



Pembrokeshire Car Chums Feasibility Study

(“Take Me Too!” Project Plan)

Pembrokeshire Association of Community Transport Organisations
Registered Charity (No. 1148810) and a Company Limited by Guarantee (No. 7825882).

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a) EXECUTIVE SUMMARY

Take Me Too! will create and promote a system to facilitate lift-sharing across rural Pembrokeshire. The project will: address unmet transport needs; provide access to services, activities and opportunities which are otherwise out of reach; build stronger more connected and resilient communities, and tackle transport poverty issues.

Take Me Too! will build a pool of drivers who are willing to offer others a lift, create a system to alert them when someone needs transport, and match those who offer a lift with the person who requested it, so they can travel together.

This project goes beyond existing social car services by tapping the potential for informal lift sharing – making use of journeys which are being made anyway, where there are spare seats in the car. This has the potential to massively increase community transport capacity in rural Pembrokeshire, which is currently limited by funding and availability of volunteers.

Take Me Too! will address gaps in existing lift-share schemes, which are not effective in rural areas like Pembrokeshire because they rely on drivers registering their journeys in advance, in sufficient density. By providing a driver-alert system, we will turn lift-sharing on its head, drawing on the huge resource of people who are willing to help out with transport, *if only they are asked*.

Although public transport in rural Pembrokeshire is quite limited, we will signpost bus and dial-a-ride services where available. We will also promote other volunteer driving opportunities to those drivers who sign up for Take Me Too!

We will work with providers of community events, facilities and activities, helping them to address social exclusion and reach a wider audience by including those who would otherwise not be able to attend due to lack of transport.

We are seeking £311,276 over 5 years for website and software development, marketing, project management (5 hours per week), coordination (21 hours per week) and admin (15 hours per week), evaluation and training.

b) ABOUT PACTO

Our aims, objectives and legal status

Pembrokeshire Association of Community Transport Organisations (PACTO) was formed in 2004 to bring together local community transport operators in Pembrokeshire in rural West Wales. PACTO adds important capacity to the local community transport sector, which is characterised by small operators with few or no staff. PACTO provides support and pools resources for training, publicity and promotion, representation and the development of new services in response to identified needs.

When PACTO was formed in 2004, it was initially hosted by a local community minibus charity, Pembrokeshire Voluntary Transport (PVT). In 2011 PACTO was launched as an independent charity in its own right, to clarify the boundaries between PACTO's work and the work of its member operators, including PVT. The new structure enables PACTO to take a more strategic view, including developing relationships with commissioners without compromising the commissioning process.

We are a Registered Charity (No. 1148810) and a Company Limited by Guarantee (No. 7825882).

Our stated Charitable Objects are:

To promote charitable and voluntary organisations involved in the provision of community transport within Pembrokeshire in particular, but not exclusively, by the provision of information, training, advice and support.

Our Current Services and Activities

Our current services and activities are as follows:

Services/Activities	How Delivered	Who Benefits
Provide advice and support to Community Transport operators	Support is delivered by our Community Transport Development Manager. We are members of the Community Transport Association, who provide additional specialist technical and legal advice where necessary.	- Voluntary and third sector community transport operators. - Community Transport Service Users
Train and Assess Community Transport Drivers	We employ a Training Coordinator on a sessional basis to deliver the nationally recognised Minibus Driver Awareness Scheme (MiDAS)	- Voluntary and third sector community transport operators. - Volunteers - Community Transport

		Service Users
Gain feedback and input from community transport service users	We run Community Transport forum events. We coordinate periodic community transport passenger surveys.	- Voluntary and third sector community transport operators. - Community Transport Service Users
Provide Bus Buddies service to help people who need extra support to use community and public transport services	A team of volunteer Bus Buddies, supported by a Project Coordinator (28 hours per week) and Project Assistant (15 hours per week). [This work is funded through the Big Lottery Fund People and Places Programme]	- This service benefits those who have most difficulty using public and community transport services, particularly those who are very frail and elderly, people with disabilities (physical, sensory and learning), people with mental health issues and anxiety.
Identify and address unmet transport needs	This is part of our Community Transport Development Manager's role, informed by our members, Community Transport forum, passenger feedback, and liaison with other public and third sector organisations.	- People who find it difficult to access services, activities and opportunities. Those in particular need include elderly people, young people, disabled people, people on low incomes, people living in rural areas away from transport routes, community groups.
Publicise and promote community transport services	Develop and distribute leaflets and posters. Coordinate information packs in local GP surgeries. Attend community events. Website.	- People who find it difficult to access services, activities and opportunities. Those in particular need include elderly people, young people, disabled people, people on low incomes, people living in rural areas away from transport routes, community groups.
Represent the Pembrokeshire	Trustees and Staff members sit on a range of groups,	- Voluntary and third sector community

Community Transport sector within Pembrokeshire and further afield.	including the Pembrokeshire 50+ Forum, Arwain Sir Benfro (Local Community Action group covering the whole of Pembrokeshire), North Pembrokeshire Transport Forum, and the Community Transport Association's Wales Advisory committee.	transport operators. - Community Transport Service Users - Partner organisations whose own service users experience difficulty accessing them.
Manage the transport element of the PIVOT project (which gets people home from hospital, preventing unnecessary hospital admissions and facilitating early discharge)	The service is delivered through a team of RVS volunteer drivers.	- This service is open to all but in practice most beneficiaries are elderly people.
Manage the funding for the Town Rider dial-a-ride services, which run in Pembrokeshire's main towns	The service is delivered by our member organisation, Preseli Rural Transport Association	- This service is open to all, but in practice most passengers are elderly people, two thirds are over the age of 80.
Coordinate volunteer recruitment for local Community Transport operators	We provide a central point of contact (email and phone) for people interested in volunteer driving and signpost them to the most appropriate scheme(s) for them. We coordinate joint volunteer recruitment initiatives. We liaise with Pembrokeshire Association of Voluntary Services.	- Voluntary and third sector community transport operators. - Volunteers. - Service Users

Trustees and Management

Current members of our Trustee Board are drawn from across Pembrokeshire, including people living in small towns and more isolated rural areas, Community Transport Operators, volunteer drivers, and user representatives:

Chairperson: Adrian Davies: Adrian has been involved in Community Transport in Pembrokeshire, largely with community minibuses, for over 5 years. Adrian is a volunteer driver and active in the church community in the South of the County. Adrian lives in Tenby in the south of Pembrokeshire. Adrian will be the legally responsible person for the Take Me Too! project.

Vice-Chairperson: Margaret Vickery. Margaret is currently Chair of Trustees at Pembrokeshire Voluntary Transport, a local community minibus charity which operates 6 wheelchair accessible minibuses and 2 wheelchair accessible cars. Margaret has been involved in CT in Pembrokeshire for over ten years, and previously coordinated the Pembrokeshire County Cars social car scheme and also worked for a time as a Dial-a-Ride Bookings Coordinator for Pembrokeshire County Council. Margaret continues to give her time as a volunteer driver for the wheelchair accessible Country Car service and has a wealth of understanding of the needs of disabled passengers and their carers and families. Margaret lives in a small village to the west of Haverfordwest.

Treasurer: Brian Hough. Brian is Coordinator of Pembrokeshire Voluntary Transport where he is responsible for day-to-day book keeping, invoicing, contracts management, and administration. Brian lives in an isolated hamlet away from main roads in the West of the County.

Other Trustees:

Rachel Evans: Rachel works for Volunteering Matters. She is responsible for Volunteering Matters' Cars 4 Carers social car scheme in Pembrokeshire and has been involved with PACTO since its inception. She is now working on Volunteering Matters' new "Rural Wisdom" project, and previously coordinated the "Welcome Friends" befriending project. Rachel lives in an isolated hamlet near Letterston in North Pembrokeshire.

Ray Hine: Ray is a member of the Manorbier Community Bus committee, a volunteer run community minibus group serving the area around the village of Manorbier in South Pembrokeshire. Ray previously volunteered as a driver for the RVS Pembrokeshire County Cars service. Ray also sits on the Pembrokeshire Community Health Council (CHC), the independent voluntary body which monitors local health services and helps to advocate for patients. In this capacity, Ray provides an important link to the needs of patients accessing healthcare services, and also to the needs of those with disabilities and life-limiting illnesses within our community. Ray lives in the small village of Jameston in South Pembrokeshire.

Janine Perkins: Janine has been responsible for the Bloomfield Bus, based in the Bloomfield Centre run by Narberth and Community District and Sports Association, for over 10 years. The Bus provides dial-a-ride services for rural communities around Narberth, transport for children to and from Cylch Meithrin, school and afterschool clubs and group transport for local community groups. Janine lives in a village near Narberth in East Pembrokeshire.

Beryl Thomas Cleaver: Beryl does not drive and has limited mobility and has a long standing interest in community transport in Pembrokeshire from a user's perspective. Beryl was nominated to the PACTO Trustee Board by the Pembrokeshire Access Group, an independent charity which aims to promote improved access to services and facilities for disabled people in Pembrokeshire. Beryl is also a member of the Pembrokeshire 50+ Forum and a Trustee of Age Cymru Pembrokeshire.

Staff Team

PACTO currently has a small staff team of 4 individuals, whose collective working hours are equivalent to 3 full-time staff. This includes a Manager, Training Coordinator, and two project staff working on our Bus Buddies project.

Our Manager, Debbie Johnson, has responsibility for all aspects of the day-to-day running of the Charity, as well as for supporting our member community transport organisations, identifying unmet transport needs and developing new services to address those needs.

Debbie has a first class degree in Geography from Cambridge University (1997) and 14 years' experience in the community transport sector. Since 2004, Debbie has worked for PACTO, in the role of Community Transport Development Manager, where she has been instrumental in developing and managing a range of projects to develop the CT sector in Pembrokeshire (see below). Debbie previously worked as Policy Officer for Wildlife and Countryside Link (a campaigning coalition of major environmental charities), and gained a good grounding in business planning and consultation techniques through her work as a Business Strategy Consultant with Gemini Consulting (Cap Gemini Ernst and Young) from 1997-2001.

Experience of running similar projects

Over the last ten years, PACTO has run a number of large pan-Pembrokeshire, multi-year projects, as summarised in the table below. This includes several EU funded projects, with the associated rigorous requirements for project monitoring and management, and two Big Lottery Fund People and Places projects (ref. PPA/1/010216512 and 10256753), one of which is currently still live.

The first five projects were run by PACTO when the organisation was still hosted by Pembrokeshire Voluntary Transport and the final four projects have been run by the new independent Charity. Our Manager, Debbie Johnson, was responsible for running all of these projects, and will be responsible for managing the proposed Take Me Too! project, should our bid be successful.

Date	Main Funding Source	Project	Total Project Value
2005-2008	EU Objective 1	Pembrokeshire Minibus Sharing Scheme Development Project	£243k
2005-2013	Welsh Government Community Transport Concessionary Fares Initiative	Development of Town Rider Dial-a-Ride services and Accessible Social Car services.	£640k
2007-2011	Big Lottery Fund (People and Places)	Community Transport Links Project (PPA/1/010216512)	£249k
2009-2011	WG/EU Rural Development Programme 2007-2013 Business Plan 1	Minibus Match Project (Minibus Brokerage Scheme)	£120k

2011/12/13	SWITCH (South West Wales Integrated Transport Consortium)	Community Transport Capital Enhancement Grant (Contributions towards Minibus, Accessible Car, Secure Storage Containers and Multimedia Equipment)	£25k
2012-2014	WG/EU Rural Development Programme 2007-2013 Business Plan 2	Improved Community Transport In North Pembrokeshire	£263k
2014	PAVS Caring Communities Innovation Grant (Welsh Government Intermediate Care Fund)	Bus Buddies Pilot Project	£5k
2016-2021	Big Lottery Fund (People and Places)	Pembrokeshire Bus Buddies (Project ID 10256753)	£221k
2017	PAVS Caring Communities Innovation Grant (Welsh Government Intermediate Care Fund)	Helping Hands project (mobility aids for community minibus and social car services)	£5k

Management structure, decision making processes and lines of communication and reporting.

