



(European Cooperation and Learning to Implement Transport Solutions to combat Exclusion)



EUROPEAN COMMISSION – DG EMPLOYMENT, SOCIAL AFFAIRS AND EQUAL OPPORTUNITIES



ECLIPSE (European Cooperation and Learning to Implement Transport Solutions to combat Exclusion)

ECLIPSE National Workshop

Centre of Excellence Working with ECLIPSE to Reduce Transport Barriers and Improve Inclusion



7th December 2006, Liverpool (UK)



This project has received funding from the European Commission within the Community Action Programme to Combat Social Exclusion 2002-2006

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1. Purpose and Agenda

As a Department for Transport (UK Government) designated Centre of Excellence in Local Transport Delivery, and as a partner in the EU funded ECLIPSE project, Merseytravel hosted a National Workshop on Thursday 7th December 2006 to demonstrate and disseminate examples of good practice in addressing social exclusion (SE).

Merseytravel was designated a Centre of Excellence for Local Transport Delivery in February 2005, in the category "Better Urban Public Transport and Accessibility". The Merseyside Accessibility Strategy, which forms part of the Local Transport Plan (LTP), shows how Merseytravel and its partners are addressing the issues of accessibility, including transport. The full strategy, and LTP, can be found at http://www.transportmerseyside.org/ltp/?page_id=118

The ECLIPSE (European Cooperation and Learning to Implement Transport Solutions to combat Exclusion) project is one of 24 projects funded under the European Commission 2nd Transnational Exchange Programme (TEP) which forms part of the Community Programme. The main objective of the project is to increase the awareness of the transport and social exclusion issue among transport professionals in the Member and Accession states. More information on ECLIPSE can be found at <http://www.eclipse-eu.net/>.

There is a need at European, National and Local levels for transport and social agencies to engage in joint strategy planning to ensure that transport policy is an agent for inclusion. While Member States and the Commission recognise the need for greater joint working, few Member States are addressing the issue. There is also a need to make transport professionals aware of the impacts of policy on exclusion, and to demonstrate the best practice that exists in using transport strategies to enhance inclusion.

The workshop was held at Blackburne House, Liverpool and rather than focus merely on presentations, the workshop was structured around demonstrations of successful schemes in action. There was also an opportunity for delegates to discuss examples of good practice.



Centre of Excellence Working with ECLIPSE to Reduce Transport Barriers and Improve Inclusion **Blackburne House 7 December 2006** **Agenda**

- | | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09.30 | Registration |
| | Welcome |
| 10.00 | Jim Barclay – Director of Resources, Merseytravel |
| | The ECLIPSE project |
| 10.10 | Phil Barham - Transport & Travel Research Ltd |
| | Transport & social inclusion - European Initiatives |
| 10.25 | Ivo Cré - POLIS |
| | Experience of building local strategic policy partnerships in Merseyside |
| 10.40 | Paula Coppell - Merseytravel |
| | Concessionary Travel - Engaging with 'Hard to Reach' Groups. |
| 11.00 | Paulette Lappin – Merseytravel |
| | “Chance to be included - Transport for Independence” - working with adults with learning disabilities offering training to travel on public transport. |
| 11.20 | Jason Henderson & Elizabeth O'Brien – Sefton Social Services |
| | Accessibility Planning, Merseyside |
| 11.40 | John Smith - Merseyside LTP Support Unit |
| 12.00 | Lunch |
| 12.45 | Depart for afternoon excursion (Ferry at 13.00) |
| | The work of the Neighbourhood Travel Team |
| 13.30 | Emma Wilson, PSL Group |
| | Followed by tour of Port Sunlight Village, then return to Blackburne House |
| 15.30 | Coffee break |
| | Greater Manchester Communities on the Move |
| 15.45 | Terry Crewe, Greater Manchester PTE. |
| | Merseyside Communities on the Move |
| 16.00 | Tony Travis – CTA |
| | Open Forum |
| 16.15 | Questions and Answers, and open discussion |
| 17.00 | End of the Workshop |

2. Delegates / audience

Being a national workshop, Merseytravel intended to give the opportunity for discussion not only between local actors involved in developing strategies or to different specialised organisations, but also to representatives of the public transport operators and local authorities from different areas of the UK.

