



# Planning to Improve Access to Employment

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## Our Aim

*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*





## Developing the Access Plan

- Strategic Accessibility Partnerships in place:
  - Primary Care Trusts
  - Jobcentre Plus
  - Learning and Skills Council/ Local Education Authorities
  - Local Strategic Partnership's
  - HMRI – key issue for the Access Plan
  - Food leads across Merseyside
- Action Plans for addressing accessibility barriers agreed
  - Employment, education and health
- Need to develop these action plans into programmes of action at the local level in partnership with key stakeholders
  - 5 Merseyside districts developing Local Accessibility Action Plans
- Detailed action plan for first year of plan
- Phased approach over lifetime of LTP2
- Targets and Indicators against which our progress will be measured



## Delivering the Strategy

- Evidence base has provided a clear focus for the prioritisation of activities across key sectors
- Strategic Accessibility audits completed using Accession software – results show Pathway areas suffering most
- Results being used by Strategic access Partnerships (SAPs) to inform prioritisation of activities
- Local accessibility audits across districts underway
- SAPs working on joint action plans for improving accessibility





## Key Issues - Employment

- High levels of worklessness across Merseyside
- Low skills base
- Poor public transport to key regeneration areas
- Limited travel horizons
- Significant cross boundary issues
- Increasing movement to more shift working
  - Public transport not available at time of travel
- Wage levels often low – high cost of transport
  - Significant proportion of weekly wage could be spent on transport costs
- Mandatory target set for improving accessibility to key employment areas established:

***1% per annum improvement to the number of workless people within 30 minutes of a major employment centre by public transport***



## Key Issues – Education

- Provision of public transport to post 16 education sites
- Cost of transport for 16-19 year old learners
- LSC StAR review
- Schools White Paper
- Increase in number of adult learners accessing evening classes
  - Lack of public transport
  - Safety and security concerns
- Building Schools for the Future programme
- Collaborative arrangements between a number of schools delivering lessons at different sites
  - Issues around the provision of inter school transport
- Mandatory target for accessing education established:
- ***1% per annum improvement to the number of 16 to 18 year NEETs within 30 minutes of a post 16 education establishment by public transport***





## Key Issues - Health

- Major hospital re-locations
  - Royal/Alder Hey
- Health service re-locations e.g.
  - Southport – Ormskirk Hospital
  - Women's Hospital
- Health service re-organisation – PCT's, Ambulance Trusts
- New Choose and Book arrangements
- New facilities located in inaccessible places
- Uneven distribution of healthcare
  - Evidence suggests that residents in disadvantaged areas have least provision & poorest access
- Lack of direct services to hospital sites from areas of social disadvantage
- High cost of short trips
- Poor public transport information provision
- Poor inter-peak services that stop too early



## Key Issues - Health

- Health Sector is largest employer in Europe
- Access to health provision sites can equal access to training and employment
- “Ambition Health” multi agency project to get local people into work in health sector
- Targeted approach to support move from Incapacity Benefits into work and training
- Fit to work – changes in reasons for Incapacity





## Key Issues – Fresh Food

- Shopping and services moving to edge of town sites
  - Difficult for people without cars to gain access to cheaper food and services
- Provision of fresh produce locally is often more expensive than larger supermarkets
- Affordability of fresh produce for those on low incomes
- Access for rural communities
- Significant food deserts across Merseyside where provision of fresh produce is poor
- Link between diet and health particularly mental health impacts of fitness to work!
- Retail also offers entry level jobs so it is also an employment opportunity if people can get to shops as customers they are potential employees- Grosvenor-Henderson Development



## Implementing the Strategy

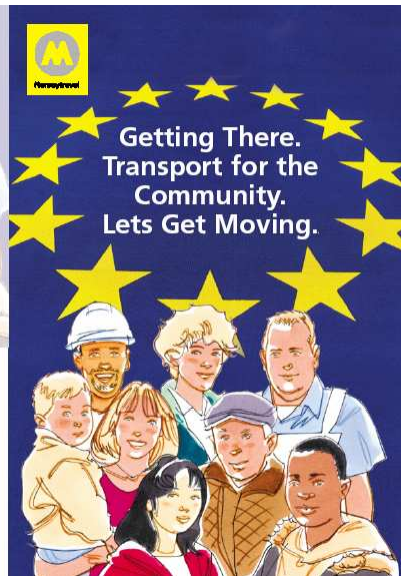
- Objective 1 M29b bid approved by GONW
  - £3m revenue funding to support accessibility strategy measures
  - Funding delivered through framework of the accessibility strategy
- Detailed action plan for first phase of strategy being finalised
  - Community Transport
  - Demand Responsive Transport – Joblink/Merseylink
  - TravelWise
  - Workwise – joint initiative with Jobcentre Plus
  - Neighbourhood Travel Co-ordinators
  - Heart of Mersey – “Veggie Van”
- Links to the revised Merseyside Bus and Rail Strategies
- Local authorities finalising Local Accessibility Action Plans detailing actions at a local level





## Lets Get Moving

- Successful bid for Objective 1 M29b funding
- £3m secured to support measures in Accessibility Strategy
- Funding available up to December 2008
- Must be committed by end of December 2006
- Funding targeted at Merseyside Pathways areas
- 3 elements to funding:
  - To build capacity of community and voluntary sector
  - Support the dissemination of information services
  - Support the development of new transport demands
- Commissioning process being put in place



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## Getting There. Transport for the Community. Let's Get Moving.

