

South Cambridgeshire Community Transport Strategy Reporting Document

1. Understanding Need

a) Identify unmet need	Actions & Commitments		Resource Implications	Timescales	Lead	Outcomes	Monitoring Progress
	1	Engage with Cambridgeshire ACRE in undertaking Rural Services Survey (RSS) 2010-11.	Officer time	By Q4 2010-11	PO	Local need identified	Survey done and published by ACRE on 10/10/2011.
	2	Engage with Cambridgeshire ACRE in analysing the results of the Rural Services Survey 2010-11 and impact on local CT.	Officer time	Q1-2 2011-12	PO	Locally identified needs addressed.	KH to analyse results and work with ACRE to determine emerging CT issues.
	3	Engage with Cambridgeshire ACRE on the Community-Led Planning process.	Officer time	Q3-4 2010-11 & Q1-4 2011-12	PO	Locally identified needs addressed.	This work is ongoing. The most recent data (Appendix 2) shows where we are focussing work.
	4	Continue mapping of existing and potential service users based on agreed priorities and eligibility criteria.	Officer time DG time UG time	Q1 2010-11 ongoing	PO UG	Reasons for areas of low / high usage determined and inform future needs analysis and publicity.	Bus pass holder information collated but not yet used. Concerns over accuracy of data now that County Council administers the bus passes.
	5	Continue mapping of CT provision on a service or geographical basis, including numbers of vehicles, appropriateness of vehicles, drivers, fees etc	Officer time DG time	Q1 2010-11 ongoing	PO DG	Benchmark established, relevant information mapped and updated	Mapping of coverage continues - now relates more to public transport work - where there are gaps in public transport and where in future there may be further gaps.

	6	Continue research into the types of journey residents want/need to make and consider flexible solutions to meet demand.	Officer time	Q1 2010-11 ongoing	PO	Benchmark established, relevant information mapped and maintained	Most recent activity: survey of 200 young people. Results show young people would use CT schemes if they knew the drivers. See Community Connect Action Plan (ref: Action 16 below) for further details of proposed work.
	7	Work with partners to gather local, regional and national good practice regarding CT research, mapping, provision and innovation.	Officer time	Q1 2010-11 ongoing	PO	Comparisons made, good practice drawn on and South Cambs practice contextualised	DRT models assessed. However, Micro-franchising is the preferred model at County level and is being trialled as part of Cambridgeshire Future Transport. See Actions 8 & 14 below.
b) Build on conventional transport planning and provision	8	Engage as appropriate in local transport and accessibility planning in order to raise the profile of CT issues.	Officer time	By end Q4 2010-11	SPPO	Joined up design, development and delivery of services	Cambridgeshire Future Transport initiative should enable SCDC to be involved in micro-franchising pilots and transport commissioning work. KH involved with KM and SH in taking this forward.
	9	Engage in concessionary fare consultation work and planning, where possible.	Officer time	By end Q4 2010-11	SPPO	Joined up design, development and delivery of services	Discretionary fare of 50% on CT for bus pass holders. CLOSE ACTION.
	10	Investigate use of idle / under-used transport by individuals / groups in need.	Officer time DG time	Q1 2011-12	PO DG	Maximised use of existing services and resources for the delivery of better services to the community	Brokerage scheme continues. See Community Connect Action Plan for further detail on using idle minibuses in young people's transport work.

2. Develop capacity, self-sufficiency and environmental sustainability of services

a) Work with service providers	Actions & Commitments	Resource Implications	Timescales	Lead	Outcomes	Monitoring Progress
	11 Set up and facilitate a CT user group (UG).	Officer time UG time Meeting Resources	Q1 2011-12	PO	Improved understanding of need	CLOSE ACTION. Not considered feasible given consultations and trials already happening countywide. Users views can be gleaned from Car Scheme Forum.
	12 Encourage schemes and agencies to identify and share good practice and positive outcomes, mapping activity across the district.	DG time Officer time	Q2 2010-11 ongoing	DG PO	Good practice shared and positive elements of services and practice disseminated across the district	Nothing further to report. DG to reconvene in November.
	13 Engage in environmental sustainability and impact work	Officer time	Q4 2010-11 ongoing	PO SSO	Joined up design, development and delivery of services	Nothing to report.
	14 Engage with partners in passenger transport issues and represent DG and Car Scheme issues accordingly	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services	Hope to continue close working with County partners to ensure SCDC involvement in Cambridgeshire Future Transport. In particular, micro-franchising pilots and market research. KH involvement in delivery. Cllr Wright involved in Governance and KM and SH take strategic role for SCDC.
	15 Investigate the development of organised/group transport and schemes to reduce passive travel without impacting negatively on lifestyle / activity	Officer time DG time	Q4 2010-11	PO DG	Contribution made to the reduction in CO ₂ emissions and unnecessary travel.	CAMDAR, RDCT and 3CT targeted to increase group membership and travel. Targets consistently met.