34 persons attended this workshop, 15 of which were female and 19 of which were male (see Annex A for the list of participants).

3. The workshop

Morning Session

Introductions and Welcome - Jim Barclay, Director of Resources, Merseytravel

The Workshop was opened by Jim Barclay, Director of Resources for Merseytravel. He welcomed participants to Liverpool and passed on apologies from the absent Chair and Chief Executive.

Mr Barclay spoke briefly on the changing face of Liverpool, with images from the 1980s, a time of decline and unrest, compared with the Liverpool of the new millennium; dynamic and vibrant.

From a transport perspective, he highlighted the successes of Liverpool John Lennon Airport and Liverpool South Parkway, and spoke of how the 2006 Open Golf championships held in Hoylake, Merseyside, had given the region a positive media angle.

Despite this, Mr Barclay recognised that there are still some communities and individuals who feel marginalised in Merseyside, and consequently that the Social Inclusion agenda remains very necessary.

Social Exclusion: Focus on Transport - Dr Philip Barham, Transport & Travel Research.

Dr. Barham explained to the delegates that ECLIPSE was following on from the successful MATISSE project in delivering solutions to Social Exclusion, highlighting the often overlooked overlap between Transport and Social Exclusion.

Dr Barham explained that to a degree, increasing car ownership has led to greater social exclusion, through a vicious circle, driven by basic supply and demand. For example, increased car ownership leads to fewer, larger shopping centres, with reduced public transport provision, increasing the need to travel further, which increases car ownership. Continued lack of access to a car creates difficulties with access to goods and services, reduced opportunities, and area based social exclusion.

He acknowledged that there remains a lack of dialogue between the Directorates General within the EC with responsibility for Transport, and Employment and Social Affairs, which exacerbates rather than alleviates the situation and explained that the objective of ECLIPSE is to actively engage with transport actors and stakeholders in other sectors to form sustainable working partnerships to formulate policy on transport & social exclusion through a series of workshops and conferences.

Transport & Social Inclusion – European Initiatives - Ivo Cré, POLIS

Mr. Cré briefly explained the role of POLIS, and particularly its role in ECLIPSE. He spoke of the difficulty on defining transport and social exclusion, starting with the “traditional” definition (old people and rural communities), but stressing that the scope

had been broadened, with the wider perspective encompassing access to jobs, education, training and food, and how gender issues were often overlooked. He stated that recognising the scale of the problem helps address the issues, and it is important to acknowledge that the problem is often larger than perceived. In looking for solutions, he explained that it is necessary to focus on the wider perspectives, and not make the mistake of adopting the classical definition.

Mr Cré stated that Member States have all adopted National Action Plans (NAPs) against poverty and social exclusion, with the first UK NAP on Social Inclusion 2001-2003 being published in July 2001. NAPs can play an important role in raising awareness, but clearly only if transport is included. The EU does remain committed to socially inclusive transport, including making funds available, and Mr. Cré put the ECLIPSE project into perspective, by highlighting various other projects across the EU which are underway or completed.



Examples of Best Practice from the UK - Paula Coppell, Merseytravel

Paula Coppell explained that the Merseytravel initiatives dealing with social exclusion focus on developing work in partnership with key organisations and agencies to identify shared priorities and set targets that are of mutual benefit. She stated that The Local Transport Plan (LTP), developed in conjunction with the five Merseyside districts, lays out the Access Plan, the aim of which is “To promote social inclusion by overcoming those transport barriers which impact on individuals’ ability to access job opportunities and other essential services that they need.”

Ms Copell spoke of how Merseytravel have Strategic Accessibility Partnerships in place with Primary Care Trusts, Job Centre Plus, Learning and Skills Council, each of the Merseyside Local Strategic Partnerships, Housing Market Renewal Initiatives and food leads across Merseyside and that Action Plans for addressing accessibility to employment, education and health services have been agreed. She explained that the Merseyside districts have conducted Local Accessibility Audits and are developing Local Accessibility Action Plans. There is a detailed action plan for the first year and she stated that this will be added to as a phased approach over the lifetime of LTP2.

