



2009-2010
Positive engagement of older people
2009-2010
Preventing and tackling child poverty
2003-2009
Winner of 7 previous
Beacon Awards



LONDON TRAVEL WATCH

3rd February 2010



Improving today, shaping tomorrow

Our Borough

- Ethnically diverse: 49% minority ethnic, 33% Bangladeshi (GLA Projections 2009)
- Young population: 20% under 15 (London 18%, England 18%) 37% aged 20-34 (London 27%, England 20%)
- High unemployment: 14.4% of over 16s (London 7.8%)
- High number living in social housing: 58% (England 18%, London 25%)
- High social deprivation – 3rd most deprived borough (from 354 in England), 55% eligible for free school meals (England 15%)
- Among the highest growth targets for housing and jobs in the UK



2009-2010
Positive engagement of older people
2009-2010
Preventing and tackling child poverty
2003-2009
*Winner of 7 previous
Beacon Awards*



Passenger Transport

- 346 children with special needs and 343 adults are transported daily to schools and centres on 43 routes operated by Council buses
- 167 other journeys operated by external service partners
- 44 SEN children are under 5 and 92 over 16
- 196 Adults are over 65 with 20 over 90
- Supports 6 after-school/evening clubs
- Supports 2 local charitable organisations on Saturdays
- 700 other trips undertaken on our vehicles for over 130 different schools and community organisations
- 2 Social "Hoppa" Bus services operated 6 days a week



2009-2010
Positive engagement of older people
2009-2010
Preventing and tackling child poverty
2003-2009
Winner of 7 previous
Beacon Awards



Communication is everything:

- Diverse client base with multiple needs and a wide age range
- Individuals who need targeted support
- Staff need to understand individual client needs
- Staff need to communicate with carers, parents and guardians to identify daily changes in health
- Needed a workforce that more reflects our client base
- “Bus Escort” changed to “Passenger Assistant”
- Introduced individual Care Cards for clients
- Simple Bengali/English phrase card on vehicles
- Constant review of training needs



Improving today, shaping tomorrow

The Synergy:

- Training Programme for Care Management:
 - Identifiable vocation for local women
 - Part-time working
 - 12 week course - NVQ 2
- Transport Services Passenger Assistants:
 - Term time only employment
 - Small team on bus – good workplace introduction
 - Need close daily communication with carers and clients
 - Uniform developed with staff to individual needs and sourced locally to enable fittings
 - Women only buses offered



2009-2010
Positive engagement of older people
2009-2010
Preventing and tackling child poverty
2003-2009
*Winner of 7 previous
Beacon Awards*



What our Customers Say:

- "crucial connecting link"
- "enables a level of independence and accessibility to other services"
- "reliable and dedicated"
- "committed to look after its users"
- "offers a personalised approach"
- "there is great relief, knowing your child is in safe hands"
- "they are the mums when our children are being transported around"



2009-2010
Positive engagement of older people
2009-2010
Preventing and tackling child poverty
2003-2009
*Winner of 7 previous
Beacon Awards*



The outcome of our Partnership

- Care Course now includes understanding of the PA role and working as a team
- “What is Transport Services” visit and presentation early in the course
- Work-placement with two days on rounds
- Assistance with CVs/Job Applications from Limehouse Project
- Mock interviews with Transport Services’ managers
- Competitive Interview process still in place...

Delivering:

- Confident women who bring important care and communication skills to the service
- Additional income into homes with only one worker previously
- Other job opportunities (mainly in schools/day centres) previously unknown to the women

Changing the Image



- Front Line staff ethnicity changing:
 - 91% white : 9% BME (2003)
 - 67% white : 33% BME (2010)