PACTO is governed by a board of Trustee Directors who are elected for a three year term at the Annual General Meeting.

The Board of Directors meets every two months. In addition, a Finance Sub-Committee, chaired by the Treasurer, meets between the main board meetings, if required. The main Board meetings are open to attendance by members, staff and key partners (such as County Council, Pembrokeshire Association of Voluntary Services and Community Transport Association).

The day-to-day management of the organisation and its projects is coordinated by our Manager, with key decisions being referred to the Trustees.

Our Manager will be responsible for managing the proposed Take Me Too! project, with Line Management responsibility for the Project Coordinator.

c) OUR COMMUNITY

Population Size

Pembrokeshire is a rural county in West Wales with a total population of nearly 120,000 people, two-thirds of whom live in small towns and villages, and isolated farms and hamlets with much less than 10,000 people. Only Milford Haven, Haverfordwest and the combined community of Pembroke and Pembroke Dock have a population of more than 10,000.

According to the 2011 census, the total population of Pembrokeshire's rural communities (excluding Milford Haven, Haverfordwest and Pembroke/Pembroke Dock) was just under 77,000, in 33,178 households.

The proposed "Take Me Too!" project will work across all of Pembrokeshire's rural communities, which have a common experience of transport poverty. This recognises the fact that transport, by its very nature, reaches across boundaries, and by pooling the resources of each small community we will achieve a better solution for everyone.

Existing Resources

Pembrokeshire's rural communities provide a wide range of resources which the Take Me Too! project will be able to draw upon.

Resources	Gaps / Issues	Opportunities for Take Me Too! project
Community venues (theatres, community centres, village halls, leisure centres) hosting a wider range of activities, events, community education, clubs and groups.	<ul style="list-style-type: none"> - Impossible to access by public transport in the evenings as bus services stop running at 6 p.m. or earlier. - Need to maintain and increase numbers of users in order to remain viable. - Need to broaden access to sectors of the community who do not, or cannot, currently visit. 	<ul style="list-style-type: none"> - Activities and events are a good target for lift-sharing as many people need to travel to the same place at the same time. - Opportunities to work in partnership to promote the Take Me Too! project and the community venue and its events/activities to those who are currently excluded.
Small towns with a wide range of local shops and services provide a lifeline to local communities.	<ul style="list-style-type: none"> - How to remain viable against competition from larger centres, supermarkets and online shopping. 	<ul style="list-style-type: none"> - Opportunities to work in partnership to promote the Take Me Too! project.
High proportion of car ownership - according to the 2011 census, 87% of households in rural Pembrokeshire	<ul style="list-style-type: none"> - Running a car (or two) is essential to many rural households, but the expense comprises a large proportion of the 	<ul style="list-style-type: none"> - High levels of potential drivers. - Households experiencing difficulty with the cost of

(excluding the communities of Haverfordwest, Milford Haven, and Pembroke/Pembroke Dock) have at least one car.	costs for low income household.	keeping a car on the road will particularly benefit from “Take Me Too!” as they will be able to collect contributions towards their mileage expenses.
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Poverty Issues affecting Pembrokeshire’s rural communities

We subscribe to the Welsh Government’s definition of poverty, which encompasses not just the absolute level of income that an individual or family may have, but also the wider impact. In their 2015 Child Poverty Strategy for Wales, Welsh Government defined poverty as: “a long-term state of not having sufficient resources to afford food, reasonable living conditions or amenities or to participate in activities which are taken for granted by others in their society.”

In May 2016, the Public Policy Institute for Wales (PPIW) published a summary of existing research into rural poverty in Wales. The report highlights in particular problems relating to access to services, employment and housing and the rural poverty premium. In the section on Transport and Access to Services, PPIW states that in rural parts of Wales, “the lack of public transport, poor access to other services and the higher costs of services can all have a significant impact on people living in poverty and their ability to escape from it”.

Household incomes in Pembrokeshire are significantly lower than the Welsh average. According to the Annual Survey of Hours and Earnings published by the Office for National Statistics (from statswales.gov.uk), median average weekly earnings in 2015 were £434 per week, just 82% of the UK average, and Pembrokeshire was ranked 19th out of the 22 Welsh Local Authorities in terms of earnings.

In addition, lack of public transport means that even lower income households may feel they have no alternative but to run a car. Even when public transport does exist, the large distances required to travel into town from rural areas, means that fares are comparatively high, especially when compared with urban areas. Taxi fares are also out of reach of many lower income families, particularly those living in rural areas.

The Joseph Rowntree Foundation has published research (Smith, N. et al, 2010 “A Minimum Income Standard for Rural Households) which shows that people in rural areas typically need to spend 10-20% more on everyday requirements than those in urban areas, with transport costs making up the single largest element of these increased costs. This reflects the shift from reliance on buses as the main mode of transport by lower income urban households to the need for cars in most rural households. Cars were deemed essential in areas where bus services were inadequate or unavailable. The report concludes that consequence of these higher costs is that families in rural areas need earnings well in excess of the minimum wage just to make ends meet. Yet, as demonstrated by the average earnings for Pembrokeshire shown above, low pay is more common in rural than in urban areas,

creating a double disadvantage. As a consequence, while visible swathes of poverty may be less evident in rural areas, the worst-off rural families are likely to have an income well below a socially acceptable minimum, *even if* they have jobs.

Transport-related fuel poverty - defined as when households spend more than 10% of their income on transport - affects many more people, even those on average incomes. In their report into this issue in 2012, the RAC Foundation stated “Rightly, there is much concern about the four million households who need to spend more than 10% of their income to keep warm. Yet this figure is dwarfed by the 21 million households across the UK which spend over 10% on transport. For the average household, transport is the single biggest outgoing, bar none.”

Furthermore, updated figures from the RAC foundation (published March 2017) show that the *very poorest* car owning-households (with income in the lowest 10% of UK households) spend about a fifth of their disposable income on buying and running a vehicle. The majority of these households will be in rural areas, where owning a car is a necessity rather than a choice. For these families it may be necessary to prioritise essential journeys over other costs, impacting on other spending decisions and also meaning that individuals and families may choose not to make non-essential journeys for social, recreational or other purposes.

Even so, many rural households are without a car, and recent economic austerity appears to have contributed to this issue. The 2011 census showed that 13% of all households in rural Pembrokeshire (excluding the communities of Haverfordwest, Milford Haven, and Pembroke/Pembroke Dock) do not have a car. Figures from the Wales Rural Observatory’s Rural Household Survey show a particularly large decline in car ownership in low income rural households in Wales between 2010 and 2013: Only 58% households with an annual income of less than £10,000 had a motor vehicle in 2013, compared with 73% in 2010. Similarly, there was a decline in vehicle ownership for respondents with an annual income of between £10,000 and £20,999; from 90% in 2010 to 81% in 2013. Set against cuts in bus services due to tightening public finances which have resulted in few Sunday services and almost no evening bus services in Pembrokeshire, this leaves many low income households even more excluded. With pressure on household finances, even those households which have a car may choose to restrict its use to all but the most essential journeys, with a resulting decline in participation in social and leisure activities.

The Welsh Government’s Indices of Multiple Deprivation also show how rural areas are deprived in relation to access to services, especially compared with more urban areas. Furthermore, research by Moles and Radcliffe in 2011 (Deep Rural Communities: Exploring Service Provision in Rural Wales) shows that there has been a steady continual decline in rural shops, post offices, leisure centres and other rural services. People have no choice but to travel and, as a result, those experiencing poverty are often excluded from engaging in the same social activities and opportunities which other people enjoy. According to the Wales Rural Observatory (2013 Rural Household Survey) low income households are more likely to experience difficulties in accessing key services. Furthermore the House of Commons Transport Committee (Passenger transport in isolated communities, 2014) has found that people on low incomes are “disproportionately affected by reduced and inadequate services”.

In addition, many people in Pembrokeshire cannot drive and are therefore reliant on family or friends, and on the transport services which do exist. This particularly affects:

- Older people (The Age UK / UK International Longevity Centre “The Future of Transport in an Aging Society” Report, published June 2015 found that nearly 60% of those aged 70 or over do not hold a driving licence),
- People with health conditions or disabilities (physical, sensory or learning) which mean they are unable to drive
- Young people who have not yet learnt to drive and/or who cannot afford to run a car due to the high cost of car ownership and insurance; and
- Low income households.

Residents of Pembrokeshire’s rural communities do not always have the support of family or close friends near by. The Wales Rural Observatory’s Rural Household Survey 2013 found that a third of all respondents had no family members within 10 miles and a fifth had none within 50 miles. Of those who had moved into Wales from elsewhere (and this is particularly common in Pembrokeshire, where many people retire into the area), nearly half had no family at all within 50 miles. In terms of wider networks of support, 10% of respondents to the Rural Household Survey had no close friends or family members living nearby. Access to reliable, affordable and safe transport is important for older people to maintain contact with friends and family who may live some distance away, helping to avoid loneliness and isolation which can both adversely affect wellbeing. There is a connection between travel and quality of life; when older people are unable to travel, it is often due to illness, low income or isolation (Spinney, J. et al. 2009. Transport Mobility Benefits and Quality of Life).

The Wales Rural Observatory has also looked at perceptions of isolation. Overall nearly a fifth of respondents to their 2013 Rural Household Survey said they felt isolated living in their local area. This was much higher amongst younger people: a quarter of all those under 35 years old and 42% in the 16-24 age group. The Wales Rural Observatory suggests that this increase in isolation amongst younger people in rural areas might be due to lack of contact with their peer group and the difficulties of reaching social and entertainment venues.

Consultation

Despite the efforts of PACTO as a charity, in collaboration with local community transport operators and the County Council, to identify and develop community and public transport services over the past twelve years, some transport needs remain stubbornly difficult to address, and transport is consistently raised as a key issue.

In developing our proposals for Take Me Too! we have carried out the following consultation with individuals and organisations:

Who	When	Findings	Implications for Take Me Too!
Car Chums ¹ Feasibility Study (Survey of over 200 members of the public, 5 group discussions, meetings with 11 stakeholder organisations, representing older people, young people, people with learning difficulties, disability groups, community arts, community learning)	May 2016- Feb 2017	<p>See Annex Two for more information</p> <ul style="list-style-type: none"> - There is need and demand for more lift sharing in Pembrokeshire. - People are more likely to offer a lift if they have some connection to the person who needs transport. - People would be more likely to offer a lift, and even go out of their way to pick up someone, if they know that person wouldn't otherwise be able to get there. - People are more likely to offer a lift if they are asked directly for a specific journey. - Groups and community venues would welcome more lift sharing, it would help them increase participation and reach people who are currently excluded. HOWEVER, there is limited capacity within venues to organise this. - More vulnerable groups would need special protections and drivers who were sensitive to their needs. 	<p>Need a system which alerts potential drivers to people who need transport.</p> <p>System should tap into existing communities of interest and social networks.</p> <p>Community groups and venues will be keen to support the project, and key partners for marketing and promotion, but any solution must not rely on significant administrative input from their side.</p> <p>The need to be able to offer additional support and reassurance to more vulnerable groups, e.g. with a specialist pool of volunteer drivers.</p>
PLANED (Pembrokeshire Local Action Network for Enterprise and Development)	Meeting with PLANED staff to review Community Action	<p>PLANED has worked within rural communities across Pembrokeshire to help them develop Local Action Plans to identify the issues affecting them.</p> <p>Transport issues have been raised consistently by all the communities which PLANED has worked with, with specific proposals to develop car sharing</p>	<p>Evidence of grassroots need and support.</p> <p>Demonstrates the need for the project across rural Pembrokeshire.</p> <p>Despite identifying the need, little</p>

¹ "Car Chums" was a previous working name for the "Take Me Too!" project.

