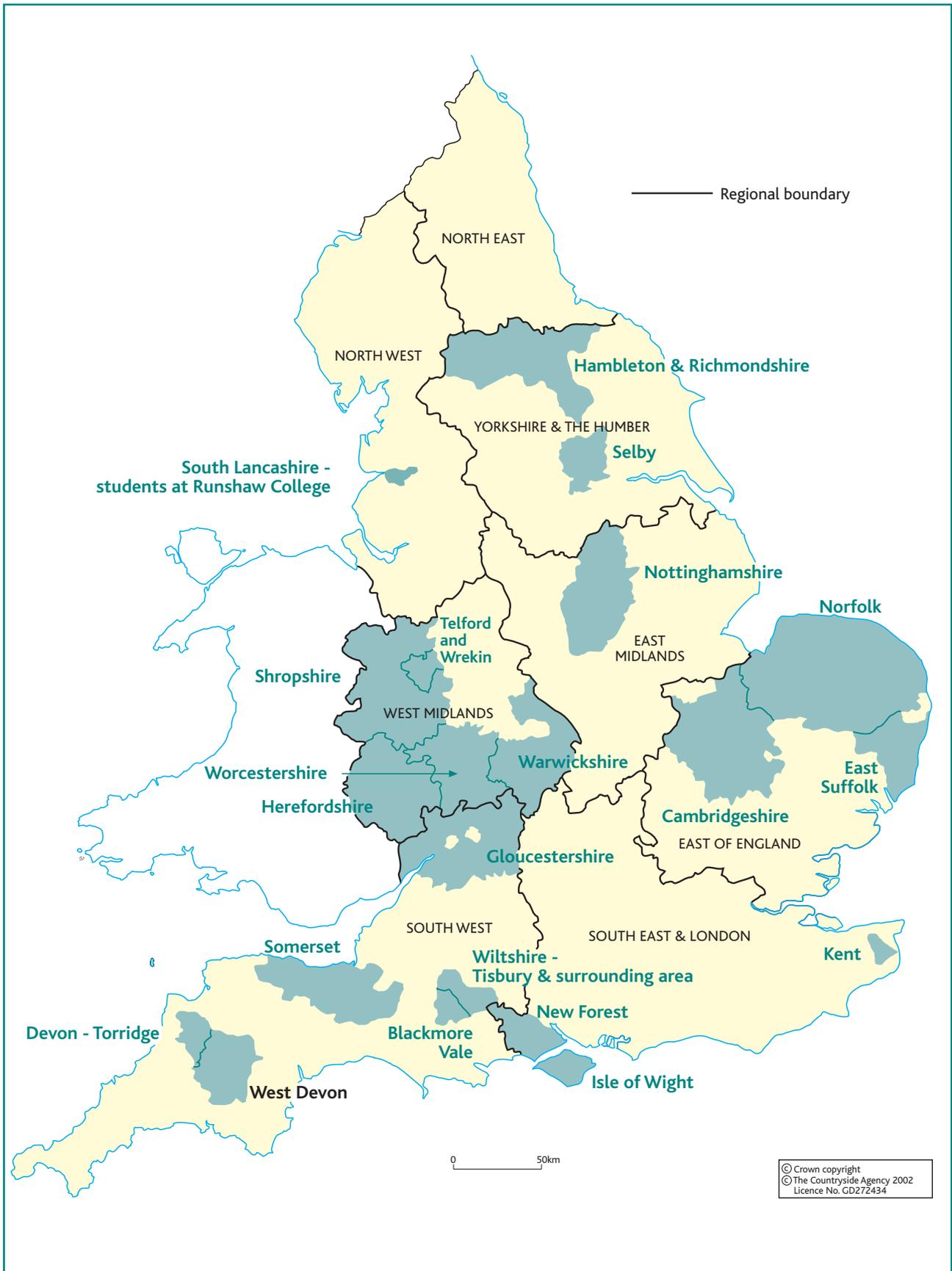


Gloucestershire JumpStart scheme provides loans of power assisted bikes for people searching for work.

1.4 Overview of W2W schemes currently in operation

There are currently over twenty W2W schemes in operation in England, with a number of other schemes currently under consideration. The geographical coverage of existing schemes is indicated in Figure 1 overleaf. There are distinct clusters of schemes; networking between neighbouring authorities and more contact/exposure to the potential successes of nearby schemes may have contributed towards this situation.

Figure 1: Geographical coverage of Wheels to Work schemes currently in operation



There is a broad range of organisations leading existing W2W schemes including:

- voluntary organisations;
- Rural Community Councils;
- local authorities;
- youth organisations;
- college/training centres; and
- Connexions.

Contact names and details for representatives from each of the W2W schemes currently in operation are provided in Annex 2 on page 69.

The size and scale of existing W2W operations varies greatly, ranging from schemes operating only a few mopeds, through to schemes operating fleets of over 50 mopeds. Eleven schemes consist solely of moped loan, whilst others offer a various mix of initiatives.

1.5 The benefits of W2W schemes

Provision of transport solutions enables young people living in isolated rural communities to access job, training and education opportunities, thereby improving their employability and skills' base. W2W also

provide clients with independence, helping to build self-confidence and improved health and enabling participation in wider social circles, through improved access to local facilities and amenities. This helps with integration into the wider community and opens up more life chances.

In addition, access to a W2W mode of transport is an incentive in itself to clients to find work and to stay in employment. 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 is an immediate tangible benefit.

Local employers are also able to benefit from the scheme as it increases the pool of potential employees available.



The Careers Service is the lead organisation for Warwickshire's *Wheels to Work* scheme.

All schemes have examples of individual success stories:

Shropshire: A twenty year old man, who had been unemployed since leaving school and had been in trouble with the police, obtained a placement in a joinery firm making wooden sheds, but had no means of travelling the 13 miles to the job. His case was referred to the Rural Transport Broker by a local careers training agency and he was loaned a moped for six months under the scheme. The client stayed with the employer for three months before leaving for another job (12 miles away) to work as a full-time builder, where he felt the training opportunities were better. The opportunity to work enabled the man to break away from bad influences.

Herefordshire: A New Deal lone parent, aged 51, was referred to W2W through the New Deal for Lone Parents Unit, because she was a qualified teacher but unable to access teaching opportunities in rural areas. Driving lessons were offered which then led to a variety of employment opportunities becoming available.

Gloucestershire: A 24 year old married man with 4 children obtained a training place through New Deal and needed to travel to a local visitor attraction. He was accepted on to the moped loan scheme, and, having completed his training, was offered a full-time job.

Suffolk: A young man found a place as an apprentice chef at a local golf club. Although it was only five miles from his home, public transport was not available for the early starts and late finishes of the job. He said "I had to rely on my mum to take me backwards and forwards. It was difficult for her as I have a younger sister and mum had to get her up when she had to collect me late at night. It wasn't fair on her really but I had no other transport. The moped scheme has been brilliant. I can get to work and back easily and my mum and sister don't have to be bothered." He managed to save up to buy his own moped. He was also offered an exchange placement with another trainee chef in South Africa, so he may be able to experience another country and culture as part of his training, an opportunity he may have missed without the 'Kickstart' scheme.

A letter to Gloucestershire's **JumpStart** co-ordinator from an employer of a client assisted through the scheme demonstrated the value of the initiative:

"As the proprietor of a small, but very busy company (general builder), I am writing to say how helpful your organisation has been in the re-employment of those out of work. For example, John came to me for work but unfortunately I was unable to offer employment to him as he had no transport to get himself to and from site. I knew of the Forest of Dean JumpStart broker, however, and recommended that John phoned him. Now, after the loan of the JumpStart bike, John has been able to buy himself a car. Although John has just left me to join another firm where he can earn substantially more, I feel that without your help this person would still be out of work. I would like to thank you on John's behalf, and mine, for helping to make this possible."

1.6 Cost savings for provision of W2W transport solutions

In addition to the benefits to clients of enabling participation in employment and training opportunities, W2W schemes also bring economic benefits in terms of savings on the cost of supporting those that are unemployed. Examples of benefits paid (at April 2002 rates) to the unemployed include:

Job Seekers Allowance:

- 16-17 years: £32.50 per week.
- 18-24 years: £42.70 per week.
- 25+ years: £53.95 per week.

Income support: may also be payable, dependent on individual circumstances.

Council tax benefit: up to 100% may be payable, dependent on personal circumstances.

Housing benefit: up to 100% may be payable, dependent on personal circumstances.

The costs provided above are indicative but costs in benefits can amount to over £550 for an unemployed person, dependent upon individual circumstances. 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 tax contributions to the economy, as well as, overhead costs associated with Jobcentre Plus (the new name for the Employment Service since April 2002) and other agency staff dealing with the unemployed.

Typical costs for 'enabling' a W2W client to access an employment or training placement will vary, dependent upon the scale of the scheme and the level and type, of assistance offered. However, in the early years it is likely that costs will vary between £1000 and £1500 per client, inclusive of overheads. Costs per client are likely to reduce the



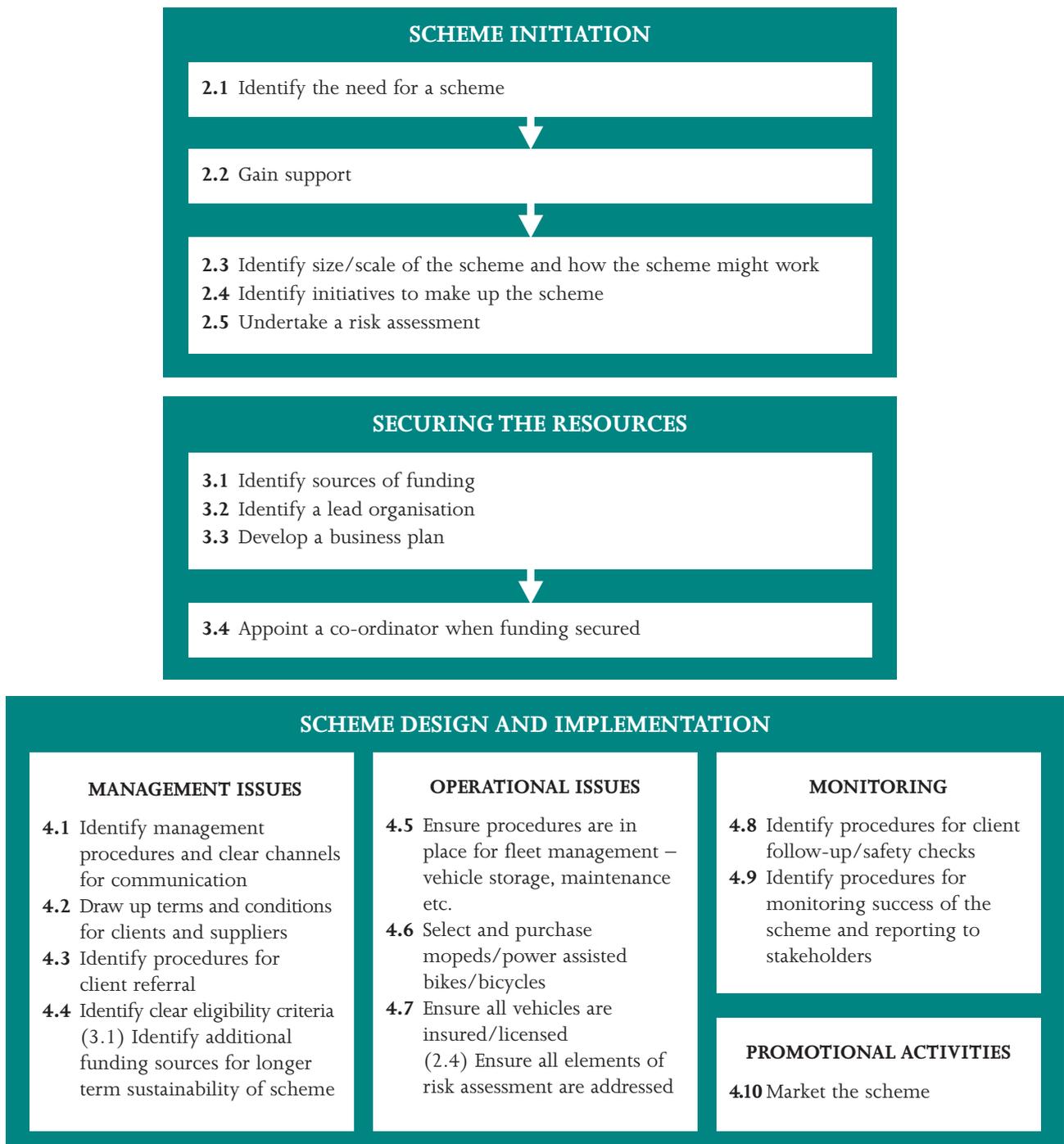
W2W schemes contribute to employment skills by enabling clients to become more self confident and independent.

longer a scheme operates, as capital costs incurred are discounted over more clients. Further information on costs of W2W schemes is provided in section 3.3 of this Guide.

