

NORTH LINCOLNSHIRE COUNCIL

CABINET

WHEELS 2 WORK – PROGRESS REPORT

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 The purpose of this report is to provide an update on progress since the introduction of the Wheels 2 Work Scheme which was launched in December 2012.
- 1.2 The Wheels 2 Work Scheme is a project that helps people that have difficulty accessing work, training and education. The scheme provides either a scooter or bicycle for people that cannot access public transport because of where they live or they are working unsociable hours or shift working.

2. BACKGROUND INFORMATION

- 2.1 The Wheels 2 Work scheme was launched in December 2012. This report provides an update on progress since the launch date. Relevant Members have received a monthly update on expenditure regarding the Rural Youth Initiative and Community Transport budgets. The report includes an update on the number of scooters and bicycles that have been handed over.
- 2.2 We have joined the national Wheels 2 Work association that was established with funding from the Department of Transport. The association provides an opportunity to learn from others and to benchmark. The association has provided us with a visit from the manager of the Devon Wheels 2 Work association who gave us an assessment of our approach. The visit was free of charge and we are awaiting a final report. He has verbally told us that we are effectively managing the scheme. He has suggested some ideas for further consideration which are set out later in this report.
- 2.3 Current position
 - 2.3.1 The Council has provided 10 scooters and 20 bicycles for hire. As of 10 May 2013, nine scooters have now been hired, but one was stolen and retrieved during the recent bank holiday weekend. The matter is currently with the Council's insurers. We have distributed two bicycles.

The table below provides detail on the current status of scooter hire and bicycle provision. Out of the nine successful scooter applicants, seven were male.

	Scooter	Bicycle
Handed over	9*	2
Processing for hand over	1	2
Totals:	10	4

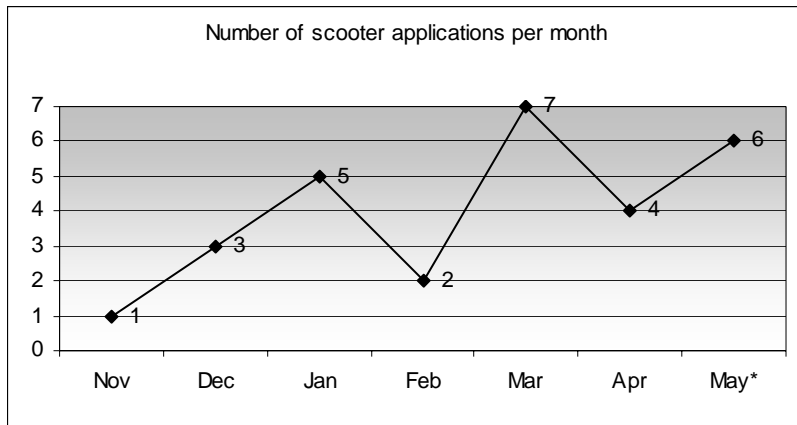
*One scooter was stolen and damaged

Appendix 1 shows the start and end locations of each journey for those applicants that received a scooter. The following table provides supplementary information on the number of applicants by ward:

	Scooter	Bicycle
Ancholme Central	0	0
Ancholme North	0	1
Ancholme South	2	0
Ashby	1	1
Barton	0	0
Bottesford	1	1
Brigg & Wolds	3	0
Broughton & Appleby	2	0
Brumby	3	3
Burringham & Gunness	0	1
Burton & Winterton	3	0
Crosby & Park	0	3
Ferry	1	0
Frodingham	2	1
Kingsway & Lincoln Gardens	1	0
Ridge	1	0
Town	1	1
Outside N Lincs boundary	2	0
Totals:	23	12

2.4 Scooters

2.4.1 The following graph shows the number of applications received for scooters per month. A range of marketing and publicity has taken place. This includes website pages, leaflets, posters, business cards, photoshoots, press releases, attending job fairs and meeting with training providers. An article was included in the recent Newsdirect which explains the recent increase in applications in May. Following the increase in demand, we are purchasing a further five scooters from the fleet replacement budget.



*May applications being processed

2.4.2 More males have applied than females. There is a slight majority in applications in the 20-25 age group. The most frequent reason for applying is for employment purposes.

From 23 scooter applications received in the period between Nov 2012 to April 2013, the following applies.

	Applicants	Age group		
		16-19	20-25	Over 25
Male	18	6	8	4
Female	5	1	2	2
Totals:	23	7	10	6

Purpose of application - access to:

Employment	15
Education/training	1
Both	3
None*	4

*None or no offer of employment or education/training

2.4.3 The applications are checked to ensure that they are eligible to meet the criteria. Out of the 23 applications received, 13 were refused. These applicants were at the beginning of the launch. Most applicants that have applied recently meet the criteria. Once checked the most frequent reason for refusal is that there has been no firm job offer of at least two months. The other most relevant reason is that they are not at risk of losing their jobs (these applicants were already in work) or that they don't live in the area.