	Plans developed with PLANED support within the past 5 years	<p>schemes, or to address lack of bus services, identified in many action plans, including:</p> <ul style="list-style-type: none"> - Hermon, Llanfyrnach, Glogue and Glandwr (nr. Crymych); - Scleddau 2011 (nr. Fishguard); - Herbrandston 2015 (nr. Milford Haven); - Amroth, Summerhill, Wiseman's Bridge, Pleasant Valley and Stepside 2012 (nr. Tenby); - Marloes and St Brides 2012 (West Pembrokeshire); - Narberth 2014; - Newport 2014; - St Davids 2012; - Brawdy & District 2013 (nr St Davids); - Hook 2011; - Llandewi Velfrey 2011 (nr Narberth); - Mathry & Area 2012 (nr Fishguard); - Roch 2012 (West Pembrokeshire); - Uzmaston & Boulston 2013 (nr Haverfordwest). 	<p>progress has been made by individual small rural communities working on their own to tackle this issue. Transport, by its very nature, cuts across areas, so the best solution will be found by working together across a wider area.</p> <p>PLANED will be a route to community action groups and local champions who we can work with to pioneer and develop Take Me Too! in their communities, addressing the issues which they have flagged in their Action Plans.</p>
Bus Service Users	Autumn 2016	<p>Pembrokeshire County Council carried out a survey of bus users in Autumn 2016. Of 285 general comments received, 18% bemoaned the lack of transport available in the evenings, and 15% asked for more services on Sundays. 28% of respondents to the survey were fairly or very dissatisfied with the frequency of bus services.</p> <p>Although the survey was completed by existing bus users (and therefore people able to access existing bus services), several respondents also mentioned the difficulties for people in rural areas away from the bus route.</p>	<p>The limited public transport in Pembrokeshire, especially in the evenings and at weekends when there are very few services, causes real difficulties, isolation and deprivation. Particularly as over half of those who travel by bus in Pembrokeshire do not have other transport options available to them.</p> <p>We should promote Take Me Too! to existing bus users as they often have real transport need and few other options.</p>

		<p>58% of respondents to the survey said they use public bus services because they do not drive or they do not have access to a car.</p> <p>Specific comments included:</p> <ul style="list-style-type: none"> - “I would love to go to Haverfordwest cinema but I can’t get back at night” - “I’m not disabled but lack of transport means you’re isolated socially” - “I can’t go out in the evenings because it’s not possible to get home” 	
Meeting with Pembrokeshire County Council Transport Officials	Frequent meetings November 2016-March 2017	<p>Funds are very limited. Over 70% of bus services in Pembrokeshire are subsidised by public funds, very few services are commercially viable. This was starkly demonstrated last summer when one of the County’s longest established bus operators, Silcox Coaches, went into administration. Furthermore, as a result of cuts in government funding, the Council has had to realise significant savings of in their transport budget. Whilst the Council are committed to maintaining the core public transport network, there is no realistic prospect of finding the funding to run more frequent services, or services in the evenings or on Sundays.</p> <p>The Council is committed to supporting community transport and to exploring innovative ways to address transport needs. Any new solutions must complement rather than compete with public transport services.</p>	<p>Take Me Too! can address gaps in the public transport network.</p> <p>Need to inform people about public transport options where they do exist.</p>
Meeting with South West Wales Regional Travel	Nov 2016	Welsh Government is supportive of attempts to encourage lift sharing, but the scheme which they invested in (sharecymru.com) has not been very	A key link to stakeholder organisations (such as large employers) who may be able to help promote the scheme to

Plan Coordinator		<p>successful as the system is not user friendly. The Regional Travel Plan Coordinator already has links with many of Pembrokeshire's larger employers, some of whom actively encourage lift sharing. Has had more difficulty engaging with smaller employers.</p>	<p>their staff.</p> <p>May be able to raise the profile of the Take Me Too! project with Welsh Government, if this proves a more successful model for rural areas than the sharecymru.com scheme.</p>
Liftshare.com	Workshop, November 2016	<p>See Annex Six</p> <p>Key lessons about operating successful lift share schemes, including:</p> <ul style="list-style-type: none"> - Promotion - Making sign-up as easy as possible - Rewards and incentives - Guaranteed ride home schemes 	<p>These lessons are all very relevant and have been built into the design of the Take Me Too! project.</p>
4 Digital Agencies/Website & App Developers	4 meetings Feb/Mar 2017	<p>See also Annex Four and Annex Five</p> <p>We met to discuss our system requirements (See Annex Three).</p> <p>These meetings confirmed that the project is viable and the best approach would be web-based, potentially also with native applications (although there may be scope to utilise existing communications apps such as WhatsApp).</p> <p>Marketing and promotion will be key, to drive traffic to the website/app.</p> <p>Two of the developers have provided ball-park costings for budgetary purposes.</p>	<p>The costs have been built into the project budget (see Section H)</p>

d) PROJECT BACKGROUND

Why is this project the best way to meet the poverty issues in our community?

As shown in Section C above, transport is such a major factor in rural poverty that any project which helps to address this issue has potential to significantly help to address wider poverty issues.

Although many individual local communities have identified a need and desire to encourage lift sharing as part of the solution to these issues (as seen in the Community Action Plans above), none have succeeded in addressing this issue. Transport needs, by their very nature, join communities together, and therefore the best solution to this issue will be something which draws together all communities in a single coherent solution.

Take Me Too! will address poverty issues by:

- Helping to mitigate the costs of car ownership by facilitating the sharing of journeys, where the driver can receive a contribution towards their mileage expenses.
- Providing affordable transport options where no public transport services exist (e.g. away from bus routes or at times when bus services aren't running, such as in the evenings and on Sundays)
- Enabling people to access services, activities, events and opportunities that they would otherwise be excluded from attending due to lack of / cost of transport. (In line with the wider definition, used by Welsh Government (e.g. 2015 Child Poverty Strategy for Wales), of Poverty as “a long-term state of not having sufficient resources to afford food, reasonable living conditions or amenities or to participate in activities which are taken for granted by others in their society”.
- Helping people find liftshare partners for travel to work, enabling people to access new or better employment and/or helping to mitigate the high costs of regular rural commuting through lift sharing.
- Building links between people with and without transport, fostering stronger and more inclusive personal links and social networks within communities, helping build communities richer in support, wellbeing and a sense of shared community.

Lift-sharing is not a new idea, and other lift-sharing platforms already exist. However, these schemes are not very effective in rural areas like Pembrokeshire because they rely on drivers registering their journeys in advance, in sufficient density. By providing a driver-alert system, we will turn

lift-sharing on its head, drawing on the huge resource of people who are willing to help out with transport, *if only they are asked*.

An analysis of existing options for liftsharing in Pembrokeshire follows on the next page:

Existing Liftsharing Options in Pembrokeshire

	Strengths	Weaknesses
Informal arrangements within groups	<ul style="list-style-type: none"> • High levels of trust, everyone already know each other. • Utilise the group’s existing communication methods to organise liftsharing. • Low cost. 	<ul style="list-style-type: none"> • May not be proactive at including new people, or promoting lift-sharing to their members. • People not already “in the loop” may not realise they could ask/feel comfortable about asking for a lift. • The group may lack tools or capacity to coordinate lift-sharing.
Facebook	<ul style="list-style-type: none"> • Free to access and widely used. • Could be organised within private groups. • Some public groups already exist to facilitate lift sharing (e.g. M4 Motormater for journeys along the M4 corridor https://www.facebook.com/groups/130818086989992/) • Abilities to find out more about the person offering/requesting a lift through their facebook profile 	<ul style="list-style-type: none"> • Requests may quickly get “buried” underneath more recent messages.
Liftshare.com https://liftshare.com/uk	<ul style="list-style-type: none"> • Marketing leading liftshare database website in the UK. • Website has recently been updated to make it more attractive and user friendly. • Basic features are free to use. • Has gained the TrustSeal quality mark for organisations within the sharing economy https://liftshare.com/uk/other/trust-safety (These principles could usefully be promoted for any lift sharing scheme) 	<ul style="list-style-type: none"> • Relies on scale. Works best in more densely populated area and/or for journeys with more traffic (e.g. peak-time commuter journeys to major employers) - so it is more likely that you will find a match. Less successful in rural areas. • Relies on journeys being logged in the database. If there is no existing match in the database for a journey request, there is no function to publicise that request to local registered users.

	<ul style="list-style-type: none"> • Already used by large employers, university and hospital in Swansea Bay area - we can learn from their experiences. • Payment for journeys can be made securely via Liftshare.com 	<ul style="list-style-type: none"> • Locally branded/bespoke developments are costly (in initial costs and ongoing fees). • They focus on working with large employers and travel-to-work journeys. • Relies on access to the website.
Bla Bla Car https://www.blablacar.co.uk	<ul style="list-style-type: none"> • Market leading liftshare database website in Europe. Feels more user-friendly than liftshare.com. • Free to use. 	<ul style="list-style-type: none"> • Relies on journeys being logged in the database. If there is no existing match in the database for a journey request, there is no function to publicise that request to local registered users. • Existing uptake in West Wales is low. • Relies on access to the website/app.
Share Cymru (Carbon Heroes) https://sharecymru.carbonheroes.com/ShareCymru.aspx	<ul style="list-style-type: none"> • All Wales liftsharing website developed with support from Welsh Government 	<ul style="list-style-type: none"> • Less user friendly than its main competitors (above): you have to register on the site before you can even see if there are any potential journey matches. • Relies on access to the website. • Original contract with Welsh Government due to finish in 2017 and it is uncertain whether it will be extended.
GoCarShare.com http://gocarshare.com	<ul style="list-style-type: none"> • Another liftshare matching service. • Linked to facebook, so users can find out more about the person offering/requesting the lift 	<ul style="list-style-type: none"> • Focuses on students, festivals and major sporting events. • Doesn't have the scale of BlaBlaCar or liftshare.com

<p>Faxi https://faxi.co.uk</p>	<ul style="list-style-type: none"> • Facilitates car sharing within closed groups. All members must be approved by the coordinator of the group, giving added security compared with the other liftshare matching services. • The group administrator can view the group and contact people, even if not a driver themselves. • Enables a more proactive approach: you can see the location of other members of the group (who may be drivers or passengers) and message them to arrange to share a lift. • Free to use. • Based on app or website. • Payment for journeys can be made securely via the app. 	<ul style="list-style-type: none"> • Relies on access to the website/app - requires more up front effort to get people registered before they can start using coordinating journeys. • Requires ability to read and interpret a map. • No facility to contact all members of the group in one go (e.g. to request a lift) - you have to select and contact each person individually. (Although a group administrator would have contact details for all members of the group). • Quite a young and small company (only 3 years old)
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How will the project complement what is already in the community?

Public and community transport services are already available in rural Pembrokeshire but, as shown in Section C above there are still many transport needs which remain unmet. In particular:

- Public transport services are not available in the evenings or on Sundays. Not everywhere is on a bus route, especially in rural areas.
- Community Transport services are limited by funding and volunteer availability, and as a result rural dial-a-ride services run only one or two days a week where they exist (and most areas outside significant settlements are not covered at all) and social car services are restricted to one essential journey a week.

Given the pressure on public sector budgets, there is little realistic prospect of new conventional public transport services being introduced to address gaps in the current network. Therefore an alternative, more innovative, solution is required: Take Me Too!

Take Me Too! will be able to take requests for any journey, at any time of the day (or night!) and will alert drivers within the Take Me Too! community to try to find someone who is also travelling that way, who is willing to share the journey.

We will not seek to duplicate journeys which could be made by public transport. Some people may post a journey request on Take Me Too! when they simply aren't aware of public transport services which are available. We will signpost available bus and dial-a-ride services, where these would be appropriate for a particular journey request. In the first instance, this will be done manually - our Project Assistant will review journey requests which are posted and contact the user with public transport advice and information if appropriate. Our website will also offer links to the Traveline journey planner (<https://www.traveline.cymru/>). As the project progresses we will seek to integrate Take Me Too! journey requests with the traveline journey planner, so that we can automate this process.