1.7 W2W scheme development and implementation

Figure 2 summarises the main process involved in the design and implementation of a W2W scheme. The diagram includes cross-reference to section headings within this Guide.

Figure 2: W2W scheme development and implementation



2. Scheme initiation

2.1 Identifying the need for a scheme

Before the process of W2W scheme development begins and before a co-ordinator is appointed, it is important to verify that there is actually a need for a W2W scheme. To date this has largely been done at the local level and may be co-ordinated by:

- an organisation with direct access to the client group
e.g. Jobcentre Plus;
- an organisation involved in the delivery of community-based schemes e.g. RCCs; or
- an organisation involved in the wider strategic planning for an area
e.g. the local authority, an economic development group.

W2W schemes should be targeted at areas where there is a clearly identified need. There are no rules to state when a scheme would be appropriate but the following criteria are relevant:

- Accessibility surveys: surveys of access to key services such as local business parks, market towns, colleges and universities can reveal the need for a scheme. Accessibility surveys can be undertaken by local chambers of commerce or local authority education departments. The surveys may also be undertaken by the local business parks, colleges and universities.
- Areas with poor public transport provision: data on e.g. the number and frequency of bus services available from the Rural Services Survey, accessible from the Countryside Agency website (www.countryside.gov.uk) and from local authority transport planning departments, could be used to identify people living in areas poorly served by public transport.
- Local studies and consultations with agencies working with target groups: joint working with those involved with W2W target groups e.g. youth organisations, youth forums, community groups, connexions, Jobcentre Plus can lead to the development of a W2W scheme.
- Local employment surveys, including local businesses and employers will help to identify need. In some areas concentrations of unemployed people can be a potential pointer to the need for a

scheme. The employment domain of the Index of Multiple Deprivation (IMD) can provide unemployment levels of an area. Also it is worth considering unemployment figures with demographic data at ward level to pick up, for example, youth unemployment levels, or indeed unemployed people across different age groups. This can help to identify the need as well as develop the detail of a scheme.

- Experience from existing W2W schemes suggest that regeneration areas designated for priority funding programmes, such as the Rural Development Agencies' Rural Priority Areas, or those areas eligible for the Neighbourhood Renewal Fund (NRF) or the Single Regeneration Budget (SRB) and EU funding can be useful for identifying the need for a scheme. W2W objectives fit in well with the objectives of regeneration initiatives.

The need for a W2W scheme in the Aylesham area of Kent was first identified via youth forums being held around the county. Young people involved in the discussions raised the issue that it was impossible to get from the remoter areas in Kent to jobs which operated difficult shift patterns, such as the local ferry companies.

West Durham RTP has recently developed a bid for a W2W scheme in the Derwentside area. The scheme will target 16-25 year olds within Derwentside District, who reside in the sixteen wards that are designated as priority wards under the Employment theme, as identified through the Neighbourhood Renewal Fund (identification based upon the Index of Multiple Deprivation). The scheme will also work to redress priorities identified in the community appraisals that have been undertaken under Objective 2 Priority 4 funding. These appraisals all identify enhancing employment prospects as a key issue for the respective communities identified for this funding package. In addition, the project contributes to redressing the priorities identified under the district's SRB 5 and 6 programmes⁴.

Original research by the Isle of Wight Voluntary Sector Forum led to identification of the need for a W2W scheme and this then became a top priority for the ensuing Isle of Wight RCC's Anti Poverty Initiative, funded by the Countryside Agency. In addition, a report on the long-term unemployment situation on the Isle of Wight revealed that transport was cited as the second key barrier to employment on the island (after lack of suitable jobs). Wages are very low on the Island but transport costs are very high. **Wight Wheels** was seen as a solution to address these barriers to employment.

A decision to relocate Runshaw College to a less accessible location caused concern, as it was clear that there were already transport problems associated with access to college opportunities. Indeed, an ongoing survey at the college revealed that 10% of students identified transport as a major barrier that they find difficult to overcome. Consequently, the college has established a '**Wheels to Learning**' scheme, to be promoted to students through the application process. The scheme includes loan of mopeds and power assisted bikes, flexible-route bus services and a one-stop shop for provision of transport information to students.

2.2 Gaining support from different organisations

Once the need for a W2W scheme has been identified, organisations that might want to get involved in the scheme should be contacted to establish their level of interest and to get the appropriate players on board.

⁴ Further information about the programmes can be found in the Glossary at the end of this document (Annex 1).

Approaching organisations ‘face-to-face’ is the most effective way of engaging interest. Organisations to be contacted and the roles that they might play, in addition to offering funding opportunities, include:

Organisation	Possible role(s)
Jobcentre Plus, Connexions, LSCs	<ol style="list-style-type: none"> 1. Promoters of W2W 2. Referral agency with direct access to the target client group 3. Provision of office space
County/district/borough/unitary councils e.g. via regeneration departments, economic development departments, social services, housing, transport planning departments	<ol style="list-style-type: none"> 4. Provision of information to verify the need 5. Promoters of W2W 6. Referral agency e.g. via social services 7. Provision of office space 8. Possibilities of assistance in the storage, maintenance and insurance of mopeds 9. Council’s Road Safety Officer may be willing to offer advice on safe routes
Youth groups	<ol style="list-style-type: none"> 10. Promoters of W2W 11. Referral agency 12. Possibilities for linking W2W to youth training courses in vehicle maintenance
Parish/town councils	<ol style="list-style-type: none"> 13. Promoters of W2W
Volunteer groups	<ol style="list-style-type: none"> 14. Assistance in running the scheme
Local schools/colleges/training centres	<ol style="list-style-type: none"> 15. Promoters of W2W 16. Referral agency 17. Assistance in running the scheme
Local motorcycle dealers/Compulsory Basic Training (CBT) centres/cycle shops etc.	<ol style="list-style-type: none"> 18. Provision of advice on suitable models of mopeds, power assisted bikes and bicycles 19. Provision of mopeds, power assisted bikes and bicycles at a discounted rate 20. Storage/transportation of mopeds 21. Servicing and maintenance of mopeds/power assisted bikes/bicycles 22. Provision of CBT at a discounted rate
Local police, probationary service	<ol style="list-style-type: none"> 23. Advice on safe driving techniques and safe routes 24. Provision of additional training 25. Possibility for linking to schemes to refurbish unclaimed stolen bicycles for W2W 26. Promoters of W2W
Local business groups e.g. Chambers of Commerce & Industry, market town fora etc.	<ol style="list-style-type: none"> 27. Promoters of W2W
Local employers	<ol style="list-style-type: none"> 28. Promoters of W2W
RDAs, economic development groups, community development groups	<ol style="list-style-type: none"> 29. Promoters of W2W
RTPs, RCCs, ACRE	<ol style="list-style-type: none"> 30. Networking opportunities 31. Promoters of W2W 32. Assistance in running scheme
Local community groups	<ol style="list-style-type: none"> 33. Promoters of W2W 34. Assistance in running scheme

Networking between those organisations involved with young people and those involved in the provision of rural transport, employment and education has a big part to play in the sharing of information and the delivery of W2W schemes. Early involvement of key partner agencies, such as the LSC, the local Jobcentre Plus and Connexions, is an essential ingredient to the success of any scheme. Within these organisations, however, the level of commitment (both financial and in-kind support) at the local level can be greatly influenced by the motivation of the individual assigned the responsibilities of W2W. It is important therefore that schemes develop and maintain good ongoing relationships with organisations.

Having identified potential support of different players, a meeting should be convened between all interested parties and a 'brainstorming exercise' should be undertaken to identify the possible make-up of a W2W scheme and how it could be taken forward. It is important to ensure that the terms of reference (aims and objectives) for the project are clearly identified at the outset, as different member organisations will have different objectives.

2.3 Identifying the size of the scheme

In the early stages schemes should be kept small and manageable – between 10 and 12 mopeds is a reasonable starting point; small enough to manage, yet large enough to make an impact. However, much will depend upon the nature of the scheme and the level of initial funding available – some schemes have started with fewer than five mopeds.

The overall size of the area of operation of a scheme will depend on the potential demand/need for the services as well as on local circumstances, for instance, whether it is feasible to cover the whole county, both financially and logistically at first, or whether it makes more sense to concentrate initially on an area of higher identified need. Clarity of the scheme area is important, as it can make operations difficult, if this is not clearly defined on maps, and it can appear unfair to potential clients if decisions are not based on some recognised boundaries.

Running a pilot W2W scheme before the 'permanent' scheme is useful but not essential. A 'pilot' can suggest the possibility of failure, so consideration may want to be given to making the 'pilot' an initial part (phase 1) of the wider scheme.

Warwickshire W2W took a 3-stage development approach that initially focused on a small area of the county where higher levels of unemployment and lower levels of passenger transport services had been identified, which meant that there was potential for social exclusion, particularly amongst school leavers. This first stage of the scheme was treated as the pilot, following which the lessons learnt were used to expand to the northern part of the county and finally to the whole of the county. This represents a sensibly planned approach to scheme development but it is important to emphasise that each area considering a W2W scheme needs to examine individual circumstances and to develop their scheme accordingly.

2.4 What initiatives might make up a W2W scheme?

Mopeds

It is likely that moped loan will form the core element of a W2W scheme. The typical loan period is between 6 and 9 months, which

allows time for clients to save up for longer-term transport solutions. It is useful to allow flexibility in the loan period in special circumstances, although any loan extensions will depend on the demands on the scheme at the time.

Clients should make a financial contribution towards the moped loan – a ‘wear and tear’ fee between £2.50 and £5 per week would be reasonable; clients are also likely to be more committed to the scheme if they are making a contribution towards the cost of the transport assistance. It is useful to allow clients to pay the fee in blocks of, for instance, four weeks to avoid the administrative burden of trying to collect money weekly. Alternatively payments by standing order or direct debit should be arranged.

A Compulsory Basic Training instructor from *Wight Wheels* in discussion with a client.



Herefordshire W2W found that the physical cost of collecting £1 per week from clients for a moped loan was more than the £1 'wear and tear' fee. They are, therefore experimenting with collection of £25 upon signing of the agreement, where this is possible. Job Seekers Allowance is also sometimes called upon to defray this expense, although this militates against the concept of payment as a commitment fee.

To support the loan of the mopeds, there are other items that may be provided to clients including:

- **Compulsory Basic Training (CBT)** – All clients of W2W schemes should undergo CBT. In order to undertake CBT, clients must hold either a full or provisional driving licence. Further details about CBT can be found at <http://www.driving-tests.co.uk/cbt/cbt.htm>. CBT typical costs vary between £55 and £90, with most centres likely to offer a discounted rate to W2W schemes. CBT centres can be identified via local motorcycle dealers.
- **A helmet** – All clients must have a new helmet. This may generally be provided free of charge, although clients can be encouraged to purchase their own if they have the financial means.
- **A lock/immobiliser** – A lock/immobiliser should be provided and clients should be required to lock their mopeds at all times and store them under cover where possible.
- **Safety clothing** – Gloves, a protective jacket, a reflective belt and/or a waterproof suit may be offered. Clients can be required to return these items at the end of the loan period.
- **Other** – E.g. a copy of the highway code, a tyre gauge, a Certificate of Vehicle Ownership may be provided.