Merseytravel’s successful bid for £3m European Objective One M29b funding to support measures in the Accessibility Strategy was highlighted. Ms Coppell stated that this funding will be targeted at the 38 Pathways areas which are the most socially excluded on Merseyside. And that the funding will be targeted at 3 areas of activity:

- Building capacity of community and voluntary sector
- Support the dissemination of information services
- Supporting development of new transport services to meet demands

Concessionary Travel - Engaging with 'Hard to Reach' Groups - Paulette Lappin, Merseytravel

In 2003, the European year of the Disabled, three local voluntary organisations were given £10k each to implement a variety of projects dealing with Hard to Reach groups and Paulette Lapin presented an example of engaging with 'hard to reach groups' on Merseyside.



Ms Lappin explained that when the cost of public transport was raised, it was apparent there was a distinct lack of awareness amongst certain sectors of the community of the extensive concessionary travel scheme in Merseyside, which affords free travel across the conurbation to all over 60s. The problem was primarily a combination of a lack of comprehension, where English was not first language, and the “closed” way many communities, especially Black and

Minority Ethnic ones, operate.

After working with Age Concern, and penetrating these communities through open dialogue, it was acknowledged that a simple DVD, in four different languages, could explain the basic concept of how to access the concessionary travel scheme. The direct approach, using the community empowerment networks, and through airing the DVD at mosques, community centres etc, managed to convey the message that the scheme is there for all and that access to transport can aid social inclusion. Paula stated that the aim is to monitor the effectiveness of the project through increased uptake in the concessional travel passes, but highlighted that one measure of the success of the project has been its recognition by DfT as best practice.

Chance To Be Included - Jason Henderson & Elizabeth O'Brien - Sefton Social Services

Sefton Social Services presented two related initiatives under the umbrella “chance to be included”. 'A Chance to be Included' works with adults with learning disabilities who attend day services in Sefton. They work in partnership with South Sefton Adult Education and the project has been running for over 3 years and has worked with over 125 service users. Most people have achieved qualifications in Skills for Life and Computers and have moved on to more training and work tasters. The project is now helping to support people in work training and getting paid work. To do this they work with people in education and organisations such as Working Links, Shaw Trust and Mencap Employment



The Transport for Independence scheme which operates in conjunction with Merseytravel was addressed. This aims to teach choice, independence, empowerment and citizenship, by presenting opportunities for new experiences

which are both sustainable and affordable. It aims to break the home-daycare-home cycle, and address the social exclusion this causes, through a concept as basic as travel training. It has significantly helped the independence of many adults with learning difficulties, and they in turn have been able to pass their new found skills and confidence on.

The second scheme presented was “Making sense of Information”. Members of the scheme looked at a variety of published information, some of which had been produced by Merseytravel, and thought about how readable it was - where it could be simplified and clarified and generally made easier to understand. Again the outcome was twofold, in that it not only generated much easier to understand information, but also generated confidence and expanded the skills base of the members of the scheme, some of whom subsequently have taken on employment.

Accessibility Planning, Merseyside - John Smith, Merseyside LTP Support Unit

The Merseyside Accessibility Strategy is an important document with respect to improving access, and so reducing exclusion, on Merseyside. It is a statutory document, part of the Local Transport Plan, and at its heart is overcoming accessibility barriers to key opportunities and services, with particular emphasis on tackling high levels of worklessness experienced in many Merseyside communities. Whilst its not just about employment, as in reality its much broader than that, it was noted that 8-9% of income is spent on transport, amongst those on a low income, which is significantly above the national average.



John Smith explained that whilst The Accessibility Strategy puts transport & accessibility on the same agenda, and aims to ensure developers, employers etc consider how people are going to access their facilities at the planning stage, it also reinforces the need to think beyond traditional boundaries, whether they be metaphorical, physical or political.

Examples of successful initiatives to date were highlighted. These included WorkWise, a programme to address both perceived and actual transport barriers for people wishing to access employment and training opportunities. Working with Job Centre Plus, it includes a number of options, including a scooter hire scheme, known as Scooter Commuter (where public transport is not an option), and more simple schemes such as travel passes and journey planning.