Where passengers are nervous of travelling by public transport, we will be able to offer our Bus Buddies service, to provide support and assistance as appropriate, until they are confident to travel independently.

Where a journey request receives no response, we will also be able to signpost Pembrokeshire Country Cars, if the journey fits within their rules. We will also promote opportunities for volunteer driving on behalf of local social car schemes on our website, and directly to drivers registered with the scheme. We will track the numbers of volunteers recruited to more formal volunteer driver roles as a result of the project.

The project will complement the other services, activities, groups and opportunities available across Pembrokeshire by providing a means for people who are currently excluded to access them.

What have we done so far to develop the project?

We have completed a feasibility study to assess the potential for encouraging and facilitating lift-sharing in Pembrokeshire and the extent to which this could help to address unmet transport needs within and around the County. This study has been supported by Arwain Sir Benfo Local Action Group for Pembrokeshire, with funding from the European Agricultural Fund for Rural Development and the Welsh Assembly, and was carried out between May 2016 and February 2017.

As part of the feasibility study we have:

- Researched transport needs and attitudes to lift-sharing with individuals via a survey, workshops and focus groups with the general public and disadvantaged groups who particularly experience exclusion and transport difficulties.
- Spoken to local venues, adult community learning providers,
- Researched existing lift-sharing schemes available in the UK and elsewhere.
- Had support from PLANED's Digital Link Officer to scope out the technological requirements of our proposed solution and met with four digital agencies to discuss our ideas in more detail.

The feasibility study has helped us to better understand the need for lift sharing, why existing solutions do not work in rural areas like Pembrokeshire and what factors would be critical for a more successful scheme. The study has also helped us to scope out a proposed way forward, the Take Me Too! project, as detailed in this project plan.

How are we involving others in the community to develop and deliver the project?

People-led - Local people will be absolutely at the heart of delivering the Take Me Too! project. We will recruit an army of informal volunteer drivers, who are willing to offer others a lift in their car. Our target is to have 1,200 drivers registered on the Take Me Too! system by Year 5.

Local people will also be involved in developing the project - we will actively seek feedback from users (both drivers and passengers) during the development phase and throughout the project.

Local people will also be key to spreading the word about the scheme to those who need it and getting drivers on board. Community champions and the organisers of local groups and events will help with this. The Community Action Groups in local communities which have already specifically identified the need for liftsharing in their area (see consultation with PLANED in Section

C above) will be important partners for local implementation and promotion of the project.

Strengths Based - We will draw on the strengths and resources available within Pembrokeshire's rural communities, i.e. relatively high levels of car ownership (due to the necessity of running a car if at all possible) and large number of journeys with spare seats in the car.

Connected - The project recognises that transport cuts across boundaries and no individual small rural community is likely to be able to address this issue on their own. The project will pool available resources together and connect people to opportunities, activities, events and services which would otherwise be inaccessible. Take Me Too! will foster connections within Pembrokeshire's rural communities which go beyond transport: a connection which starts with a shared journey may lead on to other interaction or support, helping to build more connected and resilient communities for the future.

e) PROJECT OUTCOMES

Project Outcomes:

1. People in rural Pembrokeshire have better access to more affordable transport.
2. People in rural Pembrokeshire are aware of the transport options available.
3. People in rural Pembrokeshire can get to services, activities, opportunities and events that they couldn't reach before.
4. Pembrokeshire's Rural Communities are more connected and cohesive.

Project outcome 1		
People in rural Pembrokeshire have better access to more affordable transport.		
Indicators:	Indicator level:	Timescale:
Increase in people actively seeking to share lifts	Total number of users registered on Take Me Too! from rural Pembrokeshire 100	End of Year 1
	+ 200 (300 cumulative)	End of Year 2
	+ 300 (600 cumulative)	End of Year 3
	+ 300 (900 cumulative)	End of Year 4
	+ 300 (1200 cumulative)	End of the Project
Increased availability of informal volunteer drivers willing to lift-share	Total number of drivers registered on Take Me Too! 50	End of Year 1
	+ 100 (150 cumulative)	End of Year 2
	+ 150 (300 cumulative)	End of Year 3
	+ 150 (450 cumulative)	End of Year 4
	+ 150 (600 cumulative)	End of the project
	Number of Take Me Too! drivers able to help passengers with	

	additional needs 10	End of Year 2
	+15 (25 cumulative)	End of Year 3
	+20 (45 cumulative)	End of Year 4
	+15 (60 cumulative)	End of the project
Increased availability of volunteer drivers for Pembrokeshire's Social Car Schemes	Number of new Social Car Scheme Drivers referred through Take Me Too! 3	End of Year 2
	+5 (8 cumulative)	End of Year 3
	+6 (14 cumulative)	End of Year 4
	+6 (20 cumulative)	End of Year 5
Increase in informal liftsharing in Pembrokeshire's rural communities	Increase in people reporting regularly giving or getting a lift from someone who is not a family member, compared with baseline established in Year 1 + 5%	End of Year 3
	+ 15%	End of the Project
Rural households find it more affordable to run a car	% Drivers from rural communities reporting that contributions from lift share passengers help with the cost of keeping their car on the road 80%	(Tracked Annually via User Surveys) End of the Project

Project outcome 2

People in rural Pembrokeshire are aware of the transport options available.

People are better informed about relevant public and community transport services	Number of Take Me Too! users provided with information about public transport or alternative community transport options for their journey requests 10	End of Year 1
	+ 30 (40 cumulative)	End of Year 2
	+ 60 (100 cumulative)	End of Year 3
	+ 75 (175 cumulative)	End of Year 4
	+ 75 (250 cumulative)	End of Year 5
People are aware of opportunities for lift sharing	% people in Pembrokeshire's rural communities who are aware of Take Me Too! 60%	End of Year 3
	80%	End of Year 5

Project outcome 3

People in rural Pembrokeshire can get to services, activities, opportunities and events that they couldn't reach before.

Indicators:	Indicator level:	Timescale:
Increased numbers of journeys provided by lift sharing	No of Take Me Too! journey requests which are successfully matched 100	End of Year 1
	+500 (600 cumulative)	End of Year 2
	+1000 (1600 cumulative)	End of Year 3
	+2400 (4000 cumulative)	End of Year 4

	+3500 (7500 cumulative)	End of Year 5
Improved and more affordable access to transport to work	No of Take Me Too! users who have lift shared to work as a result of the project 10	End of Year 2
	+ 20 (30 cumulative)	End of Year 3
	+ 30 (60 cumulative)	End of Year 4
	+ 40 (100 cumulative)	End of Year 5
People making journeys that they would otherwise not have been able to make	% people requesting journeys reporting that Take Me Too enabled them to get somewhere that they wouldn't otherwise have been able to get to. 75%	(Tracked annual via user surveys) End of the Project
Increased attendance at community events and activities by people from rural Pembrokeshire	% community organisers and venues reporting that new people have been able to attend their centres and events as a result of the project 75%	End of the Project

Project outcome 4

Pembrokeshire's rural communities are more cohesive and connected

Indicators:	Indicator level:	Timescale:
People feel less isolated	% Registered Users reporting that they feel less isolated as a result of Take Me Too 75%	(Tracked via annual user survey) End of the Project
People feel more involved in their community	% Registered Users reporting that they feel more involved in their	(Tracked via annual user

	community as a result of Take Me Too 75%	survey) End of the Project
	% Registered Users who report that Take Me Too! has led to other connections within the community (e.g. meeting up or helping out people). 75%	(Tracked via annual user survey) End of the Project

f) PROJECT DELIVERY

Detailed Year 1 Timetable

Activity	Set-up Phase	Sept 17	Oct	Nov	Dec	Jan 18	Feb	Mar	Apr	May	June	July	August
Recruit Project Coordinator													
Project Coordinator in post		✓											
Baseline survey													
Select Digital Agency for software/website/app development													
Digital Agency in Place			✓										
Establish Project Sounding Board													
Project Sounding Board Meetings			✓			✓		✓		✓		✓	
Agree Detailed Spec with Digital Agency													
Develop Software/Website/App													
Focus Groups													
Primary Testing of system													
Develop links with community, leisure and arts venues and events and other partners.													
Recruit partners for soft launch of system													
Recruit Project Assistant													
Project Assistant in Post								✓					
Take Me Too! system goes live (soft launch)													

How will project activities meet the needs of the community and overcome the causes and/or impacts of rural poverty?

The project activities will put in place a system to facilitate lift sharing in rural Pembrokeshire (online and with offline/telephone access and support through the project team). The promotion and marketing activities will ensure we can recruit sufficient drivers and users to the project to build critical mass and make it a success.

These activities will meet the needs of the community by providing access to transport where public or community transport services aren't available, which will enable people to get to services, activities, opportunities and events which are currently out of reach.

The project activities will overcome the causes of rural poverty by addressing transport poverty issues, transport being the over-riding factor which affects the cost of living in rural areas compared with comparable urban households.

Take Me Too! will address transport poverty by:

- Providing affordable transport for people without other transport options (a contribution to the driver's expenses would be significantly cheaper than a taxi).
- Providing a means for people to offer spare seats in their car on journeys in return for a contribution to expenses. This will offset the cost of running a car, and could really help lower income households who can't really afford to run a car, but can't manage without one.
- Providing a means for people to access employment. Although we will initially target social and leisure journeys there is also significant scope for Take Me Too! to help to connect people to travel to work, either on an ad hoc basis, or to establish regular lift sharing arrangements.

The project will also tackle the impacts of rural poverty. Lack of affordable transport can close down the horizons of people in rural poverty - choosing not to attend activities or events or to travel for "non-essential" social or leisure purposes due to the cost of transport.

How will the project be open and accessible to the whole community, and how will any barriers to participation be addressed?

Anyone aged 18 or above will be able to register for Take Me Too! and we will employ a wide range of techniques to market and promote the service (See Section O below) so that no sectors of the community are left out. People will be able to request any journey, for any journey purpose and at any time of day or night, so the project has potential for universal appeal.

The service will not usually provide lifts for unaccompanied children, unless with the prior consent of both the child(ren)'s parents or guardian and the driver. This is in common with the approach taken by other major players in the liftsharing market (e.g. liftshare.com).

We have identified the following possible barriers to participation:

Barrier to Participation	How will this be addressed
Lack of access to the internet or a smartphone	We will be able to take journey requests by phone. These requests will be entered into the Take Me Too! system by our project assistant, and we will contact the passenger by phone to pass on details of people who can offer them a lift.
People with mental health issues, learning disabilities, sensory impairments or physical difficulties who may need extra support, and reassurance, to be able to access the service.	Once the core service is up and running, we will develop a pool of drivers who are willing to help people with extra needs and who have received additional training and have DBS clearance. Journey requests from people with additional needs will be filtered to the appropriate drivers accordingly. We will offer this training/opportunity to all drivers who have registered with the scheme and seek to recruit new drivers specifically for this role.
Wheelchair Users who need to travel in their wheelchair	As this service will be harnessing the goodwill of people within the community who can offer lifts in their own cars, the service is unlikely to be able to accommodate wheelchair users who need to travel in their wheelchair. However the scheme will be able to signpost to the wheelchair accessible social car schemes, taxis, and accessible car hire which is available within Pembrokeshire. Estimates suggest that 90% of wheelchair users are able to take few steps. Those who can transfer to an ordinary car will be able to use the service, if their wheelchair can be stowed and carried in the boot. Passengers will be able to flag mobility needs and any equipment which will need to be carried as part of their journey request.
Lack of awareness of the scheme, particularly for people who are already isolated (due to rurality and lack of transport)	Getting word out about the scheme will be critical to its success. We will employ a range of marketing and publicity strategies and techniques, including social media, networking, word-of-mouth, local venue and event

	websites, posters and leaflets, local papers and community newsletters.
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N.B. Although the project is designed to benefit people in rural Pembrokeshire, we believe that it would be counter-productive to exclude people from Pembrokeshire’s larger towns (Haverfordwest, Milford Haven, and Pembroke/Pembroke Dock) from registering for the service, as this will simplify the marketing message and strategy, give us access to more driver resources and increase the likelihood of being able to find a match. As this is an online system, there are no additional resource implications for taking this approach. In any case, these larger towns are all important service centres for their surrounding rural communities. Users of Take Me Too! will provide their postcode when they register for the scheme, so we will be able to log whether someone is resident in a rural community, and report on the project outcomes accordingly.