Communities who don't have good transport services are cut off from jobs, training, leisure activities, shopping, health appointments. Lack of transport affects every part of people's lives leading to isolation from services and opportunities.

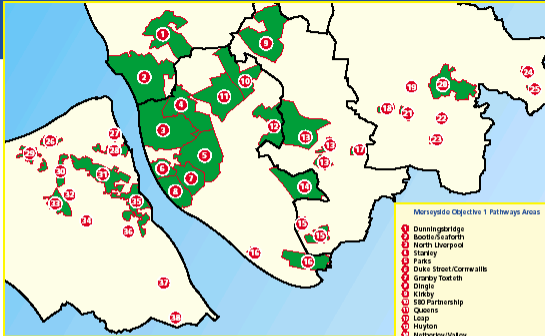
**European Funding**  
Objective One is a European regional development fund which helps to remove these barriers.

Europe has provided a pot of funding which will focus on the following areas:

- The funding is for people who live in Merseyside Pathways areas, that is areas of severe social and economic deprivation. Pathways areas are shown on the map opposite.
- The money will help voluntary and community organisations to respond to local transport needs, the could be through providing transport services to groups for jobs and training purposes.
- Help voluntary and community organisations develop a business plan so they can respond to local transport needs so that through the local social economy can grow.
- Develop different ways of sharing public transport information and increasing people's confidence and mobility through neighbourhood travel teams, support for people who want to use the public transport system, new ways of relayng transport information so that people can make informed choices and more easily use services and opportunities.
- Each bid will be judged according to the rules devised by the transport trust.

### Deadlines and Timescales

1. a) We have to decide what we must spend the funding on by December 2005.
2. b) All the funding must be spent by December 2006.



### Merseyside Objective 1 Pathways Areas

- 1. Dinnington Grange
- 2. Southfield/Leaforth
- 3. North Liverpool
- 4. Garby
- 5. Park
- 6. Dixie Street/Corwallth
- 7. Garby South
- 8. Orford
- 9. Kirkby
- 10. Old Partnership
- 11. Queens
- 12. Lepp
- 13. Heyton
- 14. Newnham/Valley
- 15. Halewood
- 16. Spence/Garston
- 17. Livers Lane
- 18. Parthia Health Centre
- 19. St Thomas Square
- 20. Park Road/Orchard
- 21. Thurstle Health Centre
- 22. New Street
- 23. Four Acre
- 24. Fairweather
- 25. Warrington

### Local Transport Plan

Merseyside has a local transport plan so we can improve transport for everyone.

We are looking at every area across Merseyside to find out how public transport makes the links with health, jobs, training, and all the factors which affect everyone's quality of life.

This will produce new demand for transport and this transport funding will help us to work with the community and provide these services.

2. We need to help Pathways residents access jobs and training so they can improve their quality of life.

- a) We will be looking to improve transport for all residents and improve life opportunities.

- b) Develop the voluntary community sectors so they can react to improve Pathways residents' quality of life.

- c) Improve information and communication systems so everyone can use public transport, organise jobs, information so people can advise local people about their travel opportunities.

What Next  
Are you interested in learning more about this funding?

Do you have a good idea that can help reduce the barriers poor transport links create?

To find out more contact: The Partnership Officer at Merseytravel Community Links Access Team on 0151 238 1100.



## Workwise

- Programme to address both perceived and actual transport barriers for workless people
- Agreement with JCP to extend to cover all of Merseyside



## WorkWise Programme 2005 - 2006

- MDA Accessibility Strategy
- Scooter Commuter
- WorkWise Travel Card
- MDA Employment Maps



## Results

### Barriers to employment

- Transport (costs, journey lengths, unpredictability, congestion)
  - Low qualifications
  - Skills & aptitudes mismatch
  - Wage rates
  - Lack of recent employment experience
- 76,000 people not in work
  - 35,000 economically inactive
    - 14,000 Chester
    - 7,000 Ellesmere Port and Neston
    - 44,000 Wirral





## The MDA Transport Study

- *'To develop a strategy and proposals to reduce problems of social exclusion relating to accessibility and provision of passenger transport services in 15 target wards in the Mersey Dee Alliance (MDA) area.'*