In summary, Mr Smith explained that the Accessibility Strategy is set within the context of the wider local transport plan, and has been aligned with the key stakeholders’ strategies. He stated that it results in the development of annual “access plans”, and is built on PARTNERSHIP.

Afternoon Session

Neighbourhood Travel Team - Emma Wilson, PSL Group

In the afternoon session, the workshop delegates were taken across the River Mersey to visit the PSL group, a registered charity which works in partnership to promote new ways of entering work or enhancing employment prospects, through supported personal and social development.

At the centre of their work are the Neighbourhood Travel Teams, which is an initiative aimed at removing transport barriers and enabling people to travel around their community. The team produce personal journey plans to demonstrate how various journeys can be made using public transport, which are accompanied by clearly marked maps. The team also supply support and advice, and referral details for schemes such as Scooter Commuter. They also hold regular Travel Surgeries, and attend inductions at colleges and universities, or job fairs.



Port Sunlight Village

After their visit to the PSL group, the delegates were taken to Port Sunlight Village, to see a very early example of an inclusive community. This world famous village was built in the 19th Century by William Hesketh Lever for his soap factory workers and named after his famous Sunlight Soap. He took great pleasure in helping to plan this garden village and employed nearly thirty different architects to create its unique style.

Lever, like many Victorians, wanted his workers to share in his wealth which they had helped create. The squalor of the slums in which most workers lived appalled him and his guiding philosophy was that all men could improve themselves given a fair chance, in decent conditions. Tired of paying heavy port dues for his exports and rent for his factory buildings, he decided to buy a site and build his own factory, with port access and decent housing for his workers at reasonable rents. He would provide them with schools, library, institutes and public buildings which they could use to improve themselves as he had done. In return, they were to prove themselves worthy of all this by following a life of sobriety, thrift and the desire for self-improvement. So was founded Port Sunlight, a model village "neat and cheerful" which fulfilled Lever's desire to share his profits with his workers and combined with his interests in housing reform.

Greater Manchester Communities on the Move - Terry Crewe, Greater Manchester PTE

Terry Crewe spoke about his work at greater Manchester PTE.

In October 2001, he explained that GMPTE commissioned a report on the current status of community transport in Greater Manchester. The main observation was that capacity building and support was required to help develop the sector, to help GMPTE meet its objectives, and the result was "Greater Manchester Communities on

the Move” (GMCOTM), a 4 Year Programme to develop Community Transport in Greater Manchester.

Mr Crewe explained that the project started with basic “health checks”, to establish standard baselines, and develop best practice options. He went on to say that through working with relevant stakeholders and partners, it was possible to share ideas, and that GMPTE were rewarded with recognition that it was an excellent example of public, voluntary and community sectors working together: *“We were unanimous in our decision that Greater Manchester Communities On The Move is exactly the type of project that others working in regeneration can learn from, especially as this project demonstrates what can be achieved and what can be learned by the public and private sector coming together to work closely with the local community to find a solution to meet their transportation needs”*

The Community Transport (CT) Sector now:

- Operate services under contract for GMPTE
- Operate services for local government (home to school transport / Social Services)
- Operate Yellow School Buses in Stockport
- Charge fares, at affordable costs to local people – as ‘not for profit’ organisations
- Bid for National and Local grants

Since its inception, Mr Crewe highlighted that CT is now serving over 2000 groups in local communities, with over 69,000 group trips (up to 800,000 passenger journeys, and 130,000 individual journeys). It covers 83% of Local Link Services in Greater Manchester (Demand Responsive Transport), and is part of the Integrated Social Needs Transport programme. CT also operates Nightlink, Hospital DRT and Christmas Bank Holiday, cross county services and school services.

Merseyside Communities on the Move - Tony Travis, Community Transport Association (CTA)

Tony Travis presented his work with the CTA.

The CTA is currently undertaking work across Merseyside, which is aimed at capacity building in the CT sector. The sector is quite diverse, and is not without its problems; staffing issues, skills mismatch, lack of suitable vehicles, insufficient funding etc. The aim of the project is to bring in some of the expertise and experiences of the “Greater Manchester Communities on the Move” (see previous presentation), and to help the various operators with basic business planning, and putting them in touch with appropriate funding bodies.