How we will make use of the strengths and skills of the local people that exist within our community, and how they will contribute to this project

Local people will be absolutely key to the success of Take Me Too! We will mobilise an army of informal volunteer drivers and harness the wealth of private transport resources - i.e. people making a journey with spare seats in their car - which are widely available throughout rural Pembrokeshire. They will contribute to the project by providing the transport which is so desperately needed at an affordable cost (a contribution towards their journey expenses).

We will also tap into local networks to raise awareness of the project and identify local champions to promote the service in their area.

Key Project Partners

PACTO will be solely accountable for the delivery of the project. However, we will, informally, be involving some key partners to assist in the development and promotion of the project:

Partner	Role
Pembrokeshire County Council (Integrated Transport Unit, Taxi Licensing)	<ul style="list-style-type: none"> Helping to link journey requests with public transport information, where relevant. Promotion of Take Me Too! alongside bus information (e.g. in their annual bus timetable booklet, bus stops) Review data on journey requests to build evidence of demand for new public transport routes. Provide office accommodation for the Take Me Too! team, alongside other PACTO staff.
South West Wales Regional Travel Plan	<ul style="list-style-type: none"> Help to build links with major local employers and other organisations who have already

Coordinator.	<p>actively engaged with the travel planning process (to improve accessibility to their facilities / for their staff).</p> <ul style="list-style-type: none"> • Share information about other liftsharing initiatives (in more urban areas, such as Swansea bay) so we can learn lessons about what works well.
Royal Voluntary Service and Volunteering Matters	<ul style="list-style-type: none"> • Existing volunteer social car scheme drivers (who drive for the Pembrokeshire Country Cars and the Cars 4 Carers services) may be particularly open to offering lifts. They may also be particularly open to giving lifts to more vulnerable passengers. • They will be able to promote the service to their existing passengers who are currently limited to one essential journey per week on the social car schemes.
Community Venues, Events, Leisure Centres, Adult Education Centres etc.	<ul style="list-style-type: none"> • They will benefit from the project helping more people, including those who are currently excluded, to access their activities, events and services. • We will work together to jointly promote the service, e.g. via click-throughs on their website and marketing materials, active promotion at their venue (e.g. in the foyer before a show), and through their marketing networks and social media. • We will work with a small number of venues or groups to trial the system before it goes fully live.
Community Networks, e.g. Young Farmers; 50+ network; Pembrokeshire Youth Assembly; Disability Transport Action Group, facilitated by Dewis Centre for Independent Living	<ul style="list-style-type: none"> • These networks offer a means to access potential beneficiaries of the project, both drivers and passengers. • We will work with these networks to run focus groups in the development phase of the project, and also to promote the service once it is up and running.

We will invite all these partners to be involved with a Project Sounding Board to help steer the project as it develops. We expect the Project Sounding Board will meet every two months during the first year of the project and at least every six months thereafter.

We will also procure the services of a Digital Agency/Tech Firm to take on the website, software and app development which will be central to the project. We have developed an initial specification of our requirements (See Annex Three). We will follow the usual procurement processes, and will select our preferred supplier based on a variety of factors including: proposed approach,

value for money (functionality and support vs. price), ongoing support, fit with our ethos of providing accessible services for local communities, references from other clients. We will put in place a written contract for the services required. PACTO will assume ownership of the intellectual capital developed.

Is this funding part of a bigger project?

This is a stand-alone project, fully funded by the Lottery Rural Programme.

g) PROJECT RESOURCES

The project will require the following human resources:

- Project Manager (5 hours per week)
- Project Coordinator (21 hours per week)
- Project Assistant (15 hours per week, plus weekend on call rota)
- Promotions Assistants (Casual)
- Drivers (informal volunteers)

In addition, we will contract with a Digital Agency/Tech Company to develop and host the website, app and associated databases that the project will require.

Further information about these roles is provided below.

Job title	Project Manager
New or existing post	Existing position (Additional hours for our Existing Manager who currently works 28 hours per week)
Number of posts	1 post (0.14 FTE)
Project role	<ul style="list-style-type: none"> - Overall responsibility for project delivery. - Managing the contract with the website/app developer - Financial Control of the project - Reporting to Trustees and the Big Lottery Fund - Line Management of Project Coordinator - Developing and implementing exit strategy
Project working hours	Average 5 hours per week, throughout the project.
Salary	£3,963 (based on Local Authority NJC Spinal Point 33 - currently £29,323 - pro rata) plus Stand-by Allowance (on rota with other project staff) of £25 per weekend
National Insurance	£395 per annum (pro-rata for based on contributions required for whole salary)
Pension	12.9% into NEST Pension Scheme
Redundancy	None. The Manager will revert to her previous working hours at the end of the project.
Funded by	These hours will be 100% funded by Big Lottery Fund. (The remainder of the Manager's time is funded by Pembrokeshire County Council as part of the core funding for PACTO)

Job title	Take Me Too Project Coordinator
New or existing post	New position.
Number of posts	1 post (0.6 FTE)
Project role	<ul style="list-style-type: none"> - Coordinating the project. - Operational liaison with the website/app developer - Developing links with key partners, such as community venues and events. - Developing and implementing a marketing plan to promote Take Me Too! to potential drivers and service users. - Preparing project reports - Coordinating evaluation
Project working hours	21 hours per week.
Salary	£14,730 per annum (based on Local Authority NJC Spinal Point 29 - currently £25,951 - pro rata) plus Stand-by Allowance (on rota with other project staff) of £25 per weekend
National Insurance	£906 per annum
Pension	3% employer's contribution to NEST pension scheme
Redundancy	£2,302 in Year 5. (Calculated on gov.uk assuming Aged 41 or older).
Funded by	100 per cent funded by Big Lottery Fund

Job title	Take Me Too Project Assistant
New or existing post	New position.
Number of posts	1 post (0.4 FTE)
Project role	<ul style="list-style-type: none"> - Administering the Take Me Too! app and website - Verifying new user registrations - Monitoring use of the scheme. - Providing a facility for “offline” access to Take Me Too! for people without smartphone / internet access (i.e. taking bookings by telephone, entering the details into the system on their behalf, relaying possible matches to the offline user). - Moderating user feedback - Collating information for monitoring reports. - Assisting with publicity and promotion
Project working hours	15 hours per week, starting halfway through year 1.
Salary	£6,330 per annum (based on Local Authority NJC Spinal Point 10 - currently £15,613 - pro rata) plus Stand-by Allowance (on rota with other project staff) of £25 per weekend
National Insurance	Nil (below threshold)
Pension	3% employer’s contribution to NEST pension scheme
Redundancy	£792 in Year 5. (Calculated on gov.uk assuming Aged 41 or older).
Funded by	100 per cent funded by Big Lottery Fund

Job title	Take Me Too! Promotions Assistant
New or existing post	New post.
Number of posts	5
Project role	- To promote Take Me Too! at events, and assist drivers and service users to sign up to the scheme.
Project working hours	Casual. The Promoters will be pulled in for specific events.
Salary	£9.70 hour (UK Living Wage of £8.45 per hour plus holiday pay of 0.145 hours per hour worked)
National Insurance	Nil.
Pension	Nil.
Redundancy	Nil.
Funded by	100 per cent funded by Big Lottery Fund

Job title	Take Me Too! Driver
New or existing post	New - Informal Volunteering
Number of posts	Target 600 Registered Drivers by Year 5 (including 60 drivers who are willing, trained and able to take passengers with additional needs)
Project role	To provide transport to others by offering spare seats in their car for journeys they are planning to make anyway.
Project working hours	Ad hoc. In response to specific journey requests.
Salary	Nil. Passengers will be encouraged to offer a contribution toward's the drivers' expenses of around 20p per mile. (Suggested contribution will be in line with HMRC guidelines for liftsharing).
National Insurance	Nil.
Pension	Nil.
Redundancy	Nil.
Funded by	Contributions towards the drivers' expenses will be negotiated and paid directly between the driver and the passenger and will not be funded through the project. As the project develops we plan to add a facility for secure online payment of expenses.

Job title	Website / Software / App Developers
New or existing post	Contract with Digital Agency
Number of posts	As per contract with Digital Agency.
Project role	To develop and host the website, app and software required to run Take Me Too!
Project working hours	Approx 6 months' Developer hours in Year 1, then 1 month in each subsequent year.
Salary	As per contract with Digital Agency.
National Insurance	N/A
Pension	N/A
Redundancy	N/A
Funded by	100% funded by Big Lottery Fund

Recruitment Plans

Project Staff - Pembrokeshire County Council and Pembrokeshire Association of Voluntary Services will allow us to advertise the Project Coordinator and Project Assistant vacancies on the recruitment sections of their websites at nil cost. Pembrokeshire County Council has a weekly advertisement in the Situations Vacant section of local papers which directs people to their website. From previous experience, advertising via the Council and PAVS websites has proven more successful than paid-for advertising in the local press. We will also circulate details of the vacancy via social media networks, with details posted on PACTO's own website. Shortlisting and interviews will be carried out by a small panel including PACTO's Manager and two Trustees.

Digital Agency - We will invite tenders for the website/app/software development aspect of the project based on a written specification of our requirements (see Annex Three). We will select a shortlist of preferred agencies and invite them to present to us their proposals for meeting the Take Me Too! brief. As part of the selection process, we will also review examples of their previous projects and take up references from previous clients.

Volunteer Drivers - We will recruit drivers to the project via a wide range of promotional and marketing activities, as highlighted in Section O below. In particular, we will work with partner organisations, such as community groups, venues and events, to recruit their existing members and participants - i.e. people who are already driving to these locations who are willing to offer a lift to others. When recruiting drivers we will highlight the direct benefits to them (gaining a contribution towards the cost of their journeys) as well as the wider benefits to the community and the environment. The main pool of Take Me Too! drivers will not be subject to DBS checks, but we will carry out other basic checks to verify their identity, and to ensure that their car has up to date tax and MOT (via the Government's Driver and Vehicle Licensing Agency (DVLA) online vehicle check system). In the first instance, this check will be carried out by our Project Assistant, but we will seek to automate this process as the project develops. We will also investigate the feasibility of verifying that they hold a valid driving license without excess penalty points or disqualifications. We will also verify the contact details provided. Drivers will only "go live" on the system once all basic checks have been completed.

Specialised Volunteer Drivers: From Year 2 onwards, we will seek to develop a more specialised pool of Take Me Too drivers, who can transport people with additional needs. We will use the same methods to recruit these drivers, and in addition: we will invite existing Take Me Too! and Social Car scheme drivers to participate, we will work with the agencies and organisations that work with people with additional needs, including adults with learning difficulties, people with sensory impairments, and people with mental health issues, to promote the opportunity via their networks. PACTO has already established links with these organisations through our existing work. We will also work with Pembrokeshire Association of Voluntary Services' volunteer bureau.

These specialist Take Me Too! volunteer drivers will be subject to a DBS check, in view of the vulnerable nature of the passengers that they will transport.

Induction, training and supervision plans for staff and volunteers including timescales.

Project Staff - The Project Coordinator will be recruited during the set-up phase of the project, to be in place at the project start date, and will be employed for the full 5 years of the project. The Project Assistant will be recruited part way through Year 1, to be in post ready for the initial soft launch of Take Me Too! and will then be in post for the remainder of the project. Staff Induction will include, as appropriate: an introduction to PACTO, our policies and procedures and our other work; detailed introduction to the project, including the background, budget, planned activities and target outcomes; an opportunity to attend a PACTO Trustee meeting to meet the full Trustee Board; an opportunity to meet wider project partners individually or at the Take Me Too! Project Sounding Board.