Reasons for refusal

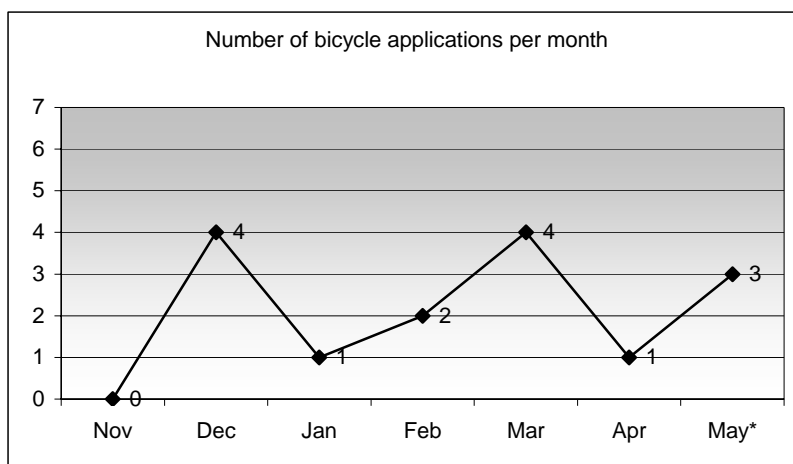
	Scooter	Bicycle
No job/training offer	5	2
Public trans' available	0	2
Journey less than 3m	1	0
Working less than 16 hrs	1	0
Not at risk	2	3
Living outside N Lincs	2	0
Not contactable	1	1
Application withdrawn	1*	0
Totals:	13	8

*Could not afford the monthly charges

2.5 Bicycles

2.5.1 The Council has provided 20 bicycles from the Crosby Employment Bureau. They are reused bicycles and for a one off cost of £30, applicants are provided with a bicycle and protective equipment. For those applicants that did not qualify, we have provided them with the contact details of Carlton Education, an organisation in North Lincolnshire that provides reused bicycles.

2.5.2 The following graph shows the number of bicycle applicants:



*May applications being processed

2.5.3 From 12 bicycle applications received in the period between Nov 2012 to April 2013, the following applies.

	Applicants	Age group		
		16-19	20-25	Over 25
Male	5	1	2	2
Female	7	0	1	6
Totals:	12	1	3	8

Purpose of application - access to:

Employment	10
Education/training	0
Both	0
None*	2

12

*None or no offer of employment or education/training

2.6 Future considerations

Following our assessment by the Wheels 2 Work Association, we need to consider the following issues:

- Pursue the possibility of applying for funding from Job Centre Plus for additional scooters and the effective use of the Flexible Support Fund.
- Complete an exercise to identify the level of subsidy and benchmark that with other schemes and report to Members.
- To consider costs if the scooter is used for business use rather than travel to and from work as this increases the maintenance costs of the vehicle.
- Reimbursing rather than funding the compulsory basic training costs.
- Whether to check the condition of the scooters every couple of months by visiting the customer.
- Expand the scheme to include 125cc scooters and electric bicycles if a need is apparent.
- Consider Ride to Buy and gifting schemes for older scooters.
- Using social media to market the scheme

3. **OPTIONS FOR CONSIDERATION**

3.1 Option 1 is to continue with the scheme and expand the number of scooters and to consider the issues raised following the assessment by the Wheels 2 Work Association.

3.2 Option 2 is to agree not to continue the scheme.

4. **ANALYSIS OF OPTIONS**

4.1 Option 1 is the preferred option. The scheme has a number of benefits and is not designed as a short term fix. It allows people to get their foot on the ladder to better skills and employment. The outcome will be to raise levels of employment. There are some risks to the scheme but these are being effectively managed. The intention is to monitor the medium term progress of successful applicants to demonstrate whether there are longer term outcomes.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Financial – The Fleet Replacement Budget has provided the scooters. The revenue costs are allocated within the Community Transport Budget.

5.2 IT – IT supports effective records management and new technology is being assessed to provide improved service to the customer. We are investigating the use of social media.

5.3 There are no other resource implications for consideration.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT

6.1 The risks and benefits of the scheme were included in the original integrated impact assessment (IIA) accompanying a report presented to the Cabinet Member for Highways and Neighbourhoods in September 2012. The IIA has been refreshed now that the scheme has been implemented. A risk assessment is in place for the scheme and individual risk assessments are carried out processing each application.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Extensive consultation was carried out as part of the transport review. We are monitoring the effectiveness of the campaigns and Wheels 2 Work scheme to establish the outcomes and will report back in due course.