Where schemes are able to provide a range of equipment, many have found that they are able to obtain discounts from suppliers.

Bicycles

Bicycles can provide suitable transport options for those wishing to access employment or training opportunities that are located a relatively short distance from home (generally within approximately 5 miles). Budget constraints of schemes will generally dictate that bicycles will be lent out to clients, although, if circumstances permit e.g. if bicycles can be obtained at particularly good rates, consideration can be given to allowing clients to keep the bicycle.

To support the loan of both bicycles and power assisted bikes, there are other items that may be provided to clients including:

- lights;
- a cycle helmet;
- a reflective band;
- a cycle lock.



All clients must have a new helmet.

Wight Wheels purchases second-hand bicycles from a local cycle rental shop at a very good rate – £50 for bicycles that normally cost £350. Clients are able to select their bicycle from the cycle shop and at the same time they are fitted with a cycle helmet. Lights and a reflective band are also provided. Clients are able to keep all the equipment and, dependent on the needs and financial circumstances of the client, road safety lessons and clothing may also be provided.

The Herefordshire W2W scheme can make loan bicycles available via the Hereford Bike Library run by the Probation Service. Similarly, in Shropshire, the local probation service set up an initiative to restore unclaimed stolen bicycles and W2W became a registered agency to distribute the bicycles where they were most needed.



A local cycle rental shop used by **Wight Wheels** to purchase second-hand bicycles.

Power assisted bike loan

Power assisted bikes are battery operated bicycles. The battery charge generally lasts approximately 15 miles, allowing one way journeys to work of just over seven miles – although the bikes can also be pedalled as a conventional bicycle. They may appeal to those with safety concerns over riding a moped. In addition, unlike a moped, a driving licence is not required for their use, which therefore makes them available to people that are unable to hold a licence for health reasons or who have been disqualified from driving. Folding power assisted bikes are available, at a cost of approximately £60 more than non-folding bikes, and have the advantage that they are easy to store; they can be carried on public transport; and they are easy to transport to the client.

Stroud College referred a 20 year old man to **JumpStart**. Unable to drive, he was looking for assistance with transport to further some college work and to start a gardening business (he had limited left side movement and was epileptic so was unable to drive). An ideal client, he took the loan of a **Powabyke** in October and continued his college course through the winter. **JumpStart** also enlisted the help of a local farmer to custom build a trailer for the **Powabyke** which is used to carry a lawnmower and other necessary items for his work.

Minor repair grants

Financial loans may be provided for assisting clients in getting a vehicle 'back on the road'. This can include a loan towards an MOT, minor vehicle repairs or the cost of insurance. The value of grants depends on the resources available but will generally vary between £100 and £350. Repair grants should be provided direct to garages undertaking the



This **JumpStart** client unable to hold a driving licence for health reasons benefited from a power assisted bike loan. **JumpStart** even secured a custom built trailer for him to carry his lawnmower and gardening tools.

repairs, rather than to individuals. Generally, any vehicle for which repairs are being funded should have an MOT valid for at least a few months from the time of the repairs.

Some schemes have raised concerns about providing grants towards investing in old vehicles, the operational life of which may be short. Careful consideration, therefore, needs to be given to the value of each investment

decision – in general, repairing vehicles over 10 years old may not be economic unless mileage is low and the vehicle is in good condition.

Subsidised driving lessons

Subsidised driving lessons may be offered to those clients who have access to a car but are unable to drive or who have not driven for a while and need a refresher course to restore confidence. They have proved attractive to females, who tend to be less inclined than males to ride a moped. Subsidised driving lessons are generally only offered if driving a car is a specific requirement for a post.



Wight Wheels co-ordinator in discussion with a local firm that sells mopeds, carries out servicing and MOTs.



Professional maintenance and servicing is vital for a successful **W2W** scheme.

Shropshire offer subsidised driving lessons, with clients required to pay £4 towards the cost of each lesson. The client gives a voucher to the driving instructor who invoices the balance to **W2W2**. **Wight Wheels** offers subsidised driving lessons to clients in blocks of ten, after which the driving instructor reports back to the scheme co-ordinator. Clients generally pay only for their driving licence and their theory test. If the employer will benefit from the client driving, for instance, they will be able to drive company vehicles, then the employer is asked for a contribution towards the lessons. Two employers have been approached and each contributed 50% towards the cost of the lessons.



'Personal travel planning' and advice on 'safe routes' form an important element of W2W. The Hambleton and Richmondshire co-ordinator in discussion with a client.

Provision of public transport information

W2W can involve provision of advice to clients on public transport options available. This can include 'personalised travel planning' information, providing information on public transport interchange points as well as timings of public transport. Where suitably timed public transport is available, this is clearly the most cost-effective means of enabling clients to access employment/training/education opportunities.

Grants for public transport tickets

Where there is public transport available that fits in with the client's hours of work, a contribution towards the cost of travel may be made. This type of assistance can be helpful

for bridging the gap between the client travelling to their job and the client receiving their first pay cheque. This would require a one-off payment and it may be appropriate to cover the full cost of the ticket, dependent upon the transport costs and the financial circumstances of the client.

The Isle of Wight's **Wight Wheels** scheme offers assistance for travel by public transport. This includes purchase of a Rover bus ticket, a ferry ticket to the mainland or a rail ticket. The **Wight Wheels** co-ordinator usually buys the ticket in advance and then passes it to the client but, if the ticket is needed immediately then the client is given the money to buy the ticket. However, the client must send the ticket to the co-ordinator at the end of its validity period as proof of purchase.



Assistance with the purchase of a ferry ticket to the mainland is also part of the service from Wight Wheels.

Pros and cons of different measures

Measure	Advantages	Disadvantages
Moped loan	<ol style="list-style-type: none"> 1. Provides a transport solution for the individual for one-way journeys of between 20-30 miles. 2. Enables travel for social/leisure purposes. 3. Good short term solution. 	<ol style="list-style-type: none"> 1. Not suitable for long journeys. 2. Not suitable for those unable to hold a driving licence. 3. Some concern of risk of accidents. 4. Some people not willing to ride a moped. 5. Mopeds need to be made more attractive to women e.g. consider using lighter models. 6. Ideally, under-cover storage is required at the home end.
Bicycle loan	<ol style="list-style-type: none"> 4. Good low cost local solution. 5. Can be useful for linking to bus services, where cycle facilities are provided close to bus stops. 	<ol style="list-style-type: none"> 7. Only suitable for relatively short journeys.
Power assisted bike loan	<ol style="list-style-type: none"> 6. Suitable for round journeys of approximately 15 miles. 7. Can be ridden by those unable to hold a driving licence due to health reasons, or those disqualified from driving. 8. Folding power assisted bikes can be easily stored and taken on public transport. 9. Good relatively low cost local solution. 	<ol style="list-style-type: none"> 8. Limited distance. 9. Some users may find power assisted bikes heavy.
Minor repair grants	<ol style="list-style-type: none"> 10. Good short term solution but capital intensive. 	<ol style="list-style-type: none"> 10. Investment in old vehicles may not be cost effective.
Subsidised driving lessons	<ol style="list-style-type: none"> 11. Long term transport solution – useful where a chosen career requires a driving licence. 12. Can target those not willing or able to ride a moped. 	<ol style="list-style-type: none"> 11. Finance intensive. 12. Uncertainty as to how long client will take to pass test. 13. Dependent on client having access to a car. 14. Concern that this may go against national sustainability policy.
Contribution towards public transport fares	<ol style="list-style-type: none"> 13. Relatively low cost short term solution. 	<ol style="list-style-type: none"> 15. Depends on suitably timed public transport serving an area.

Selecting appropriate measures for individual W2W clients

If running a package of measures, it is essential that clients are provided with appropriate and individual transport solutions, dependent on their specific needs and circumstances – mopeds have proved popular with young people but may not necessarily be the most appropriate and cost-effective solution.

Wight Wheels takes a flexible approach to provision of individual transport solutions and, if Wight Wheels is not able to be of direct assistance themselves, they will explore other avenues. One disabled client was unable to use a standard moped due to his disabilities but instead needed a specially adapted 125cc motorbike. Wight Wheels contacted Jobcentre Plus who agreed to fund the extra cost of the vehicle needed for the client.

2.5 Undertaking a risk assessment

There are generic risks associated with motorcycling and the risk of collision injury will be greater for moped riders compared to car drivers, due to the rider's relative instability and exposed vulnerability. However, accident rates are lower for mopeds with their slower speeds, compared with more powerful motorcycles.

It is of great importance that any W2W scheme undertakes a risk assessment and takes all reasonable measures to reduce risks to the rider and their equipment. A risk assessment needs to address:

- Theft/damage caused to mopeds.
- Accidents due to faulty mopeds.
- Accidents due to bad driving/misuse of mopeds.
- Accidents due to adverse weather.
- Accidents due to third parties.

A risk assessment should also be undertaken for bicycles and power assisted bikes. An example of issues to cover in a risk assessment for moped loan is shown overleaf.

Examples of what might be included in a risk assessment

Identified risk	Extent of risk	Action to reduce risk
Theft/damage caused to mopeds	Financial and making mopeds dangerous to ride.	<ol style="list-style-type: none"> 1. Supply locks with mopeds. 2. Provide alarm on storage facility. 3. Visual safety check before riding mopeds.
Accidents due to faulty mopeds	Death or serious injury.	<ol style="list-style-type: none"> 4. Mopeds to be serviced regularly. 5. Visual inspection before getting on moped each time.
Accidents due to bad riding/misuse of mopeds	Death or serious injury.	<ol style="list-style-type: none"> 6. Clients to complete CBT and additional safety training. 7. All clients to have appropriate safety gear (helmet, gloves, jackets, shoes). 8. Reports of reckless riding to be investigated. May result in forfeit of moped. 9. All clients to comply with the scheme's rules and systems. 10. Length of the daily journey to be considered in relation to potential fatigue and increased risk. 11. Attitude of clients to be assessed to ensure a positive and responsible approach. 12. Ensure adequate general health and fitness of client (including vision) and ensure client has no temporary impairments and declarations about use of drugs or alcohol. 13. Ensure client has no unsatisfactory accident/enforcement history.
Accidents due to adverse weather conditions	Death or serious injury.	<ol style="list-style-type: none"> 14. Clients to complete CBT and additional safety training. 15. All clients to wear appropriate clothing/protection. 16. Encourage non-use of mopeds in adverse conditions.
Accidents due to third parties	Death or serious injury.	<ol style="list-style-type: none"> 17. All clients to wear appropriate protection. 18. Provide advice on safest routes to take. 19. Clients to complete CBT and additional safety training.

Hambleton and Richmondshire W2W scheme co-ordinator oversees all CBT training. The scheme uses the safety video tapes *I just didn't see you* and *What if?* from the Driving Standards Agency as part of the training.



In undertaking their risk assessment, Hambleton & Richmondshire took advice from the Royal Society for the Prevention of Accidents (RoSPA), the CBT assessor, DTLR documents and Honda. The scheme undertakes all CBT training in the presence of the co-ordinator and additional awareness issues are addressed through use of video tapes '*I just didn't see you*'⁵ and '*What if?*'⁶.

West Devon's W2W scheme had four accidents in early autumn, when leaves on the roads produced very slippery driving conditions. The scheme now intends to get all moped riders together as the seasons change to warn them of the additional hazards posed at this time of year.

After clients on West Devon's W2W scheme have completed their CBT, the co-ordinator will always either drive or ride home with the client to double-check that they are competent and confident to ride the moped. If necessary, additional training will be provided by the administrative support worker for the scheme, who is a qualified CBT trainer. Safe routes to take on the daily journey to and from work/training are also discussed in advance of the CBT.