On a day-to-day basis, each member of staff will be supervised by their Line Manager, and the Take Me Too! staff team will have regular team meetings to discuss the progress of the project. The staff team will be based together in office space at County Hall, Haverfordwest, giving opportunities for ongoing mutual support and informal supervision. In addition, PACTO uses Annual Staff Reviews, which involve the staff member, their Line Manager and one or more PACTO Trustees to reflect on performance, development and plans more widely.

The training needs of each staff member will initially be established as part of the recruitment and induction process, and reviewed thereafter through staff supervision and annual review meetings. The following training may be of particular relevance:

- Social Media skills
- Marketing, promotion and reaching hard to reach audiences
- Disability awareness and more in depth training relating to particular needs which may arise (such as sensory impairments, dementia awareness, etc)

We work with a range of partners within the third and statutory sector to source appropriate training, such as Pembrokeshire County Council, Pembrokeshire Association of Voluntary Services, Wales Council for Voluntary Action and the Community Transport Association. We have made provision in the project budget to be able to access any training which is required.

In addition, the Digital Agency will provide all staff team members with full user training on the system which they have developed.

Digital Agency - Once appointed, an initial meeting with the Digital Agency will provide them with a thorough induction to the background to and requirements of the project. Our Project Manager will manage and supervise the overall contract with the Digital Agency, with the Agency being

responsible for the supervision, training and development of their own staff. We will ask for information about the experience and skills of the staff who will be working on the project as part of the selection process. We will maintain close links with the Digital Agency as the project progresses, via telephone, email and face-to-face meetings. During the initial development phase, this supervision will be frequent and detailed, with regular discussions and updates. Once the system is established, supervision will be more routine with review meetings at least every six months.

Volunteer Drivers - Take Me Too! drivers will receive a welcome email with more information about the project. We will establish a “Code of Conduct” for the drivers, setting out what is expected of them, and they will be expected to sign up to this at the point of Registration. [Non-drivers will receive a similar email, so that all parties are clear of our expectations]. Lines of communication to the drivers, and our social media pages, will allow us to impart training messages to the drivers as the project progresses, such as tips for winter or wet weather driving, information about eco-driving etc.

The pool of more specialised Take Me Too! drivers registered to carry passengers who have additional support needs will be offered more in depth training and support, such as disability awareness training and specific training about particular issues such as sensory impairments, autism, and mental health issues. We will work with specialist partner organisations in the relevant sectors to source this training. The system will be able to identify those drivers who have had appropriate training so that alerts for journey requests from people with particular needs will only go to the relevant drivers.

Supervision and Review of drivers: We will be able to monitor drivers’ activity through the system. There will also be a facility whereby other users can alert us to any concerns they may have about a driver. If any concerns are raised we will be able to make the driver concerned inactive on the system while we investigate. All drivers will be able to contact us to discuss any concerns, questions or support needs they may have. We will also conduct an annual survey of all drivers.

h) PROJECT BUDGET

A detailed project budget is included in Annex One. The spreadsheet includes a separate worksheet with a detailed breakdown of the costs within each heading.

Budget Assumptions

Cost Heading	Details
Salaries, NI and Pensions	<p>Salaries:</p> <ul style="list-style-type: none"> - Project Manager: 5 hours per week with starting salary of £3,963 (based on Local Authority NJC Spinal Point 33 - currently £29,323 - pro rata). Starting Year 1 Month 1. Inflation at 2% per year. - Project Coordinator: 21 hours per week with starting salary of £14,730 per annum (based on Local Authority NJC Spinal Point 29 - currently £25,951 - pro rata). Starting Year 1 Month 1. Inflation at 2% per year. - Project Assistant: 15 hours per week with starting salary of £6,330 per annum (based on Local Authority NJC Spinal Point 10 - currently £15,613 - pro rata). Starting Year 1 Month 7. Inflation at 2% per year. <p>Employers National Insurance contributions for the above posts have been calculated for Year 1 using listentotaxman.com, and inflated at 2% per annum thereafter.</p> <p>Employers Pension Contributions for the above posts calculated at agreed PACTO rates of 3% for the Project Coordinator and Project Assistant, and 12.9% for the Project Manager. (The Project Manager will be an existing staff member working additional hours, who has different contractual pension arrangements to other staff due to historical reasons)</p> <p>Once the system is live (from Year 1 Month 7 onwards), the Project Team will also work a weekend on call rota, for which a Stand-by allowance of £25 per weekend will be paid. Any working time at the weekend will be taken as Time Off in Lieu during the normal working week. The stand-by allowance payments will be subject to Employers NI and Pension contributions at the normal rates.</p> <p>Promotions Assistants: Will be employed on a casual basis. Budget assumes 10 events per year, 2 promoters per event, average 8 hours per event @ £9.70 hour (UK Living Wage of £8.45 per hour plus holiday pay of 0.145 hours per hour worked), inflated by 2% per annum.</p>

	<p>Redundancy: In Year 5, redundancy costs for Project Coordinator and Project Assistant have been included, calculated using Gov.uk statutory redundancy pay calculator, assuming both members of staff are aged 41 or older. The Project Manager (a pre-existing post which has been given more hours) will revert to previous working hours and no redundancy will be due. The Casual Staff will not be subject to redundancy.</p> <p>Payroll Charges: Set up fee of £36 per post and monthly charge of £12.15/month, inflating by 2% per year [Our payroll is provided by Pembrokeshire Association of Voluntary Services]</p>
Recruitment	<p>Staff Recruitment will be nil cost to the Project as we will advertise via Pembrokeshire County Council and Pembrokeshire Association of Voluntary Services' free of charge.</p> <p>DBS checks for specialised volunteer drivers have been included from Year 2 onwards at a cost of £120 per year (20 volunteers at £6 (admin fee) per head). These are the costs that we current pay to Disclosure Services Ltd. who administer DBS checks for other PACTO staff and volunteers. The Project Staff will not require DBS checks. The budget assumes that the DBS check itself will continue to be free of charge for volunteers.</p>
Training	<p>Budget of £2,000 for training for Project Staff and the specialised volunteer drivers. This will include:</p> <ul style="list-style-type: none"> - Staff training in using the Take Me Too! system, updating the website (CMS system). - Social Media skills training. - Training and awareness sessions for volunteer drivers to equip them to assist passengers with additional needs. We will work with specialise agencies and organisations who are expert in these areas to procure and deliver the training. E.g. RNIB, RNID, Pembrokeshire People First (adults with autism and learning difficulties), Disability Wales, Pembrokeshire County Council sensory impairments teams, Pembrokeshire College - Other training as identified in Staff development reviews.
Travel and Other Expenses	<p>Project staff will be able to reclaim travel and other out of pocket expenses in line with PACTO's Travel and Subsistence policy. We currently reimburse mileage at a rate of 45p per mile and other travel expenses at cost, subject to receipts.</p> <p>For the purposes of the project budget, we have allowed the following costs:</p> <ul style="list-style-type: none"> - Staff Team: £50/month for the Project Manager,

	<p>£150/month for the Project Coordinator, £50/month for the Project Assistant.</p> <ul style="list-style-type: none"> - Promotions Assistants: We have allowed a total of £40 per event. - Volunteer Drivers: Volunteers will collect a contribution towards journey expenses directly from their passenger. This will not be funded through the project. We will however offer specialised volunteer drivers expenses for travel to attend training events. We have allowed £100 per event, 4 events per year, from Year 2 onwards - Guaranteed Ride Home fund: Lessons from other liftshare schemes have shown that, while hopefully rarely needed, this fund is important to giving users the reassurance they may need to use the scheme. This small fund to cover the costs of getting a Take Me Too! user home in an emergency situation. Only the actual costs of transport will be reimbursed, all receipts must be provided, and there will be clear rules about which journeys will be eligible. We have allowed £250 in Year 1 and £500 in subsequent years.
Office and Utilities	<p>Serviced Office Costs: The Budget assumes two desks in County Hall at a cost of £2,250 per desk per year (costings provided by Pembrokeshire County Council Transport Team Accountant). Assumes inflationary increase of 3% per year. These are the costs we currently incur for our Bus Buddies project.</p> <p>Phone Contract: We will procure two smartphones for the project on an inclusive contract basis, at £25/month each. (Costs estimated from carphonewarehouse.com). Smartphones will be required in order to give staff team members access to the Take Me Too! system when out and about, for demonstration purposes, and when on call. We will plan to have one i-phone and one android device as it will be important to be able to monitor system operation on both types of device to ensure everything is working correctly.</p>
Marketing and Communications	<p>Printed Publicity Materials: Leaflet/Flyer, Posters for Venues, Business Cards, £2,000 in Year 1 including design costs, £1,000 in subsequent years. This is based on costs in previous projects. We will be able to work with Pembrokeshire County Council's design and print unit, which has previously proved the most cost effective local option.</p> <p>Banners/Display Materials: Design and Production of Pull Up Banners including a robust display unit which could be left up in foyers, either staffed or unattended. We have allowed £1,500 in Year 1 and a further £1,000 in Year 3. Based on costs from previous projects and online research (e.g.</p>

	<p>displaywizard.co.uk)</p> <p>Publicity Merchandise: Pens (to give out at events and talks), Car Stickers (for drivers to display in their vehicles to encourage others to get involved), Beer Mats/Coasters (for cafes, pubs and venues). We have allowed £2,000 in Years 1 and 3 and a further £1,000 in Year 5. Based on costs from previous projects.</p> <p>Advertising: To include advertising in local and community publications including local papers, Welsh language papurau bro, targeted online advertising. We will also look into advertising on council car parking tickets or cinema/theatre tickets. We have allowed a budget of £1,000 in Years 1 and 2 and £500 in each subsequent year.</p> <p>Events: Stand hire for events that we attend, such as Pembrokeshire County Show (£500 p.a.), We would seek to share with other similar organisations and projects to minimize the costs.</p> <p>Our own events: Room hire and refreshments for events that we run ourselves to develop and promote the service (including Project Sounding Board) (£500 p.a.). We would use local suppliers and run events at community halls and other community venues wherever possible</p> <p>SMS Bundle for Driver Alerts: £200 per year based on Text.Marketeeer.co.uk bulk text bundle including 10,000 texts per year</p>
Monitoring and Evaluation	<p>Population Survey commissioned in Years 1, 3 and 5 at a cost of £2,500 per time, based on costs incurred for a previous project. Conducting and analysing the Annual User survey will be part of the Project Team's role. We will also monitor usage directly from the system.</p>
Translation Costs	<p>Translation of Website and System, Publicity Materials, Surveys etc. Translation will be organised through Pembrokeshire County Council's translation services, taking advantage of the preferential rates which they have negotiated. Budget allowed £750 in Year 1, £200 in subsequent years, plus an extra £100 for each Population Survey (Years 3 and 5). Based on costs PACTO incurred for a previous project.</p>
Other Costs: System Development, Maintenance and Hosting	<p>We produced an outline specification of our requirements for the project (See Annex Three) and discussed this with several Digital Agencies to get an idea of the likely costs involved.</p> <p>Development Costs: Quotation based on initial specification: Writemedia £23,800+VAT, Quotation from SCL</p>

	<p>£24,000+VAT. Plus £8,000 + VAT in Year 2, and £4,000 + VAT in Years 3-4 and £8,000+VAT in Year 5 for further development of the system in response to user feedback. Higher development costs have been allowed in Year 2 (once the system is operational and we can take on board real user experiences) and in Year 5 (in order to automate processes where possible to minimise ongoing administrative costs after the end of the project). We have been advised by the companies we met that £4,000 would represent approximately 80 hours' developer time.</p> <p>Hosting and Maintenance: £60 per month (Quotation from Write Media £50/month + VAT, quotation from SCL £45/month +VAT).</p> <p>Further information from Writemedia and SCL is included in Annex Four and Annex Five.</p>
Overheads	<p>PACTO is a small organisation with minimal overheads which cannot be directly attributed to any project. We do not have our own office space, but are based within Pembrokeshire County Council's offices in County Hall, Haverfordwest. Office space, IT desktop equipment, phone, general postage and stationery are all provided by the County Council at nil cost to PACTO. Other core costs, such as accountant's fees, memberships etc are covered by a core grant from Pembrokeshire County Council.</p> <p>Management costs relating to the project will be recorded using timesheets and included as a direct project cost (see Salaries, above).</p> <p>We have therefore not included any Overhead costs within the Project Budget.</p>
Capital - Equipment	<p>1 x Laptop Computer for Project Coordinator @ £500.</p> <p>1 x Tablet Computer for Project Assistant, and also for use to demonstrate Take Me Too! at events and meetings with community groups @ £250.</p> <p>Costs taken from pcworld.co.uk, March 2017</p>

We are not VAT registered, and therefore all costs include VAT where applicable.

i) PROJECT MANAGEMENT

how you will manage your project, make decisions and know if it's going well. This should include the project management structure and governance arrangements you'll have in place to cover decision making and reporting

Day-to-day management of the project will be the responsibility of our Manager, Debbie Johnson. Debbie will Line Manage the Project Coordinator. Debbie will also have overall responsibility for the relationship with the Digital Agency.