## Key Aims of the Transport Study

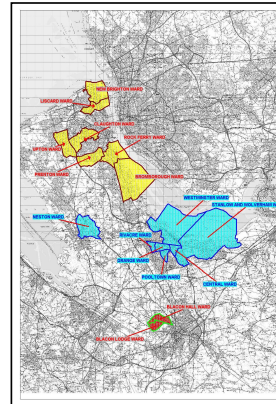
- Assess existing transport provision/future travel needs
- Identify existing and future gaps in transport provision
- Establish database of employment and training opportunities
- Develop strategies to address gaps in provision and to match skills needed by employers with skills available
- Develop a Transport and Accessibility Plan
- Identify funding opportunities





## MDA Area

- Population 513,900
- 4 Local Authority areas
- Target Wards all in 20% IMD
- Chester net importer of labour
- Wirral net exporter of labour
- Employment opportunities beyond MDA boundaries



## MDA Accessibility Strategy

*'Remove Transport as a barrier to opportunities of employment, education and training'.*

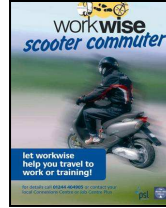
- Input into both Merseyside and Cheshire LTP2
- Addresses cross boundary / border travel issues
- Sets out the priorities of the MDA Accessibility and Transport Group





## WorkWise Scooter Commuter

- Launched 30<sup>th</sup> September 2005
- 6 month scooter hire complete with training, insurance, tax, breakdown cover, safety equipment and support
- Over 100 enquires
- 15 people now travelling!



## WorkWise TravelCard

- First months travel by public transport
- Partnership with Cheshire Travelcard and Merseytravel
- Time and value limited
- To be issued through JCP, NTT, Connexions, WorkWise
- Launched January 2006

**workwise TRAVELCARD**

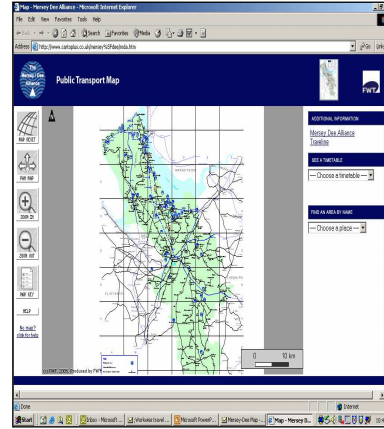
**WorkWise TravelCard**  
 The card has been issued to you to enable you to travel to and from your place of work / education. The card holds an appropriate value to enable you to travel to and from your destination for 4 weeks. Once the value of the card has been used you will be able to top the card up in the usual manner as directed on this card holder. You can then continue to use this card to travel.  
 If you have any questions about the WorkWise TravelCard please contact the WorkWise Officer on 07921 093 053.





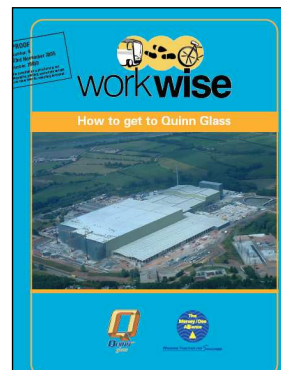
## MDA Employment Maps

- On line journey planning facilities
- Individual how to get to guides – employment, education, hospitals
- Featuring contact information for travel information services
- Site recruitment Information



## WorkWise Travel Guides

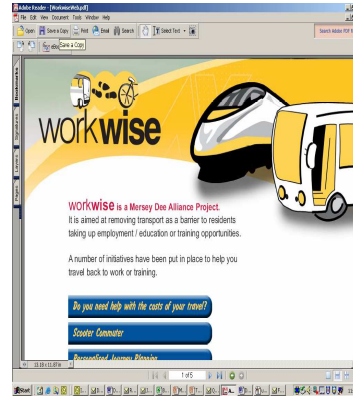
- Individual site travel guides
- Featuring all modes of transport including site specific transport
- Clear, easy to use pocket size
- Information on WorkWise Schemes





## WorkWise Website

- Link from MDA site
- Feature all WW schemes
- Links to partner sites
- Link to MDA map and how to get to guides
- Easy to use format
- Use by NTT, JCP and Connexions



## Neighbourhood Travel Team

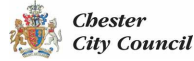
- Based in Birkenhead covering Wirral and parts of West Cheshire
- Provide personalised information to enable people to access interviews, take up employment or attend courses from outside their local communities
- Weekly presence in MDA Job Centre Plus buildings
- Attend job fairs and information events
- Since starting in June 2004 provided approx 950 journey plans and held 561 travel surgeries
- Assist with Workwise programme  
(Similar projects in Knowsley, St Helens with different partners)





## Funding and Support

- BESS – Business Employment Support Strategy
- NRF – Neighbourhood Renewal Funding
- Local Authority Contributions
- Employer Contributions
- In Kind Support



## Further Details



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