Following the risk assessment, Kent's W2W scheme have regulated their mopeds, so that they do not exceed speeds of 30mph and mopeds will not be provided for daily one-way journeys over 30 miles, as the risk assessment highlighted that clients should drive no more than one hour each way per day.

In deciding whether a moped loan is an appropriate solution for an individual, both Wiltshire and Suffolk require clients to answer the following questions:

- Am I familiar with the Highway Code?
- Can I ride a bicycle?
- Can I buy/borrow protective safety clothing – warm, waterproof and well padded?
- Am I prepared to use a moped in cold, wet weather?
- Am I prepared to accept the extra risk to motorcyclists on the road?
- Am I conscious of the need for extra precautions in windy or wet weather?
- Am I prepared to accept a top speed of 30mph?
- Have I made absolutely certain that there is no public transport service to meet my needs?
- Could my needs be met by an ordinary bicycle?
- Do I have the facilities to keep the machine in a safe, lockable store?
- Am I a careful, law abiding, trustworthy and responsible person?
- Do I have any previous criminal or motoring convictions? If yes, list them and dates.
- Do I realise that if I disrespect the moped or ride it in a dangerous way I may lose the moped?

⁵ '*I just didn't see you*' is a free video available from Keymed, Clerical Services Department (Tel: 01702 616333) or from local driving test centres.

⁶ '*What if?*' videos (one is available for car drivers and one for motorcyclists) are available from DSA Merchandise (Tel: 0870 241 4523) and cost £12.99.

3. Securing the resources

3.1 Key sources of funding

Securing funding at an early stage is a key requisite of any scheme. 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. A summary of sources through which existing W2W have secured funding is provided overleaf.

W2W: Potential funding sources

Level	Source	What is it!	Geographical areas to which funding source applies	How to find out more	Examples of schemes that have secured funding via source
European	European Social Fund	Funding for activities which generate employability and human resources in line with European Employability Strategy. ESF will provide up to 45% of project costs.	Covers every part of Great Britain under one of three objectives: Objective 1: covers areas that are economically disadvantaged: Merseyside, South Yorkshire, Cornwall, West Wales and the Valleys. Highlands and the Islands of Scotland. Objective 2: covers areas that are adjusting to changes in their industrial and service sectors, rural areas in decline, urban areas in difficulty and economically depressed areas that depend heavily on fisheries. Objective 3: operates everywhere except in Objective 1 areas.	1. Via Government Offices. 2. Via local authorities. 3. www.esfnews.org.uk – includes information on how to contact Regional Offices.	Eastern Coalfield, Heads of the Valleys (Wales) seeking funding.
National/ Regional	Community Fund (formerly known as National Lottery Charities Fund)	The Community Fund distributes money raised by the National Lottery to support charities and voluntary and community groups throughout the UK. Schemes will need to meet Community Fund criteria, and schemes offering a range of initiatives which allow a wider range of people to participate may be more acceptable.	Any area can submit a bid.	1. www.community-fund.org.uk 2. Application help line: 0845 791 9191. 3. Via www.access-funds.co.uk (a useful website for up to date information on a variety of funding sources)	Shropshire, West Devon.
	Neighbourhood Renewal Fund (NRF)	The main purpose of NRF is to narrow the gap between the most deprived areas and the rest of the country, in line with the National Strategy for Neighbourhood Renewal.	Designed to help local authorities in the 88 most deprived areas to improve local services (mostly urban)	4. www.neighbourhood.dtlr.gov.uk	Derwentside have developed bid
	New Deal	New Deal is a key part of the Government's Welfare to Work strategy. It has been created to help unemployed people into work by closing the gap between the skills employers want and the skills people can offer.	All areas.	5. Local Jobcentre Plus (formerly the Employment Service) 6. www.newdeal.gov.uk	Cambridgeshire

	New Deal Innovation Fund	Provides the venture capital of the New Deal. Its aim is to test ideas and activities which will increase performance outcomes, extend knowledge of what works in helping people to move from welfare to the workplace and which the Jobcentre Plus can then use, as appropriate, elsewhere across England, Scotland and Wales to assist other jobseekers overcome the barriers they face in the labour market.	Only applies to 'one off' projects.	7. www.newdeal.gov.uk	Heads of the Valleys (Wales).
	Single Regeneration Budget (SRB)	The SRB supports regeneration initiatives in England, carried out by local regeneration partnerships. The types of bids supported differ from place to place, according to local circumstances.	The SRB is administered at regional level by the RDAs and, in London, by the London Development Agency.	1. www.regeneration.dtlr.gov.uk/srb/	Gloucestershire, Suffolk, Isle of Wight
	Regional Development Agencies (RDAs)	RDAs aim to co-ordinate regional economic development and regeneration, enable the regions to improve their relative competitiveness and reduce the imbalances that exist within and between regions. The RDAs use the Rural Priority Areas as the basis for the allocation of grants and resources in rural areas. Rural Priority Areas were first introduced in 1984 by the then Rural Development Commission and were reviewed in 1992/93 using socio-economic indicators and local information.	There are nine Regional Development Agencies in England. Rural Priority Areas cover parts of 29 counties of England and 109 districts, including about 35% of the land area of England and some 6% of the population.	2. www.consumers.gov.uk/rda/info/ (includes regional contact details) 3. www.countryside.gov.uk/ruralpriority/	Somerset, Norfolk, Suffolk, Kent, Nottinghamshire.
	Rural Transport Partnership scheme (RTPs)	Provides up to £250,000 to support up to 75% of the eligible value of transport projects.	All rural counties are now covered by RTPs.	4. www.countryside.gov.uk/ruraltransport/ , 5. Via regional Countryside Agency offices and local RTPs.	Most schemes receive RTP funding.
Local	County, borough, district or unitary councils	Can help with funding via the LTP (capital funding) or through delegated funds.	All areas		Hambleton & Richmondshire, Wiltshire, Gloucestershire, Hampshire, Norfolk, Dorset, Somerset, Shropshire.
	Partner agencies in education and employment – LSCs, Jobcentre Plus, Connexions	Can offer in-kind support e.g. provision of office space and sometimes financial resources.	All areas.		Warwickshire (LSC, Jobcentre Plus), Hambleton & Richmondshire (LSC), Somerset (LSC), Shropshire (LSC)
	Rural Community Councils (RCCs)	Can offer in-kind support e.g. provision of office space.	All rural areas.	6. http://www.acre.org.uk/member	
	Other, e.g. local moped suppliers, colleges, local police and probation service, local voluntary groups	Can offer in-kind support, discounts on vehicles, storage space etc.	All areas.		

The nature of many of the funding sources available for W2W schemes means that much of the funding is often provided on a short term basis, either annually or for only two or three years. This means that schemes need to be constantly searching for new revenue streams to ensure long term continuity.

In addition to its full-time co-ordinator, **Wight Wheels** is appointing a Development Worker to work 3 days per week on identifying new sources of funding to secure the longer-term sustainability of the project.

Many existing W2W schemes have found that, whilst the partner and referral agencies support the aims and objectives of W2W schemes, there is sometimes unwillingness to commit financial resources. In considering potential funding partners for a W2W scheme, it is useful to identify the likely beneficiaries of the scheme and to try to sell the benefits to persuade partners to commit financially. For instance, referral agencies, such as Jobcentre Plus and Connexions, benefit from a client being 'enabled', via the loan of a moped for example, to gain employment, or begin education or training. This contributes towards the agency's targets of clients moving from unemployment and into work/training/education.

Warwickshire W2W was able to secure £17,000 funding from the local LSC for 2000-01 and are confident that more partner organisations are likely to provide funding as they are becoming increasingly aware of the scheme's benefits - to the extent that some partners are considering writing the scheme into their own business plans.

Experience to date has demonstrated that it is unlikely that any W2W schemes will ever be completely self-funding, given the non profit-making approach of the schemes that ensures that clients are charged only a fraction of the actual cost of borrowing a moped over a fixed period. The majority of schemes are heavily dependent on the RTP scheme delivered by Countryside Agency funding. However, the RTP only provides short-term funding and many schemes are increasingly looking towards their local government organisations (county, district and unitary councils) to take on some of the costs involved in running the schemes. Some councils have already become involved through, for example, providing an operating base for the fleet of mopeds, and it is possible that the Local Transport Plan (LTP) will emerge as a source of future capital funding.

It is essential that all potential funding partners understand what may be expected of them in terms of support for the project and to manage expectations. Furthermore, decision making paths need to be clear – tension could potentially occur within a steering/management group if all partners are not contributing financially, with those making a contribution possibly feeling more ‘rights’ during decision making.

3.2 Identifying a lead organisation

All schemes will need to develop a business plan and identify a lead organisation to host the project. This will need to link to the legal structure of the funding secured. For instance, funding that is only available to a charity will dictate that a charity organisation will need to lead the scheme.

Schemes will also need to ensure that they understand local networks of organisations that currently exist for taking forward schemes such as W2W and build on these. The local RTP officer can be a good starting point for identifying existing structures and how a scheme might fit in with these.

3.3 Developing a business plan

Timescales

Given the diverse nature of organisations involved in a W2W scheme, the length of the consultation period required to develop a business plan/funding bid and to secure funding should not be under-estimated. Indeed, it has taken some schemes over two years to develop a funding bid and it is likely that any bid will take months of planning. In terms of the actual length of the W2W scheme, the nature of the short term funding involved has played a major influence in determining the planning horizon of existing schemes, with most schemes securing a maximum of three years funding in the initial stages. This has, therefore, meant that schemes have had to develop exit strategies. These have generally involved time being committed through the course of the scheme to identification of new funding streams. Consideration also needs to be given to what happens to capital, such as the mopeds, if further funding is not secured. For example, machines could be handed over to the local authority or to a voluntary transport operator.

Typical costs

Costs for different W2W elements can vary considerably across schemes, dependent upon discounts that can be secured locally etc. However, indicative costings for different elements of W2W are provided below:

Typical scheme costs

Item	Approximate cost
Capital	
50cc Moped/scooter	£1,000-£1,500
Bicycle	£50-£270 (dependent on whether bicycle is new or reconditioned)
Office/computer equipment	Varies – assume £1,700
Revenue costs	
Co-ordinator salary/NI	£16k-£24k
Vehicle expenses: <ul style="list-style-type: none"> • Maintenance & storage • CBT • Equipment 	Varies £55-90 Helmet: £30-£50; Lock: £15-£20; Gloves: £13-£20; Waterproof suit: approx. £25; Reflective belt/vest: approx. £10; Tyre gauge: £2.50; Highway code book: £2.50; Stroke oil: £3/litre; Petrol: £0.70/litre
<ul style="list-style-type: none"> • Road licence • Recovery & breakdown • Insurance 	£15 p.a. per moped (up to 150cc) £50 p.a. per moped £105-£250
Minor repair grants	£100-£350 per client
Subsidised driving lessons	Varies between £10 contribution per lesson to full cost of lesson covered
Public transport subsidy	Varies
Travel – for client interviews; follow-up checks; meeting referral agencies etc.	Typically £4k-£5k but dependent on area of coverage, regularity of client visits and number of mopeds.
Rent/heating/lighting	Varies
Printing/stationery	Varies
Telephone	Varies
Audit	Varies
Other (clerical, administrative support, management, publicity, I.T. support, recruitment, meeting costs etc.)	Varies

Typical scheme costs vary enormously according to the size of the scheme and the level of assistance offered. The smallest schemes, with part time co-ordinators and few mopeds (less than 7 or 8), can incur costs of less than £45,000 over 3 years, whilst the larger schemes (with 40 to 50 mopeds) can incur costs between £175,000 and £200,000 over 3 years. In developing a funding bid/business plan, it is better to be generous with estimate costs.