Reports will be provided to PACTO Trustee Board meetings, which take place every two months. These reports will cover operational activity, progress against outcome targets, and project finances. Additional communication may be required between Board meetings and this may be coordinated by telephone, email or by convening and special meeting of the Trustee Board.

Key decisions will be taken by the Trustee Board. At least one Trustee (nominated by the Trustee Board at a Board Meeting) will be involved in decisions around the recruitment of Project Staff and the procurement of the Digital Agency.

Provided that the project is progressing in line with the agreed Project Plan, day-to-day operational decisions will be delegated to the Project Team.

The Project Sounding Board (see Project Delivery: Key Project Partners) will be an advisory group. Any recommendations from the Sounding Board will be considered by the Project Team and, if appropriate, referred to the Trustee Board.

We will also report to the Big Lottery Fund as required.

Who will manage the project finances and what experience do they have?

Our Manager, Debbie Johnson, will be responsible for the day-to-day financial management of the project and book keeping, overseen by the Treasurer. Debbie has over 12 years' experience of managing the finances for complex multi-year projects, including previous Big Lottery Fund projects and projects funded through European Union funding programmes, with the associated onerous reporting and record-keeping requirements.

We use the Quickbooks software package to manage and report on our finances and we have extensive experience of managing restricted funds through the projects listed in Section B above. Our accounts are fully reconciled to project level on receipt of each bank statement and a full financial report is prepared for each Trustees meeting. Additional finance meetings, chaired by the Treasurer, are convened where necessary to address specific issues.

Payroll services are provided for us by Pembrokeshire Association of Voluntary Services. This includes PAYE reporting to HMRC and fulfilling our Workplace Pensions obligations.

Our annual accounts are independently prepared and verified by Bevan and Buckland Chartered Accountants.

Quality Assurance Systems

We are currently implementing the PQASSO Quality Standard with support from the NCVO PQASSO for Wales pilot project (a Big Lottery Funded project led by the Charities Evaluation Service and National Council for Voluntary Organisations in partnership with Wales Council for Voluntary Action). PQASSO is the leading quality standard developed for the voluntary sector by the sector, and assesses organisations against 12 quality areas covering all aspects of work, including planning, governance, leadership and management, monitoring and evaluation and results.

Our Policies

PACTO has the following policies in place, which are reviewed by the Trustees at least every three years:

- Alcohol and Drug Misuse Policy
- Anti-Bribery Policy
- Cash Handling Policy
- Compliments and Complaints Policy
- Confidentiality Policy

- Conflict of Interests Policy
- Data Protection Policy
- Disciplinary and Grievance Policy
- Environmental Policy
- Equality and Diversity Policy
- Flexible Working and Special Absence Policy
- Lone Working Policy
- Health and Safety Policy
- Staff and Trustee Codes of Conduct
- Travel Subsistence Policy
- Volunteering Policy
- Vulnerable Adult Protection Policy
- Welsh Language Policy
- Violence and Aggression Policy

We do not anticipate the need to develop further policies in order to implement the project.

j) LEARNING FROM YOUR PROJECT

What information will we gather on a regular basis to see how the project is doing, and how will we do this?

Information	Method	Frequency
No. of Drivers registered with the scheme	Management Information Reports built into the Take Me Too! system	Automatically collected on an ongoing basis. Reports to be monitored monthly.
Total No. of People registered with the scheme		
Number of new registrations		
Number of Journey Requests		
Response Rates per Journey Request (% requests that receive a positive response)		
Successful Matches (% Journey Requests where the passenger is happy to accept a lift which is offered)		
Breakdown of User Registrations and Journey Requests by location, time and type of journey		
Website and Social Media Analytics	Statistics from Website Management system, Facebook Insights and Twitter Analytics [To understand which online marketing and promotion activities are most successful and how people reach the Take Me Too! site]	Automatically collected on an ongoing basis. To be monitored monthly.
Qualitative Feedback from Users regarding the impact of the	Annual User Survey to all users registered on Take Me Too! In depth telephone	Annually

scheme	interviews/focus groups with Users. (Respondents to the Annual Survey will be asked if they are willing to participate in further research) Targeted surveys for subsets of users (e.g. people who have registered but never used the system)	
Underlying rates of lift sharing (formal and informal) in rural Pembrokeshire	Online/Telephone survey. A representative survey of at least 1,000 local people. [To find out whether the publicity for Take Me Too! is resulting in an increase in informal liftsharing between friends and neighbours].	Year 1, Year 3, Year 5
Feedback from Community Venues, Groups and Events organisers regarding the impact of the scheme	Online/Telephone survey.	Annually

How will we involve the people we support to make sure what we are doing is making a difference?

We will carry out an annual user survey of all those registered with Take Me Too! The survey will ask about the impact of Take Me Too! and for suggestions for the future development of the project.

This will usually be an online survey, as this is how people are used to interacting with the project. However, we will carry out the survey by telephone for those users who do not have internet or smartphone access. We will also ask those responding to the survey whether they would be willing to participate in more in depth research (either over the phone or in focus groups). This will enable us to probe specific issues in more detail and to get feedback on developments to the system.

The website and app will offer clear Feedback buttons, so users can contact us with any comments they may have. The project team will be available via telephone to take feedback from those without digital access, and/or regarding issues which are better discussed in person.

How will we use the information that we gather to learn from our project?

The information gathered will be used to inform the development of the project. The findings will help us to:

- Understand the most effective ways to promote the service and recruit drivers and users. This will help us improve our marketing and promotion activities
- Identify areas where uptake is lower than expected, and journey requests which are not being met. This will help us to better target our efforts.
- Identify and prioritise software developments, and identify any glitches or bugs in the system. This will help us to improve the system/website/app, make it more user-friendly and make it more resilient to future expansion.
- Identify patterns of demand, which may justify the development of more structured services (such as bus services or community minibus services)
- Report to our partners about usage of the scheme. This may help us to secure further incentives to encourage people to sign up with the scheme, and will also help us to build the case for continuation funding after the end of the project.

How will we share the learning from the project and with whom?

We will share the learning from the project in a variety of ways:

- Regular reports to key local stakeholders through the Project Steering Group meetings.
- Making information and case studies publicly available on the Take Me Too! website, and summarising/signposting this via press releases and social media.
- Presentations at public PACTO events such as our AGM and Community Transport Fora.
- Presentations and participation in local, regional and national networks and events to highlight the learning from the project, such as those facilitated by Pembrokeshire Association of Voluntary Services, PLANED, the Community Transport Association, and Wales Council for Voluntary Action.
- Organising a celebratory event at the end of the project to highlight its achievements and share lessons learned.
- Providing short written and video case studies and fact sheets for circulation to key stakeholders and decision makers.

k) SUSTAINABLE DEVELOPMENT

At the core of the project we will be promoting shared transport, using spare seats on existing journeys. This is a more sustainable transport model than single person journeys.

By connecting people for the purposes of liftsharing, we expect that the project will also help to foster wider connections within local communities - for example after giving someone a lift, those two people may go on to help each other out in other ways. This will help to build more resilient, cohesive and sustainable communities.

We will take other opportunities to promote sustainable development as part of the project, including:

- Proactively providing information and advice about public transport services, where this forms a viable option for particular journey requests.
- Providing simple advice and tips on our website, to registered drivers, and via our facebook/twitter feed on more fuel efficient driving techniques (often called “eco-driving”).

When assessing tenders for the provision of the Website/Software/App solutions, we will give additional weight to firms based locally. [This will not only contribute to the local economy, but will also make it much easier to forge a close working relationship as the project develops].

I) THE FUTURE

How will we continue to keep local people and communities involved in the delivery of the project?

Local people - both drivers and passengers - are at the heart of the system and will always be critical to the delivery of the project. Once the project has become established, it will start to gain its own momentum: the more people that use it and benefit from it, the more likely they will be to use it again, and to tell others.

We will provide easy and free tools for local people and communities to champion the service through email and social media.

How will we keep the project going after Lottery funding ends?

We will use this initial 5 years' funding to develop and refine the Take Me Too! software/website/app so that we have a complete, robust and resilient system going forwards, thus minimising the ongoing costs to admin, maintenance and hosting.

In years 4 and 5 of the project we will explore the following avenues for continuation:

- Developing revenue streams, such as: charging for app downloads or adding a small admin fee to passenger contributions to drivers expenses, where these are paid online. We could also seek contributions from partner organisations (e.g. Festivals, Theatres etc) in return for dedicated groups on the Take Me Too! system. We believe it will be critical (and fair to the principle of equality of access) to keep registration on Take Me Too! free of charge.
- Sponsorship, e.g. for the alert messages. This approach is used by a community sports group alert system in the USA (rainedout.com) and could also be viable for Take Me Too!
- Seeking funding for to maintain the system in Pembrokeshire (at the very least to cover system hosting and maintenance costs). One approach would be a crowd-funding appeal, which could give registered users, as well as other stakeholders and supporters, the opportunity to contribute to ongoing costs.
- Seeking funding for expansion to other areas, which would also contribute to core hosting and maintenance of the system.
- Utilising PACTO Core Funds to cover core continuation costs of the project, such as website hosting and maintenance. N.B. this would mean that we would have to review other aspects of PACTO's operation, income streams and cost base, such as increasing charges for the training services that we offer, which are currently subsidised by our core funding.

Future aspirations for the project

We hope that Take Me Too! will become established as a key part of the transport mix in Pembrokeshire, offering journeys which will never have any realistic prospect of being provided by more conventional public or community transport.

Pembrokeshire is an ideal location for trialling the Take Me Too! concept, because the geography of the county, bordered on three sides by the sea, means that journeys are relatively contained. A more land-locked location would bring with it the challenge of needing to accommodate a wider catchment area, as transport needs are not limited to local authority boundaries.

However, with transport issues being a common problem in all rural areas, the prospects for wider roll out within Wales and further afield are extremely strong. The system development brief will specify the need to design Take Me Too! with scalability in mind, and the five years' initial funding will enable the system to be robustly tested within Pembrokeshire, so that we have confidence in its resilience to expansion. The main cost to expansion will be in marketing, although this may be facilitated through inexpensive methods such as social media, particularly if we can achieve good brand recognition through the project.

Once we are able to demonstrate with confidence the system in action, we will proactively seek opportunities to raise the profile of the project outside Pembrokeshire and build partnerships with others who may be interested in taking forward the system across a wider area.

Once we can demonstrate that journey alerts are a successful way to facilitate rural lift sharing, it may also be appropriate to share our approach with existing liftshare system providers (such as liftshare.com or Bla Bla Car), to explore the scope for combining Take Me Too! journey alerts with their own liftshare database systems.