b) Address the barriers	16	Align CT planning and partners' VCS funding, and monitor ongoing.	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services	Grant funding monitored jointly on an ongoing basis (with County, City and NHS partners).
	17	Implement County Council's recommended operating standards and CRB Policies for all schemes across the district.	DG time Officer time Publication of car scheme information pack	Q1 2010-11 ongoing	DG	Legal requirements met and safety of service operators and users ensured	In progress and ongoing. CLOSE ACTION?
	18	Investigate the feasibility of a requirement for CT schemes to implement a quality assurance scheme, such as PQASSO	Training, CT scheme time, Officer time	Q2 2010-11	DG	Continuous improvement is evidenced.	CLOSE ACTION. Not considered feasible given current capacity of CT organisations. CT Association and County Council operating standards implemented.
	19	Support organisations to recruit, train and retain suitable volunteers in the delivery and management of their schemes	Officer time, SG time, DG Time	Q3 2010-11	PO	Longevity of services enhanced and community members active	Continues within CT organisations. No role for PO in this at present. CLOSE ACTION.

3. Access to community transport

a) Increase awareness	Actions & Commitments	Resource Implications	Timescales	Lead	Outcomes	Monitoring Progress
20	Improve information dissemination regarding CT schemes and availability etc, ensuring stakeholders at every level are informed and aware of local services	DG time, Officer time	Q2 2010-11	DG PO	Improved local knowledge about what exists and where, and how it can be accessed	Young People's survey. SC magazine articles. CT leaflet disseminated through District Cllrs, GP surgeries, CATCH, Parish councils etc.
21	Develop bespoke marketing materials and mechanisms for services, targeted at specific cohorts of existing and potential service users	DG Resources	Q2 2010-11	DG PO	Appropriate messages delivered to service users and numbers of service users increasing	CT leaflet produced. Young person friendly version to be looked at through Community Connect project in the Comberton, Bassingbourn, Melbourn and Gamlingay areas.
22	Engage as appropriate in growth area planning and raise the profile of CT issues	Officer time	Q1 2010-11 ongoing	SPPO	Joined up design, development and delivery of services	Nothing to report.
23	Engage in obesity strategy and health improvement planning, making links between healthy living programmes, isolation, CT services etc	Officer time	Q1 2011-12 ongoing	SPPO PO	Joined up design, development and delivery of services	Links made from Obesity to Cycle Project (Cycle Bank) through Community Connect. Funding, resources and guidance sought from Faye Bentley, South Cambs Obesity Co-ordinator.

	24	Engage in children and young people's service planning and raise the profile of CT issues, including in use of children's centres.	Officer time	Q1 2010-11 ongoing	PO	Joined up design, development and delivery of services	Community Connect is a Comberton, Bassingbourn, Melbourn and Gamlingay CYP initiative to improve services to children and young people. KH chairs the CT subgroup, which has its own action plan. It is envisaged that this work could be replicated across other areas of the district.
b) Forward planning	25	Engage in disability & inclusion strategy planning.	Officer time	Q1 2011-12 ongoing	PO	Joined up design, development and delivery of services	Older people's VCS forum attended 4/10/2011. Disability Cambs AGM held 20/10/2011. Challenges arising in transport for the disabled, e.g. Papworth Trust clients given 2 weeks notice to find alternative transport following route cancellation.
	26	Investigate external sources of funding for scheme delivery and publicity, e.g. private sector sponsorship & fuel discounts	Officer time	Q3 2011-12	SG DG PO	Services delivered based on need not resources	County Council LSTF bid unsuccessful and DRT only an option as part of micro-franchising. Funding being sought through Community Connect (Awards for All), IYSS etc.
	27	Work with local businesses to investigate how the use of technology can support improved CT schemes and the provision of local services.	Officer time SG time DG time	Q2 2011-12	PO SG EDO	Innovative services meeting local need.	Nothing to report. CLOSE ACTION? This would happen within individual schemes and with County support.
	28	Investigate use of 'dormant' vehicles and promote CCC minibus brokerage scheme.	Officer time DG time	Q3 2010-11	PO DG	Maximised use of existing services and resources for the delivery of better services to the community	See action 10 above. CLOSE ACTION.

Key:

CT - community transport
SG - Steering Group
DG - Delivery Group
UG - User Group
PO - Partnerships Officer
SPPO - Senior Planning Policy Officer
EqDO - Equality & Diversity Officer
SSO - Strategic Sustainability Officer
EDO - Economic Development Officer
VCS - voluntary and community sector