Costs per client

Typical costs per client for W2W schemes will also vary, dependent upon the scale of the scheme and the level of assistance offered. In the early years, it is likely that costs will vary between £1,000 and £1,500 per client, inclusive of overheads. Costs per client are likely to reduce the longer a scheme operates, as capital costs incurred are discounted over more clients. For instance, Shropshire estimates that its costs per client will fall from £1,500 per client to £1,000 per client over 3 years.

3.4 Appointing a co-ordinator

A scheme will need an individual, a W2W co-ordinator, to take the scheme forward and be responsible for the day-to-day management/administration of the scheme. The qualities of the scheme co-ordinator will relate to the type of W2W scheme – in terms of what is offered, where it is based, which referral agencies it works closely with, and the specific transport needs of the area. The co-ordinator should report to the management committee.

Dorset W2W has an on-site depot which provides space for moped storage and an excellent opportunity for carrying out regular on-site checks, in addition to the ongoing maintenance carried out by the dealership. For this scheme, it therefore made sense to recruit someone with motorcycle knowledge and enthusiasm and the Dorset scheme's clients benefit greatly from being able to drop in to the centre for regular safety checks and general maintenance advice from the co-ordinator.

Kent's W2W scheme is based at a youth centre which has facilities for car/moped maintenance as well as vehicle storage. The co-ordinator undertook a course in motorcycle mechanics, so that they are able to service the mopeds on site.

Warwickshire's W2W scheme is run by the Careers Service, with the host organisation working as the main referral agency for the scheme. Warwickshire Careers Service delivers the scheme on behalf of the County Council. Therefore, when thinking of the type of co-ordinator to appoint, it made sense to recruit an individual with some experience in youth and careers work.

The Somerset W2W scheme is run by a qualified youth worker, with support from part-time youth field workers. Here the decision to appoint a Project Worker with a youth skills background was largely a result of the nature of the lead organisation, Somerset Rural Youth Project (SRYP), which was already working very closely with young people in need of assistance within the county of Somerset.

The following are qualities that different schemes have looked for in a co-ordinator:

- Experience of working with, and ability to relate to, young and unemployed people.
- Approachable.
- Understanding of potentially sensitive issues associated with the client group.
- Good communication and written skills.
- Good networking skills.
- An understanding of rural and community transport issues.
- A flexible approach to working hours.
- Experience of working in the voluntary sector.
- Motorcycle expertise.
- Ability to work on own initiative.
- Ability to write funding bids.
- Knowledge of the Road Traffic Act, the Highway Code etc.

The hours of work of the co-ordinator will largely be dependent upon the size of the scheme, the number of mopeds operated and the length of the loan period, and whether other initiatives are offered. For a small scheme operating only a few mopeds, a part-time co-ordinator working maybe 10-12 hours per week will be adequate. For larger schemes operating ten or more mopeds and offering other initiatives at least one full-time co-ordinator will most likely be required.

It is important not to under estimate the administration element involved in delivering W2W schemes and administrative support, in addition to the post of the co-ordinator, should be considered.

West Devon's W2W scheme appointed a co-ordinator who works 30 hours per week, with an additional one day of administrative support provided.

Gloucestershire's **JumpStart** scheme has been operating with one overall, full-time co-ordinator plus two part-time transport brokers based in the Districts who have responsibilities for dealing with referred clients in their assigned areas. A 'handbook' was produced for the brokers detailing procedures, to ensure that clients were dealt with in a consistent way. The brokers had a presence in the local Jobcentre Plus once a week.

Salary levels for co-ordinators are typically in the range of £16,000 – £24,000.

4. Scheme design and implementation

Management issues

4.1 Managing the scheme

Successful schemes have been led by a variety of organisations (see Annex 2 on page 69). All schemes will need a steering and/or management group responsible for making financial decisions and for forward planning of the scheme; some schemes operate with a single tier management system, whilst others have two tiers:

- **a Management Group** – made up of all the key players who want to be involved in the project, including funding partners, referral agencies, trainers, suppliers, organisations providing in-kind support to the scheme and beneficiaries; and
- **a Steering Group** – a smaller, more focused group responsible for the majority of the decision-making. Key players to include on the Steering Group include: Jobcentre Plus/LSC/Connexions; a local authority representative(s); the RTP Officer and the W2W co-ordinator.

Whilst the wide involvement of a large variety of organisations is highly desirable, it is important to remember that groups need to be kept objective and manageable. Frequency of meetings will depend on the stage of development/implementation of the scheme, with the need for high momentum in the early stages that can be lowered in pace as schemes become more established. Steering groups should meet on a regular, maybe monthly, basis in the early stages, reducing to, maybe, quarterly meetings once the scheme is established.

4.2 Terms and conditions

Terms and conditions for clients must be agreed in the early stages and appropriate procedures put in place for monitoring their adherence – a clear audit trail is essential. The co-ordinator should go through the contract with the client and explain exactly what it means.

For clients under 18 years who are accepted on to a W2W scheme, a parent/guardian must sign a form of consent for participation in the

scheme. 'Reasonable' usage for social and leisure activities should be permitted. This is important, as it contributes towards tackling social exclusion in the wider context. Mileage can be checked during routine maintenance checks/client follow-ups to ensure it is 'reasonable'. The mileage considered 'reasonable' will vary according to individual cases e.g. it will depend on the proximity of the nearest town and main activities.

Where serious overuse or misuse of the moped does occur, a warning should be issued or the moped recalled, dependent upon the seriousness of the offence. Misuse can include dangerous driving and clients not wearing appropriate clothing, both of which should be included within a contract signed by the client when taking the moped.

All schemes should issue clients with instructions on how to maintain and check their mopeds/power assisted bikes/bicycles and periodic checks should also be undertaken by the co-ordinator. It is useful to provide clients with a user handbook, to include tips on maintenance and answers to 'frequently asked questions'.

Hambleton & Richmondshire's W2W scheme issues clients with instructions on daily maintenance checks and weekly cleaning of mopeds:

Maintenance – daily checks

- Check oil levels on a daily basis and add if necessary. Use 'Fuchs Silkolene Super 2 Injecta Mix' (as recommended by the Honda dealer).
- Check fuel level is sufficient for your intended journey.
- Ensure that brakes are operating correctly and the throttle is working smoothly in all steering positions.
- Check the tyre pressures for any cracks or damage. Tyre pressure front = 25Psi. Tyre pressure rear = 32 Psi (Psi – pounds per sq inch).

Cleaning – at least once per week

- The machine should be washed all over with hot soapy water (car shampoo is best as washing up liquid contains high levels of salt).
- Rinse off with clean water. Do not use a jet wash as they can force dirt and grit into moving parts of the moped.
- Dry with a chamois leather or soft cloth.
- Paint work to be given a coat of car polish or wax and buffed up (consult your Honda dealer for advice).
- Seat and plastic parts to be treated with a good vinyl and plastic polish (do not use any cleaners containing solvent).
- All accessible moving parts to be given a drop of light oil e.g. 3 in 1.
- Ensure that all lights, number plate, 'L' plate and reflectors are kept clean at all times.

Please consult the 'Honda Owner's Manual' and 'Service Booklet'. These are supplied with your moped.

If these instructions are adhered to it will not take long. Leave it for a month and it becomes a major task and the machine will start to deteriorate.

Security: Please remember to lock your moped up, even if you are leaving it alone for 5 minutes. Use the bike chain lock, the centre stand lock and the steering lock at all times.

It is also important that contracts are drawn up for suppliers involved in the scheme e.g. for provision of servicing, moped leasing agreements, and that responsibilities and expectations of different parties are clearly set out and agreed.

4.3 Client referral

Effective targeting of the client group is essential and the referral process, therefore, plays an important part in ensuring the successful take-up of W2W schemes. Key referral agencies include the LSCs, Jobcentre Plus, Connexions, job clubs and voluntary organisations. It is also useful to allow self-referral with potential clients able to contact the scheme directly, possibly via a Freephone telephone number or Freepost address as in Gloucestershire's **JumpStart** scheme, which helps to remove any cost barriers.

The use of referral agencies to direct potential clients to schemes ensures that those targeted are those most in need of transport assistance. Client referral via agencies have been shown to work very well but referral agency staff do need to be well briefed to ensure that they are fully aware of the eligibility criteria. Failure to do so can result in inappropriate people being referred to the scheme. Regular training of referral agency staff is also required to ensure that the continuity of W2W referrals is maintained and to ensure that all new staff are well briefed on the eligibility criteria. It generally helps to have a range of referral agencies. A briefing pack should be prepared and distributed to all agencies involved in the referral process.

In Shropshire all applicants have to be referred 'officially' by one of the partner agencies e.g. Connexions, Jobcentre Plus, training agencies, youth information services, selected colleges. W2W2 has cultivated a network of referral agencies. The client referral form arrives via the partner agency. The applicant's training, employment and financial situation is then reviewed by the scheme co-ordinator via an interview at the client's home. Warwickshire operate a competitive interview process so that when the scheme becomes over-subscribed, as it often does, clients are not dealt with on a first-come-first-served basis. This approach acts as a further incentive to applicants to demonstrate clearly both their need and their commitment to the scheme and to improving their own situation, because they are aware of the competitive way that places are allocated. This approach also ensures that provision is targeted at those most in need.

Following referral to the W2W co-ordinator, the most appropriate means of assistance is usually determined via the application process. This usually involves an application form being completed, followed by a one-to-one interview, either at the Jobcentre or at the applicant's home, sometimes accompanied by the applicant's parents. An interview at an applicant's home is a useful way for double-checking a client's address and also for assessing the circumstances of the family. The application process should also explore the applicant's financial

circumstances; it may be possible to infer this from the type of benefits the client has been receiving. However, it may be necessary to ascertain the client's weekly outgoings e.g. rent, bills etc., and reconcile these against any savings and income of the client. This will help to identify the client's approximate disposable income and enable a judgement to be made as to whether a client could afford their own transport solutions. This issue does, however, need to be dealt with sensitively by the co-ordinator.

Generally, it is the co-ordinator who determines the most appropriate assistance for a client, although in specific circumstances some schemes may require approval of an award via the management group or a sub-group. Complex or marginal cases should be referred to the steering group.

In the Isle of Wight, awards over £350 (which include loan of mopeds) must be approved by the 'Award Committee' which meets monthly. For cases where an immediate decision is required i.e. for a job starting immediately, systems are in place whereby the co-ordinator can telephone three members of the Committee for approval. In the Wiltshire W2W scheme, a panel of 3 people will consider the application.

All procedures for referring and dealing with applicants must be in place at the outset of the scheme, for instance, produce standard letters for referrals and refusing clients, ensure systems are in place to record all conversations with clients.

4.4 Eligibility criteria

Clear eligibility criteria for assistance via W2W need to be identified at the outset of the project. Criteria can depend on:

- Age of the client.
- Area in which the client lives.
- Activity for which transport is needed.
- Journey distance.
- Whether or not the client is on the New Deal programme.
- Financial circumstances of the client.

In all circumstances, clients should only be eligible for W2W if there is no suitably timed public transport available for the journey to and from work. Upon referral of clients, the co-ordinator should, therefore, consult local bus/train timetables to verify that there are no alternatives available. Other relevant circumstances to take into consideration when assessing eligibility include the distance from nearest public transport stops and a client's driving and employment history.

Hambleton & Richmondshire's conditions for eligibility for their W2W scheme specify that:

- The young person must live in Hambleton or Richmondshire Districts.
- The young person must be aged between 16-25.
- The young person requires a form of transport to enable them to travel to employment, training or education.
- The daily journey must be a practical distance for a moped.
- There is no suitable alternative form of transport available.

