



Wheels To Work


East of England Rural Forum
21st March 2007




Objective of W2W

Break cycle of


no transport



no training






no money


no job



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Economic Activity


-  Individual transport
-  Access to employment or training
- NOT*
-  Access to services or amenities
-  General public use
-  Community transport



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Outcomes - Individual


-  Increased employment opportunities
-  Improved skills
-  Increased incentive to find & stay in work
-  Enhanced self confidence & esteem
-  Promotes community involvement
-  *Proven success at getting people into work & training*



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Outcomes – Employer

- 🚗 Increased availability of recruits
- 🚗 Retention of staff / reduced turnover
- 🚗 Improved performance/better trained staff

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Outcomes – Exchequer

Reduced payments

- 🚗 Job seekers allowance
- 🚗 Incapacity benefits
- 🚗 Council tax benefits
- 🚗 Housing benefits


Increased contributions

- 🚗 Income tax
- 🚗 NIC

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Benefits Provided

- 🚗 Loan motor bike/scooter
 - taxed, tested, maintained, insured
- 🚗 Compulsory basic test (CBT)
- 🚗 Crash helmet & gloves
- 🚗 Safety/wet weather clothing
- 🚗 Security lock & chain
- 🚗 Advice on budgeting and saving

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East of England

- 🚗 Norfolk & part Cambs - Kickstart
- 🚗 Herts – ScooTS
- 🚗 Essex – Z-Bikes
- 🚗 Suffolk – Kick Start
- 🚗 Beds – Proposal
- 🚗 Informal regional forum

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Kickstart Norfolk

Since 2001

- 🚲 2,724 applications
- 🚲 1,017 people into work
- 🚲 388 people into training

Now

- 🚲 Fleet of 217 motorbikes
- 🚲 400 customers/year into work



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Kick Start Suffolk Customer

" The day I got my bike was Independence Day for me "

" It has enabled me to have a completely new way of life "




James Gynane



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Challenges

- 🚲 Long term viability
 - Funding: DWP, LSC, Connexions, LAs, LTPs
- 🚲 Variable unit costs (too high?)
- 🚲 Variety of criteria & eligibility
- 🚲 Lack of scale
 - Purchasing; Reach; Efficiencies
 - Contracts
- 🚲 Variable product offering



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Recommendations

That the EE Rural Forum

- 🚲 *Supports W2W projects as an effective approach to social inclusion & economic activity objectives within the RDF*
- 🚲 *Supports & endorses a proposal to EEDA for funding to develop a business case for a regional approach to W2W projects*




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