Mr Travis stated that there is an expectation that the CT sector is sustainable, but whilst there is still a tendency to provide local authority funded subsidised services where the commercial market leaves gaps, this is not necessarily practical. He stated that whilst funding LA funds are tight, and are likely to remain so, there will be an increasing reliability on CT.

It was thought that CT must accept the wider framework, however, and not lose sight of the bigger picture. Mr Travis explained that there are a plethora of local strategic documents, and it is not always easy for them to see how they “fit in”, in terms of small-scale solutions. Their main advantage is their

flexibility, and this should be exploited, potentially through “pilot” type initiatives.

Open Forum Questions and Answers, and open discussion

The workshop finished with delegates being able to pose questions, either “open” or “closed” to speakers.

Presentation slides can be seen in Annex B.

4. Conclusions and recommendations

There is much work being done across Merseyside, the UK, and indeed Europe in terms of using Transport, in its broadest sense, as a way of addressing the problems of social exclusion (SE).

The workshop delegates were taken through a wide variety of initiatives at local, national and European level, which highlighted good examples of best practice. These ranged from making information on concessionary travel available to racial minorities through more targeted marketing, and making it multi-lingual, to more comprehensive schemes such as the WorkWise project.

Through the Merseyside Accessibility Strategy, addressing SE has been summarised as:

- Building capacity of community and voluntary sector
- Support the dissemination of information services
- Supporting development of new transport services to meet demands

This simple approach takes the problem “out of the box”, by putting the issues in the wider context. It puts transport & accessibility on the same agenda, and aims to ensure developers, employers etc consider how people are going to access their facilities at the planning stage, and it also reinforces the need to think beyond traditional boundaries, whether they be metaphorical, physical or political.

One of the main aims of ECLIPSE is to “spread the message” across Europe, to ultimately have transport recognised as a valuable tool for addressing SE through its inclusion in the National Action Plans, which are the centre-piece of the EU Social Inclusion Strategy. This is, in turn, a key part of the EU's main economic and social plan, the 'Lisbon Strategy', which includes the commitment to “make a decisive impact on poverty” by 2010. The initiatives highlighted during the workshop show what can be and what has been done and the message of the workshop was very much to disseminate and influence, to ensure that all players at whatever level, from local authorities, through to the European Commission itself, do not underestimate the contribution transport can make in achieving this goal.

Annex A**Participants List**

Surname	Forename	Organisation
Abbey	Ron	MPTA
Antrobus	Paul	Halton BC
Barham	Phil	Transport & Travel Research
Barker	Tony	Halton BC
Barnes	Julie	Wirral MBC
Cain	Suzanne	Merseytravel
Carson	Steve	Knowsley MBC
Clifford	Sarah	Transport & Travel Research
Coppell	Paula	Merseytravel
Cré	Ivo	POLIS
Crewe	Terry	GMPTE
Davies	Helen	Centro
Dragomir	Florin	RATB Romania
Garnett	Jenny	Merseytravel
Good	Trevor	Liverpool CC
Henderson	Jason	Sefton MBC
Holmes	Kieran	Transport & Travel Research
Hunt	Jean	Sefton MBC
Kearney	Sara	Merseytravel
Knowles	Denis	Wirral MBC/MPTA
Lappin	Paulette	Merseytravel
McDonough	Tony	LTP Support Unit
McIntyre	Martin	Liverpool CC
Millea	Peter	Liverpool CC/MPTA
Mitchell	Carolyn	St Helens MBC
Mitchell	Dave	Wirral MBC/MPTA
Moore	Louisa	PTEG Support Unit
Morris	Anna	Knowsley MBC
O'Brien	Elizabeth	Sefton MBC
Purice	Alina	RATB Romania
Roughley	Ken	St Helens MBC/MPTA
Sharples	James	Merseyside Brussels Office
Travis	Steve	CTA
Wallace	Tracy	DfT

Annex B

Presentation Slides