Operational issues

4.5 Fleet management

The preferred way of managing a W2W fleet of mopeds/power assisted bikes/bicycles will depend on the size of the fleet and the area of operation of the scheme. There are two main options available:

- The fleet can be based at one central depot (some schemes have used local authority fleet depots for undertaking both storage and maintenance of mopeds) and machines can then be transported to/from clients as required. A trailer will be required for schemes



Hambleton & Richmondshire scheme co-ordinator delivering a moped to a client's home on their purpose built trailer.

covering large areas, as clients cannot be expected to ride long distances to pick up and drop off their moped. Some garages/suppliers may be willing to provide facilities for both storage and transportation of mopeds. It may be possible to secure better discounts if a single supplier of mopeds is used, although using a central depot can make vehicle maintenance difficult and it can be useful to have procedures in place to allow a client to use a garage local to them, if they have mechanical difficulties.

- The fleet can be based at a series of satellite garages/suppliers around the area of coverage of the scheme. This can make moped distribution easier than using a central depot, but can mean that there may be no mopeds for loan on one side of the county, whilst mopeds sit idle on the other side.

It is advisable to organise breakdown cover e.g. the West Devon scheme secured breakdown cover with a local dealer for £45 p.a. per moped. Many schemes operate with one moped 'not on the road' at any one time, in case a spare machine is required. Schemes should be aware of seasonal variations in demand for mopeds e.g. **JumpStart** has found April to June to be the period of peak demand.

The Norfolk W2W scheme aimed to cover as much of rural Norfolk as possible, operating around four centres: Diss, Downham Market, Fakenham and North Walsham. There are four garages, each located centrally in each of the four areas. There is a bank of twelve volunteers to help run the scheme.

The Kent W2W scheme is based at Aylesham Youth & Leisure Centre which offers vehicle maintenance courses and has facilities for moped storage and servicing.

4.6 Choosing the mopeds

Mopeds are generally purchased from local dealerships – it is important to build up a good working relationship with a dealer/dealers in the early stages of scheme development. Dealers are generally willing to offer mopeds/scooters at a discounted rate and they may be willing to store the vehicles, when they are not being used. In choosing mopeds, take advice from local dealers, or an individual with motorcycle experience – and consider involving the clients themselves in the moped selection process.

50cc mopeds are the preferred models, although some schemes have also purchased a selection of larger engine models to suit different client needs e.g. more powerful mopeds for older users. However, experience has shown that the purchase of different models makes fleet management difficult and, therefore, provision of a more uniform fleet is the preference of most W2W schemes.

In choosing mopeds, key criteria to consider include:

- capital outlay/cost effectiveness;
- reliability;
- safety;
- protection from the elements offered at the front of the moped;
- durability;
- ergonomics;
- availability and cost of spares and parts;
- number of garages that will service the mopeds;
- appeal to different age groups.

West Devon's W2W scheme favours the Sym Jet. They are, however, looking to purchase two City Hoppers, which are lighter models, which they consider will be more popular with female clients.

Hambleton & Richmondshire's W2W scheme fits all mopeds with a white top box which enables personal possessions to be carried, increases visibility and provides space for a rear 'L' plate.

The majority of schemes purchase mopeds outright, although both the Isle of Wight and West Devon's Torridge scheme do lease machines. Leasing can cost in the region of £1,000 per moped for a nine month period and it can be difficult finding an organisation willing to supply leased mopeds.

A white top box is ideal for carrying personal possessions and for increasing rider visibility.



4.7 Insurance

Insurance for W2W schemes, with the typically young and inexperienced clientele being a high risk group to insure, can be expensive. It can be worth contacting the local authority to identify opportunities to insure mopeds through the authority's own fleet insurance, which can result in savings on premiums. Premiums can vary greatly, between £105 and £250 per moped for fully comprehensive insurance. W2W co-ordinators are recommended to shop around for the best deal or discuss the matter with other W2W co-ordinators.

A standard excess of £250 generally applies. The £250 excess can be a problem, in that it is likely

that in many cases a client would be unable to afford such a large sum. Consideration should, therefore, be given to how the excess would be funded if the need arose. Examples of how existing schemes have tried to address this include:

- Creation of a 'welfare fund' through fund raising activities.
- Contribution of a small amount e.g. £2.50 per week to be made by the client into a returnable fund. This is returned at the end of the loan period, if it is not called upon and can be used towards provision of a longer-term transport solution.
- Encouraging referral agencies to take on the responsibility of the excess.

Gloucestershire's **JumpStart** scheme, with insurance via Zurich Municipal, makes clients liable for the following damage (excluding wear and tear): moped £250, power assisted bike £150 and bicycle £50.

W2W schemes that choose to lease mopeds, rather than purchase them outright, have experienced some problems in securing fully comprehensive insurance.

West Devon and North Cornwall Farmers Ltd (WDNCF) agreed to set up a Lease Hire Scheme for operation of the pilot of the W2W scheme in Torridge, Devon. They have provided a selection of Motoroma scooters to suit different needs and have agreed to provide storage for the scooters when not in use, delivery and collection and regular maintenance and servicing during the lease period. When WDNCF approached the insurance companies, they found that, because scooters were being leased to clients, they were either refused insurance or costs were prohibitive – in the region of £700 per scooter. Eventually, the W2W host organisation, North Tamar Community Transport Association, approached Zurich Municipal who agreed to provide insurance, if the scheme could provide evidence that the scooters were being monitored and that contracts were being signed. The scooters were fully comprehensively insured at a cost of £105 per scooter per annum.

Monitoring

4.8 Client follow-up and vehicle checks

Monitoring of clients accepted on to a W2W scheme forms an important part of the co-ordinator's role after an application has been approved and a moped or other services have been provided.

Monitoring is needed for a number of reasons:

- To check that the client is happy with the arrangement and is coping well.
- To check that the client is using the moped, or other services, appropriately and in the manner agreed in the client contract.
- To conduct a standard safety check of the moped.
- To check that the client is making moves to secure a longer term transport solution for the future, so that they are not stranded at the end of the loan period.
- To check that the loan is still actually required.

Clients must be encouraged through the follow-up process to save up for longer-term transport solutions. Local suppliers will often be willing to provide mopeds to W2W clients at a discounted rate, if they decide to purchase a moped.

The Isle of Wight has a Credit Union, which enables people to save money then borrow two to three times the amount they have saved at an interest rate of only 1% per month (12.68% APR). **Wight Wheels** clients are encouraged to invest £10/week into the Credit Union – four out of five existing clients with mopeds are doing this. This enables clients to keep the moped after the nine month loan period and to own the moped after a period of two years – plus they end up with £300 savings at the end of two years.

West Devon's W2W scheme permits clients to have a moped loan (to cover the short term need) as well as have subsidised driving lessons (to offer a longer-term transport solution).

Schemes tend to monitor their clients on a regular basis, ranging from every four to every twelve weeks. This can take place either at a client's home or at their place of employment, training or education. A visit to the client's home will give the co-ordinator an excellent opportunity to meet the client's parents/carers to check that they are satisfied with the scheme. Likewise a visit to the client's place of work or education will offer the co-ordinator the opportunity to ensure that the clients circumstances have not changed – although a client may not wish their colleagues to know that they are being supported by W2W.

A personal visit to the client's home can offer an excellent opportunity to assess circumstances and ongoing needs.

With increasing administration commitments Herefordshire W2W have enlisted the aid of Hereford based software manufacturer, Xtratime software, who have developed a dedicated W2W management programme. The programme will allow W2W to track effectively vehicles, servicing, insurance, MOT, tax, renewal periods, referral status of clients/agencies/priority status.



4.9 Monitoring the success of the scheme

Monitoring of numbers of people assisted through W2W schemes also forms an important part of the strategic management process and there is an ongoing monitoring role for the committee to ensure that the scheme's remit is being successfully met. The type of monitoring undertaken will depend on the aims of the scheme and the requirements of funding partners, but should include preparation of an annual report, with quarterly updates on achievements of the scheme.

Useful monitoring information to collect includes:

- Number of, and nature of, the enquiries that have been received about the scheme, including details of transport problems faced by potential clients.
- Number of referrals and agencies from which they have been referred.
- Number of applications made and successful applications accepted.
- Types of clients accepted on to the scheme – age, gender, length of time unemployed, types of employment/training secured etc.
- Costs per client of providing W2W assistance.
- Longer-term outcomes of those assisted through the scheme.

The monitoring approach should be tailored to the requirements of each individual scheme and should be agreed with the steering group.

Monitoring can be a powerful 'tool' for convincing both existing and potential funding partners of the benefits of supporting the scheme. For example using monitoring data, a co-ordinator may be able to demonstrate that a strong existing or latent demand exists for the W2W scheme and, therefore, continued funding support is needed.

Schemes should be prepared to change as a result of monitoring and this can be particularly relevant for schemes that are in need of revival, for example, if demand has been declining. Monitoring may reveal that the range of services offered by a scheme needs to be revised to focus on specific initiatives, or that the target age range of the client base needs to be broadened or restricted.

Promotional activities



Promotional posters produced by the Hambleton & Richmondshire W2W scheme helped raise awareness amongst local people.

4.10 Marketing the scheme

It can be useful to advertise W2W outside the referral agencies through posters, leaflets and information being displayed in community areas, such as libraries, GP surgeries, youth clubs, village pubs and village notice boards. In addition, 'word-of-mouth' has also been found to be a very effective way of raising awareness. Promotion through press releases in local papers and through advertisement slots on local radio stations have also proved a useful medium for generating interest.

The co-ordinator of Gloucestershire's **JumpStart** arranged to promote the scheme by travelling around the county with a mobile police station which penetrated the rural and isolated areas of the county. **JumpStart** also produces posters and two leaflets, one aimed at stakeholders and one aimed at clients.

A launch event can also be a good way of awareness raising, as can organising an 'anniversary' celebration of a scheme.

Warwickshire W2W held a 'birthday celebration' to commemorate their first year of operation. The event was very well supported and well received by both current and ex-clients, who came back to show their support for the scheme. This also provided an excellent opportunity for gaining additional local publicity.



Santa on your bike, Christmas 2001 offered an excellent promotional opportunity for the JumpStart W2W scheme in Gloucestershire.

Experience has shown, however, that there may be a need to control the amount of marketing activity applied at the local level, as some schemes have found that too much marketing can raise expectations and generate a level of demand that cannot be met. However, marketing does help in raising awareness amongst potential funding partners, thereby forming an important part of any scheme.

Shropshire W2W chose to stop promotion of their scheme through fears that they would be overwhelmed by applications that they would not be able to meet. Due to the scheme being a pioneer in the field of W2W in the UK, Shropshire has generated a lot of interest and media attention. This includes national television coverage, for example on BBC2's 'Working Lunch' programme, as well as regional television coverage. The result of this media interest was that the scheme became almost 'inundated' by requests for further information and local requests to join the scheme.

5. Case studies

5.1 What makes a successful scheme?

Features helping to ensure, but not guarantee, a successful W2W scheme include:

- Robust project design and effective planning. It is vital that considerable attention is paid to the intricacies of project design e.g. establishing clear lines of communication, establishing a good and committed steering group, developing strong referral networks, setting out procedures for the recruitment of specialist staff and contingencies for the departure of key individuals. The continued involvement of staff responsible for the design of the project, a strong sense of local 'ownership' and a high degree of staff commitment and continuity can all have a significant bearing on performance. Good planning, with appropriate administrative and monitoring systems in place at an early stage is also important.
- Strong managerial support and pro-active management of projects is needed with strong supportive relationships in place for all partners involved. Regular awareness raising and briefings of all operational/referral staff is important due to rapidly changing circumstances.
- Good partnership working – at the outset it is important that the benefits to be gained by partnership working are clearly identified. In addition, it is important that schemes have clearly defined responsibilities for all partners involved, that there is effective and regular communication between partners during implementation and that the different cultures of partners and the constraints they face are accommodated.

Examples of how three schemes have gone about their development and implementation are provided in this Guide. A further example (Shropshire) can be found in the Countryside Agency's **Great Ways to Go** (CA 62) publication⁷.

⁷ Available free from Countryside Agency Publications - Telephone: 0870 120 6466.



Folding bikes are easy to carry on public transport.