7.2 There are no known conflicts of interest to highlight.

8. RECOMMENDATIONS

8.1 That Cabinet notes the progress achieved to date in putting in place the Wheels 2 Work initiative.

DIRECTOR OF PLACES

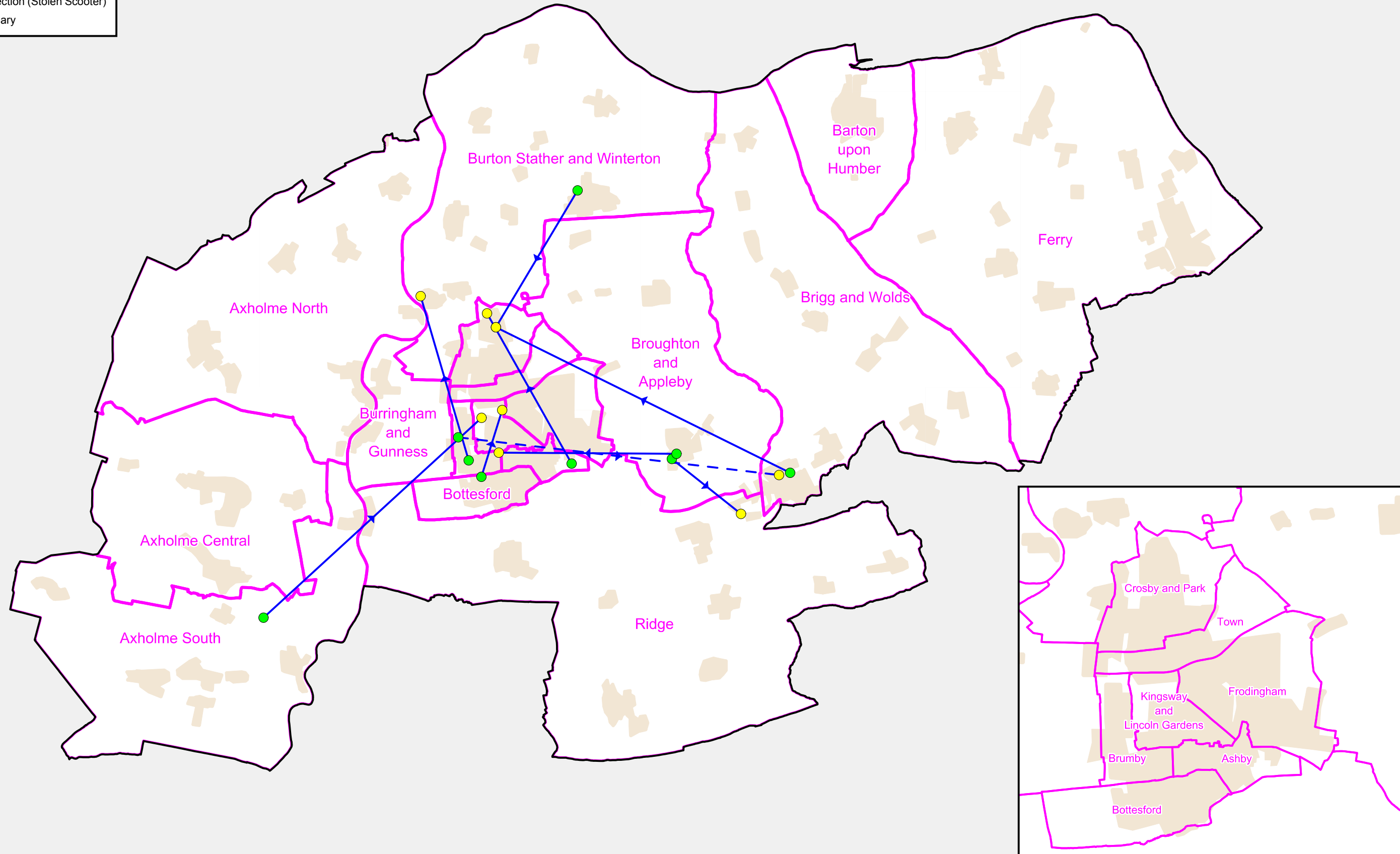
Church Square House
Scunthorpe
DN18 1AB
Author: Helen Reek
Date: 7 May 2013

Background Papers used in the preparation of this report:

- Wheels 2 Work report to Highways and Neighbourhoods Cabinet Member - 18 September 2013

Key

- Start Point
- End Point
- Journey Direction
- - - Journey Direction (Stolen Scooter)
- Ward Boundary



© Crown copyright and database rights 2013 Ordnance Survey 0100023560

Title: Wheels 2 Work Scheme - Client Scooter Journeys		
Drawing No: 1	Version: 2	Drawn by: North Lincolnshire Council
Date: 10/05/2013	Scale @A3 1:150000	



Director of Places
Peter Williams
BSc,DMS,CEng,MEI,MCMI,AMIMechE