5.2 Gloucestershire's 'JumpStart' scheme

Target groups

The following groups are eligible for **JumpStart** assistance:

- individuals seeking access to New Deal placements;
- individuals seeking access to general employment;
- individuals seeking access to training placements; and
- individuals seeking transport assistance in the search for work.

Clients must be aged 16 years or above.

Elements of JumpStart

- **Bicycle loan** – if it is too far to walk, but distance does not justify a moped, then a bicycle will be offered. **JumpStart** has three bicycles.
- **Moped loan** – loan is for three months, although this can be extended to six months for work based training, CBT and a helmet are provided free to clients. **JumpStart** has ten mopeds.
- **Discretionary grants** – restricted to payments of £100. Grants can be used as payment towards minor vehicle repairs, MOTs and driving lessons.
- **Powabyke** – these are available to those searching for work (the scheme is called **JobSearcher**). Loans are available for twelve months. **JumpStart** has eight Powabykes, including two folding bikes.
- **JumpStart** also offers public transport advice.

How the scheme developed

JumpStart was started by Gloucestershire Rural Community Council (GRCC) in response to a 1995 study that revealed a high level of



Public transport advice is an important element of a W2W scheme. A personal mode via the scheme should be offered only where a suitable public transport alternative does not exist.

unemployment and a low take-up of further education opportunities amongst young people living in rural areas. Transport difficulties were identified as one of the main reasons for this. As a result, a **JumpStart** pilot was started in April 1996 in the Fairford/Lechlade area of Gloucestershire. Demand was such that a Cotswold wide project started in August 1997. This was such a success that in September 1998 **JumpStart** was extended county wide. Key players involved in

Referral via the Employment Service is a key factor for **JumpStart** clients in Gloucestershire.



development and operation of the scheme were Cotswold District Council, Forest of Dean District Council, Stroud District Council, Employment Services (called Jobcentre Plus since April 2002), and Gloucestershire County Council.

How it works

JumpStart has a central full-time co-ordinator and, until recently, two district-based part-time brokers dealing with client referrals. **JumpStart** also had a project manager who dealt with finance and funding issues for the scheme, although these responsibilities have now passed to the co-ordinator. The co-ordinator reports to the **JumpStart** Management Group on a quarterly basis. Ultimate responsibility for the project lies with the GRCC Board of Trustees.

Approximately 90% of clients are referred via Jobcentre Plus and the

remainder by self-referral. Clients are interviewed by **JumpStart** either at the Job Centre or at the client's home.

Who has been helped?

During 1999-2000, **JumpStart** helped the following clients:

Enquiries received	237
Advice provided	168
Referred elsewhere	22
Mopeds	16
Driving lessons	5
Minor grants	22
Other	4

Key reasons for success

- The scheme started small and manageable.
- The scheme is flexible and a range of initiatives are offered, making it possible to tailor transport solutions to the individual.
- Good networking.
- Good procedures for managing and administering the scheme are in place.

Costs

The 1999-2000 balance sheet for JumpStart is shown below:

INCOME	
Cotswold DC	10,000
Forest of Dean DC	5,000
Stroud DC	10,000
Tewkesbury DC	3,000
Link Group	3,000
ESF Access to new Deal	2,500
SRB4	18,000
Interest	500
Donations	3,000
Income brought forward	2,412
Grants brought forward	932
TOTAL	58,344
EXPENDITURE	
Salaries	34,360
Consultants Fees	3,000
Training/recruitment	1,500
Travel expenses	4,000
Telephone	2,530
Stationery/photocopying	400
Postage	250
Homeworking	400
Publicity	750
Moped/ cycle maintenance (a)	2,400
Insurance (b)	1,250
Moped RFL (c)	150
Depreciation	1,800
Management fee	4,630
TOTAL	57,420
Restricted expenditure	
Grants issued	3,432
TOTAL EXPENDITURE	60,852

5.3 Warwickshire's 'Wheels to Work' scheme

Target groups

Clients are eligible for **Wheels to Work** if they have an offer of full-time training, education or employment and they are aged between 16-25 years.



Client carrying a helmet provided by *Wheels to Work*.

Elements of **Wheels to Work**

Moped loan for up to twelve months is offered, at a cost to clients of £2.50 per week. Clients may have a credit limit of £30, i.e. payment for no more than 12 weeks loan can be owed at any one time. The scheme has 52 mopeds, for which there is a very extensive waiting list. Clients are provided with CBT, a helmet, a reflective belt, a heavy duty moped lock, a thermal waterproof suit and gloves.

How the scheme developed

Although some of the larger colleges offer free transport for 16-19 year olds, attracting students from rural areas was a particular problem for the smaller colleges. In addition, a

research study undertaken in Southam identified problems for young people living in rural areas, in accessing employment and education opportunities. In 1999, Warwickshire County Council (WCC), therefore, initiated a pilot **Wheels to Work** scheme using ten mopeds and operating in ten villages. This pilot was researched and introduced by the Rural Transport Partnership Officer.

To identify a lead organisation for the scheme, WCC undertook a competitive tendering process. Warwickshire Careers Service were successful in their bid, largely because of their direct access to the target client group – Careers Service Advisers have one-to-one contact with all school leavers prior to their leaving school, providing an ideal opportunity to promote the scheme. A **W2W** co-ordinator was appointed in August 1999.

The pilot was successful and, after six months of operation, the scheme was expanded to cover the north of the county. In May 2001 the scheme went county wide.

How it works

The Careers Service operate the W2W scheme on behalf of WCC. There are five Advisory Groups representing the five district council areas. These meet quarterly and comprise social services, Employment Services (called Jobcentre Plus from April 2002), a local and county councillor, Warwickshire RCC, the local vehicle dealership and training school, and the community education unit.

The partners sitting on the Advisory Groups act as the referral agencies and self-referral is also permitted. Interviews are 'competitive', with two or three clients applying for loan of each moped. Personal reviews are undertaken with clients by the co-ordinator every eight weeks. To help the young people save money towards their own vehicle, they are provided with details of the local credit unions run in conjunction with the Council for Voluntary Services.

WCC's fleet unit advise on fleet management and check up on mopeds every six months. The scheme has built up excellent working relationships with two local moped dealers, who, as well as undertaking maintenance of mopeds also store the machines when not in use. One dealer is based in Southam, serving the north and the west of the



Rugby College in Warwickshire is one of the destinations for *Wheels to Work* clients.

county, whilst the other is based in Rugby, serving the south and the west of the county. 26 mopeds are allocated to each site. The scheme is now looking to buy a vehicle to pick up spare/broken down mopeds – all advertising space on the vehicle has already been sold.

The scheme does not pay for any direct marketing but:

- receives free broadcasts on six radio stations;
- receives free coverage in the local press;
- has a free advert in a booklet that is given to 12,000 school leavers county wide each year;
- is featured in the employment and training directory; and
- receives lots of promotion via 'word of mouth'.

Looking to the future, the W2W scheme has been incorporated into Warwickshire's LTP and funding via ESF and Connexions is also being pursued.

Who has been helped?

Up to December 2001 the scheme had provided moped loans to 88 clients.

Key reasons for success

- Starting small and manageable.
- Effective targeting of the client group.
- Good relationship and support from local moped dealer and the local authority.
- Getting the right staff in place to be involved in starting and developing the scheme.
- Putting the clients needs first and allowing flexibility to ensure that their needs are addressed.

THE BALANCE SHEET

Warwickshire Moped Scheme Costs

The costing is based on having a fleet of 35 mopeds. (from 1st January 2001)

Capital funding	£	£	£
Purchase of mopeds 15 x Jet 50 at £1,325	19,875		
TOTAL	19,875		
Ongoing costs	Year 1	Year 2	Year 3
Salary/NI Expenses	24,231	24,957	25,705
Management fee	5,518	5,704	5,902
Insurance	5,500	5,665	5,874
Protective clothing	4,000	4,120	4,243
Repairs/recovery	6,215	6,371	6,532
CBT	1,575	1,622	1,670
Road Licence Fund	300	540	556
Travel	3,626	3,735	4,108
Proportion of office costs	2,060	2,122	2,186
Proportion of admin. Support	4,120	4,244	4,371
Telephone	750	773	796
Postage	750	773	796
Promotions	1,030	1,061	1,093
Training	1,030	1,061	1,093
TOTAL	60,705	62,748	64,925
Ongoing funding			
Tyre Wear and Tear contributions	4,550	4,550	4,550
LSC	20,000	18,000	
Rugby Area Committee	3,000		
North Warks Area Committee	5,000		
Nuneaton Area Committee	5,000		
Stratford Area Committee	0	5,000	
Warwick Area Committee	0	5,000	
The Norton Foundation Lottery	3,000		
	application being submitted		
RTDF ⁸	3,992	8,223	
Southam	7,983	8,223	
North Warks	11,976	12,335	12,705
Extension of scheme			
TOTAL	64,501	61,331	17,255

All figures except contribution for tyre wear and tear is based on inflation at 3%.

Tyre wear and tear contributions are calculated at £2.50 per week per person.

⁸ Now part of RTP.

5.4 Isle of Wight's 'Wight Wheels' scheme

Target groups

The following groups are eligible for **Wight Wheels** assistance:

- individuals seeking access to general employment;
- individuals seeking access to training placements;
- individuals seeking access to voluntary work;
- individuals seeking access to post 16 education placements;
- individuals seeking transport assistance in the search for work (exceptional circumstances only); and
- individuals requiring transport assistance in order to sustain existing employment.

Clients must be aged 16 years or above.

Elements of Wight Wheels

- **Moped loan** – loan is for nine months. mopeds are leased from a local supplier. Clients are encouraged to save money to buy a moped, through the Isle of Wight's Credit Union. Clients are provided with CBT, a helmet, a reflective band and, dependent on financial circumstances, can be supplied with waterproof clothing, if required.
- **Bicycles** – reconditioned rental bicycles are bought from a local cycle rental shop and clients are able to keep the bikes. Clients are also supplied with a cycle helmet, lights and a reflective band.
- **Power assisted bikes** – are either lent or given to clients.
- **Driving lessons** – lessons are provided at no cost to the client. To be eligible, the client must have a vehicle available for use. In the pilot, two employers were approached who had employees benefiting from **Wight Wheels** and both employers paid 50% towards the cost of the lessons.
- **Rover bus tickets** – **Wight Wheels** will purchase a monthly Rover bus ticket costing £55. The co-ordinator usually buys the ticket and then gives it to the client, although, if the ticket is needed urgently, the client may be given the money to purchase it.
- **Ferry/train tickets** – **Wight Wheels** will pay a contribution towards the cost of travel by ferry/rail in a similar way to the Rover ticket subsidy.
- **Wight Wheels** also offers **public transport advice**.



Nine month moped loans are provided by **Wight Wheels**.

How the scheme developed

Original research by the Isle of Wight Voluntary Sector Forum led to a voluntary sector anti-poverty strategy (1998). This recommended setting up a Wheels to Work scheme, which became a top priority for the ensuing IoW RCC's Anti Poverty Initiative, funded by the Countryside Agency. Subsequently, a report on the long-term



A WightWheels client has his ticket inspected on his ferry crossing.

unemployment situation on the Isle of Wight revealed that transport was cited as the second key barrier to employment on the island, with wages very low and transports costs very high. **Wight Wheels** was seen as a solution to address these barriers to employment.

An initial pilot was undertaken on the Isle of Wight from 1st November 2000 to 30th June 2001. The pilot was managed by the Isle of Wight RCC, who appointed a consultant for four days per week to co-ordinate the pilot. The pilot was a success and subsequently **Wight Wheels** secured funding for the permanent **Wight Wheels** scheme in November 2001, with

a full-time co-ordinator appointed in the same month. A Development Worker was appointed in January 2002 to identify new funding streams for the longer-term sustainability of the project.

The pilot – how it worked

During the eight month pilot, clients were referred via a wide range of referral agencies – about 25 in all. All agencies received a pack from **Wight Wheels**, detailing criteria for client eligibility and the process for client referral. All agencies also received training in client referral.

To refer a client, the referral agency completed an application form which was sent to the **Wight Wheels** co-ordinator. The co-ordinator then undertook a telephone interview with the client. Clients were required to provide two references – a training provider/employer reference and a personal reference. If the client fitted the eligibility criteria, they were then invited for interview and were required to complete a personal financial circumstances form. If their application was successful, transport solutions provided to clients were tailored to individual circumstances.

Mopeds were leased from a supplier at a cost of £975 per moped for a nine month period, inclusive of insurance and breakdown cover.

The **Wight Wheels** pilot had a Steering Group which met quarterly – all supporters and referral agencies were invited to join this group. There was also an Awards Committee, made up of 6 people, who met monthly and made decisions in relation to awards over £350.

The permanent scheme will operate in a similar way to the pilot, although the make up of the Steering Group will change, in that it will in time be made up of Trustees of the scheme.

Who was helped in the pilot?

	Number of clients assisted
Applications received	126
Interviews undertaken	77

Wight Wheels clients:	36
Moped loan	8
Bicycles	3
Power assisted bike	3
Driving lessons	6
Grant towards public transport fares	16

The balance sheet for the pilot

Cost of management/co-ordination of 8 month pilot (incl. cost of office space):	£16,000
Cost of provision of initiatives:	£10,100
TOTAL COST OF PILOT:	£26,100

Key reasons for success

- The scheme is flexible and a range of initiatives are offered, making it possible to tailor transport solutions to the individual.
- A range of referral agencies are used for effective targeting of the client group.
- Good partnership working and networking with local organisations.

Annex 1. Glossary of terms and abbreviations

ACRE:	Action with Communities in Rural England
CBT:	Compulsory Basic Training
DTLR:	Department of Transport, Local Government and the Regions
IMD:	Index of Multiple Deprivation
LSC:	Learning & Skills Council
LTP:	Local Transport Plan
RCC:	Rural Community Council
RDA:	Regional Development Agency
RTP:	Rural Transport Partnership
SRB:	Single Regeneration Budget

Action with Communities in Rural England (ACRE) – A national charity whose purpose is to support sustainable rural community development. It provides a national platform for its founder member Rural Community Councils, other bodies and individuals who work at local, county, regional and national level to alleviate rural disadvantage in England.

Community Fund – Is the operating name of the National Lottery Charities Board, the independent organisation set up by Parliament in 1994 to distribute money raised by the National Lottery to support charities and voluntary and community groups throughout the UK and to UK agencies working abroad.

Compulsory Basic Training – The Compulsory Basic Training (CBT) course was introduced in 1990 to help reduce the very high accident rate among inexperienced motorcyclists. The course is conducted by training agencies that are approved by the Driving Standards Agency. All learner moped and motorcycle riders must complete a CBT course before riding on the road. The course includes practical on-site and on-road training and riding.

Connexions – The Government's Connexions Service provides integrated advice, guidance and personal development opportunities for all 13 to 19 year olds in England and helps them make a smooth

transition to adulthood and working life, through a network of personal advisers. Connexions joins up the work of six Government departments, their agencies and organisations on the ground, together with private and voluntary sector groups and youth and careers services. It is intended that the Service will be completely operational across the country by 2003, through 47 local partnerships (15 are currently operating).

European Social Fund (ESF) – ESF is a source of funding for activities which develop employability and human resources, in line with the European Employment Strategy. The ESF normally provides up to 45% of the costs of a project and between 2000 and 2006 will support five activities:

- Active labour market policies;
- Equal opportunities for all and promoting social inclusion;
- Improving training and education and promoting lifelong learning
- Adaptability and entrepreneurship; and
- Improving the participation of women in the labour market.

ESF covers every part of Great Britain under one or more of three objectives:

- **Objective 1:** Covers areas that are economically disadvantaged: Merseyside, South Yorkshire, Cornwall, West Wales and the Valleys, Highlands and Islands of Scotland;
- **Objective 2:** Covers areas that are adjusting to changes in their industrial and service sectors, rural areas in decline, urban areas in difficulty and economically depressed areas that depend heavily on fisheries; and
- **Objective 3:** Operates everywhere except in Objective 1 areas.

ESF programmes are managed by the Department for Work and Pensions in England, the Scottish Executive in Scotland and the National Assembly for Wales in Wales.

Index of Multiple Deprivation (IMD) – The Index of Multiple Deprivation includes measures of deprivation for every ward and local authority area in England. The index combines a number of indicators, which cover a range of domains (income, employment, health deprivation and disability, education skills and training, housing and geographical access to services) into a single deprivation score for each area.

Learning and Skills Council (LSC) – The LSC is responsible for funding and planning education and training for over 16-year-olds in England. It aims to raise attainment through education and training which improves knowledge and productive skills. It works alongside the Employment Service (which from April 2002 is called Jobcentre Plus), the Small Business Service, Connexions, the National Training Organisations, further education and sixth form colleges, and representatives of community groups, to understand, define and then meet training and education needs.

Local Transport Plan (LTP) – All county and unitary councils are required to develop an LTP. The LTP sets out a local authority's transport vision, detailed objectives and funding programme for the period 2001-2006, subject to annual reviews and monitoring.

Market Towns Initiative – A Countryside Agency programme in partnership with the RDAs with the objective of bringing a new lease of life to market towns, to ensure that they provide convenient access to the services that surrounding rural communities depend on; retail and professional services, training and jobs, leisure and cultural opportunities.

National Lottery Charities Board (See Community Fund)

Neighbourhood Renewal Fund (NRF) – Is designed to help local authorities in the 88 most deprived areas to improve local services. The main purpose is to narrow the gap between the most deprived areas and the rest of the country, in line with the National Strategy for Neighbourhood Renewal.

New Deal – The Government's New Deal programme was created to help unemployed people move from benefits into work, by closing the gap between the skills employers require and the skills people can offer. It aims to provide people with new skills, new opportunities and a new start. Various groups are eligible for assistance: young/old people, those with mobility impairments, the longer-term unemployed and lone parents.

New Deal Innovation Fund – Provides the venture capital of the New Deal. Its aim is to test ideas and activities which will increase performance outcomes, extend knowledge of what works in helping people to move from welfare to the workplace. The Employment Service (renamed Jobcentre Plus since April 2002) then uses this knowledge, as appropriate, elsewhere across England, Scotland and Wales to assist other jobseekers overcome the barriers they face in the labour market.

Objective 1 and 2 funding (See European Social Fund)

Regional Development Agencies (RDAs) – There are nine RDAs in England. They aim to co-ordinate regional economic development and regeneration, enable the regions to improve their relative competitiveness and reduce the imbalances that exist within and between regions. RDAs have the following statutory purposes:

- to further economic development and regeneration;
- to promote business efficiency, investment and competitiveness;
- to promote employment;
- to enhance development and application of skill relevant to employment; and
- to contribute to sustainable development.

Rural Community Council (RCC) – County based charities working to promote the welfare of local communities through voluntary effort and by encouraging people to help themselves. Rural services, transport, housing, schools, health and community care, village halls, poverty and self-help initiatives are all areas in which RCCs are actively involved.

Rural Priority Areas/Rural Development Areas – Cover parts of 29 counties of England and 109 districts, including about 35% of the land area of England and some 6% of the population. They were first introduced in 1984 by the then Rural Development Commission, based on 1981 census data and local information. The Rural Development Areas were reviewed in 1992/93 based on socio-economic indicators and local information. The RDC provided two main types of assistance in Rural Development Areas – through support for integrated rural development programmes and assistance to individual enterprises. This work is now being taken forward by the Regional Development Agencies.

Rural Transport Partnership (RTP) – A Countryside Agency programme which provides up to £250,000 to support up to 75% of the eligible value of transport projects.

Single Regeneration Budget (SRB) – The SRB began in 1994 and provides resources to support regeneration initiatives in England carried out by local regeneration partnerships. Its priority is to enhance the quality of life of local people in areas of need by reducing the gap between deprived and other areas, and between different groups. The types of bid supported differ from place to place, according to local circumstances, but they will all include some or all of the following objectives:

- improve the employment prospects, education and skills of local people;
- address social exclusion and improve opportunities for the disadvantaged;
- promote sustainable regeneration, improve and protect the environment and infrastructure, including housing;
- support and promote growth in local economies and businesses; and
- reduce crime and drug abuse and improve community safety.

The SRB is administered at regional level by the Regional Development Agencies and in London by the London Development Agency.

Vital Villages – A Countryside Agency programme with the goal of achieving socially and economically active rural communities which have addressed their own priorities and are better equipped to shape their own futures.

Wider Welcome – A Countryside Agency programme aimed at enabling visitors to enjoy the countryside with confidence, in particular on foot, horse or cycle, whilst also benefiting rural businesses.

Annex 2. Wheels to Work co-ordinators: Contact details

Scheme location	Scheme name	Contact name	Tel/e-mail
Cambridgeshire	Deals on Wheels	David Carford* Cambridgeshire ACRE	01353 860850
Devon (Torrige)	Wheels to Work	Beth Dowdswell North Tamar Community Transport Association	01237 423232 torridge.transgrp@virgin.net
Devon (West Devon)	Getting There	Max Jowett West Devon Environmental Network	01822 618777 max@westden.co.uk
Dorset	Blackmoor Vale Scooter Scheme	Mick White Dorset County Council	01747 822267
Gloucestershire	JumpStart	Project Co-ordinator Gloucestershire Rural Community Council	01452 528491
Hambleton & Richmondshire	Wheels 2 Work	Andrew Johnston Northallerton District VSA	01609 761682 aj@ndvsa.demon.co.uk
Hampshire (New Forest)	Moped Loan Scheme	Steve Day New Forest Voluntary Service Council	01425 482773
Herefordshire	Wheels to Work	Tom Blumer Voluntary Action North Herefordshire	01568 616622
Isle of Wight	Wight Wheels	John Holsburt Isle of Wight Rural Community Council	01983 524058
Kent	Wheels to Work	Vic Morley* Kent County Council	01304 840309
Norfolk	Kickstart	Mark Ogden Norfolk Rural Community Council	01953 851408 kickstart@norfolkrc.org.uk

* signifies not actually co-ordinator of the scheme.

Scheme location	Scheme name	Contact name	Tel/e-mail
Nottinghamshire	Wheels to Work	Helen Poulter Nottinghamshire Rural Community Council	01623 727600
Selby	Wheels to Work	Liz Eccles - Selby RTP officer Janet Noble - W2W co-ordinator	01757 292070 01757 213417
Shropshire	Wheels to Work & W2W2	Malcolm Kimber Community Council of Shropshire	01691 680868
Somerset	Moped Loan Scheme	Heather Black Somerset Rural Youth Project	01278 722100 hblack.sryp@talk21.com
South Lancashire (Runshaw College)	Wheels to Learning	Michaela Salt* - South Lancashire RTP Officer Elaine Smith* - Runshaw College	01772 263249 01257 516501
Suffolk (eastern)	Kickstart Suffolk	Chris Lee Suffolk ACRE	01473 242532
Telford & Wrekin	Wheels to Work	Dianne Whittingham - Telford & Wrekin RTP Officer Jane Bowyer - W2W co-ordinator	01952 202174 dianne.whittingham@wrekin.gov.uk 01952 202806 jane.bowyer@wrekin.gov.uk
Warwickshire	Wheels to Work	Sonia Colledge Warwickshire Careers Service	01788 337901 soniacolledge@warwickshire.gov.uk
Wiltshire	Area 16 Moped Access Project	Darren Oram Wiltshire County Council	01747 861400 tismere@wccyouth.org.uk
Worcestershire	Wheels to Work	Anne Keen* Community First	01432 267820

* signifies not actually co-ordinator of the scheme.

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Fax: 0207 340 2911

You can also email your transport enquiries to:
Transport@countryside.gov.uk

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Other useful contacts

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Cheshire SK14 2NY
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Association of Community Rail Partnerships
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New North Parade
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