How does the project contribute to existing or emerging local and national strategies or initiatives?

Transport and access is such a cross-cutting theme that Take Me Too! has potential to contribute to many key strategies, both nationally and at a local level.

Welsh Government: Taking Wales Forward 2016-2021. (Programme for Government). Under the theme “Prosperous and Secure”, sub-theme Successful Sustainable Rural Communities, Welsh Government expresses support for community-led projects and rural transport. Take Me Too! will also benefit from Welsh Government’s continued investment in improving rural broadband, which will make access to Take Me Too! even easier. Under the theme “United and Connected”, sub-theme Volunteering and the Third Sector, Welsh Government pledges to work with partners across all sectors to identify

more opportunities for people to volunteer. Through the harnessing of informal volunteers, Take Me Too! may bring people into volunteering who do not currently offer their time through more formalised schemes.

Welsh Government Strategy for Older People in Wales 2013-2023.

The strategy has several target outcomes which are particularly relevant to Take Me Too:

- **Healthy Aging:** Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities. The strategy notes research that older people are more likely to say they feel well if they are able to participate in social and leisure activities. Evidence has also shown that being lonely or isolated can lead to health problems and early death: health risks of loneliness have been shown to be the same as smoking and twice that of obesity.
- **Living in the community -** older people are able to participate and contribute in their communities and access services and amenities. Opportunities to be spontaneous, to have a day out, visit a friend or take part in leisure activities are also important for well-being. Environments and transport systems that enable, rather than disable people, make an important contribution to how the individual feels and how they rate their own well-being. The strategy notes that older people find it more difficult than younger age groups to access local amenities. The greatest differences are in regard to public transport and access to cultural or recreational facilities.

Welsh Government Draft National Transport Plan for Wales 2014

The plan recognises that community and voluntary transport services play a vital role in providing affordable and accessible passenger transport opportunities for communities across Wales, especially those which are socially or geographically isolated.

Wellbeing of Future Generations Act (2015).

- Transport and access is a cross cutting theme which contributes to all seven well-being goals which underpin the Act.
- As part of their duty under the Act, Pembrokeshire Public Services Board has just (March 2017) finished consulting on their draft Well-being Assessment for Pembrokeshire. The Assessment highlights how the rural nature of Pembrokeshire can mean limited access to transport and services, and identifies the need to explore new models of service delivery and new technologies to address these issues. This fits well with the Take Me Too! proposal.

Arwain Sir Benfro LEADER Local Development Strategy (2014-2020). The Strategy identifies that: “As with most rural areas, access to services continues to be a community priority and although new initiatives have been established, there are still challenges in addressing gaps in provision. There are likely to be new challenges as a result of reduction of services currently provided by the public sector, creating further pressure on rural communities”. The LDS also states “low population density and resource constraints make innovation and flexibility in transport provision a necessity, particularly for those with low incomes seeking employment, or for those with health and mobility issues needing to access services”.

The proposed project fits within Theme 3 of the LDS, Exploring new ways of providing non-statutory local services, and the two aims of this theme:

- i. Continue to support the development of community capacity and skills.
- ii. Increase ownership of local delivery and develop infrastructure.

Pembrokeshire Community Plan 2010-2025. The project contributes to many of the themes within the plan, as follows:

- Wellbeing. Objective 3: Mitigate the impact of poverty. By providing access to more affordable transport and by providing low income rural households who have no alternative but to run a car with a means to generate contributions towards these running costs.
- Environment. Objective 6: Address the Challenge of Climate Change. By promoting the sharing of journeys and reducing single occupancy journeys.
- Economy. Objective 9: Improve our Town Centres. By improving access to the facilities and activities on offer.
- Community. Objective 10: Support the Development of Vibrant and Sustainable Communities and Objective 11: Promote community cohesion. By facilitating and fostering the development of informal networks of support and assistance, primarily for transport purposes, but the project is likely to build wider connections, which we will be able to assess through the annual user surveys. Also by reducing social exclusion by widening access to community events, facilities and activities.
- Learning. Objective 14: Address inequalities in educational attainment by facilitating access to further and community education.
- Access. Objective 17: Improve communication links to, from and within Pembrokeshire, Objective 18: Improve access to the services we provide, and Objective 19: Promote Sustainable. Travel. In particular paragraphs 10.7-10.10 are particularly relevant:
 - Equality of access is a problem in Pembrokeshire. The distances that people in rural areas are required to travel to access key services are significant. This has a disproportionate impact on some of our elderly residents, those with impaired mobility and people who do not have access to a car. Community transport will continue to plan an important role in helping to promote equality of access to key services.
 - Our overall aim is to improve access to a wide range of services and facilities including employment and business, education and training, health care, tourism and leisure activities. We will work towards ensuring equality of access to our services and, where possible,

integrate transport networks to make it easier for people to travel more sustainably

- We will explore opportunities to deliver services in new and innovative ways, making the most of the technology which is available and promoting join-delivery by partners.

Getting recognition for the project, and potentially long term funding for the project.

Once we are able to demonstrate the operational success of Take Me Too! we will proactively seek to raise the profile of the project both locally and further afield, for example by:

- Sharing information about the project via social media and press releases, and by writing directly to key stakeholders (e.g. within local and Welsh Government)
- Seeking opportunities to represent the project on a larger stage, such as sector networking events and conferences.
- Putting the project forward for awards and recognition if appropriate.

m) EQUALITIES

How will we make sure that everyone who could benefit from the project can be involved? How will we make sure that people from different backgrounds and those facing particular communication barriers will know about and can access your project?

This project is of benefit to the whole rural community and we will employ a wide range of techniques to market and promote the project, as detailed in Section O below, which will help us to reach people of all ages and backgrounds throughout rural Pembrokeshire.

People will usually access the project via website or smartphone app, at home, or out and about. As we know that internet coverage is not universally available, there will be an option for journey alerts to be sent via SMS text message, which has a high success rate, even when phone or internet signals are poor.

People needing a lift will be able to arrange with their driver a pick-up location which is mutually convenient and accessible.

We will meet the needs of people who have communication barriers in the following ways:

- We know from other community transport services in Pembrokeshire that some people find communication over the phone difficult and actually prefer to communicate and book journeys by email. This includes people with hearing or speech impairments, and people with anxiety or mental health issues, as well as many younger people.
- For those without access to - or difficulty in using - the internet, either by computer or smartphone, we will also offer an offline facility to use Take Me Too! People will be able to contact us by telephone with their journey requests and we will put an alert out on the system on their behalf. We will monitor responses to the alert and pass on details of potential drivers, putting them in contact with each other once a match has been made. The phone line will be open a minimum of 3 hours a day (e.g. 0900-1200) Monday to Friday, with an answerphone facility available at other times. The project team will operate a stand-by rota over the weekend, in case drivers come back with an offer of transport outside of these times.
- We will use a variety of means to promote the project, and our website will include short videos explaining how Take Me Too! works as well as written information. We will check written information with the Easy Read Task Force coordinated by Pembrokeshire County Council. If necessary, we will produce separate Easy Read versions of our documents and literature, however we will aim for a single version which meets the needs of all our users wherever possible.

- We will proactively promote the project via word of mouth, as well as through written materials. Our project team will attend events, visit groups and give talks and presentations about the project. We will identify and target groups who have particular transport difficulties who may find Take Me Too! especially helpful.

From Year 2 onwards, we will develop a pool of more specialist volunteers who are willing and more skilled in assisting people with particular needs, e.g. people with sensory impairments, people with learning difficulties, people with autism, people with mobility impairments. Filters in the system will enable alerts to be targeted appropriately. These more specialist volunteers will be required to undergo DBS checks and additional training, as relevant.

Our Written Equalities policies and procedures

The project will be delivered in accordance with our Equality and Diversity policy. The policy was last reviewed and signed off by PACTO's Trustees in September 2016 and is routinely reviewed every two years.

We will be able to capture information about the people using the service as part of the registration process, and annual user surveys and this will enable us to monitor the project from an equalities perspective. Data protection principles will always be respected, in line with our Data Protection policy, when dealing with the personal information of our users.

Restrictions on who can take part in the project.

For safety reasons, users will need to be aged 18+ to register with the Take Me Too! website/app. Unaccompanied children will only be able to travel with the express permission of both the child's parent/guardian *and* the driver.

As we will be using volunteers' private cars, service users will usually need to be able to travel in a normal car. We will be able to signpost other wheelchair accessible transport facilities.

n) WELSH LANGUAGE

The Linguistic Nature of our Community:

According to the 2011 census, there are 22,786 Welsh speakers in Pembrokeshire, just under a fifth of the population at 19.2%.

Linguistically, Pembrokeshire is split by the “Lansker Line”, which runs across the County from Newgale in the West to Lampeter Velfrey in the East. Historically, the Welsh language was widely spoken within communities to the north of the Lansker line, whereas English was used by communities to the south. This linguistic divide persists today: the 2011 census shows that less than 10% of the population in wards in the south of Pembrokeshire are Welsh speakers, compared with over 40% in some parts of North Pembrokeshire (e.g. rural Maenclochog and Clydau wards). We will therefore need to be particularly mindful of the needs of potential Welsh-speaking project beneficiaries and participants in the north of the county.

How we will promote the project in Welsh and English:

The project will be delivered in accordance with our Welsh Language policy.

The Welsh working name of the project is: Cer â fi hefyd!

All publicity materials including leaflets, posters, website and social media posts will be produced bilingually. [Where social media posts need to be immediate and reactive, they may first be posted in English with a Welsh version following as soon as is reasonably practicable]. We will promote the project through both English and Welsh print and broadcast media (including local Papurau Bro) and press releases will be produced bilingually.

We will work with Pembrokeshire County Council’s translation services to produce information in Welsh, and costs have been included in the project budget accordingly.

Staff Recruitment

All posts will be advertised bilingually in line with our Welsh Language Policy. Given the linguistic characteristics of rural Pembrokeshire, Welsh language skills will be desirable but not essential.

We will proactively seek to employ Welsh speaking promotions assistants for events where appropriate.

Project Delivery

Users will be able to choose which language (English or Welsh) they wish to use when interacting with the Take Me Too! website and app, and will receive alerts and information in the appropriate language. Any communication between ourselves and users (e.g. surveys) will respect these wishes.

Users will be able to show their language preferences on their profile.

o) MARKETING AND COMMUNICATIONS

How we will promote the services that are available

Marketing and promotion will be absolutely key to the success of the project, as the project will depend on reaching and signing up large numbers of people, especially drivers.

We plan to use the following methods to promote the project:

- We will develop an easily recognised brand and logo for the project.
- Leaflets, posters and flyers. To be distributed via outlets and venues across rural Pembrokeshire (e.g. shops, community centres, GP surgeries, pubs, community notice boards)
- Print and broadcast media (local papers, radio and TV news) via press releases and personal contact.
- Online promotion. We will develop our own Website for the project. We will also make extensive use of social media including tagging and sharing via existing established networks across the area. We will use images and simple promotional videos to capture interest. We will make use of free tools such as hootsuite to schedule posts in advance and make most effective use of the time we have.
- Publicity at events and venues. We will create display stands which can be used at events and venues, both on a staffed basis and unstaffed. We will attend events and venues to actively promote the scheme, particularly to recruit potential drivers e.g. talk to people in the foyer of the community theatre before a show, attending community events like the County Show and Young Farmers' rallies. People will be able to complete simple sign-up forms giving us permission to pre-register them on the system so all they have to do is validate their registration to go live. Experience from liftshare.com in recruiting users from major employers for workplace liftsharing schemes suggests that this is an effective means to minimise the barriers to registration.
- Click-through to our website from partner and supporter organisations, e.g. from the programme or booking pages of a community arts venue, links in directories of community services such as InfoEngine or DEWIS, links from the Traveline Cymru website.
- We will also work with partner and supporter organisations to promote the project through their own marketing (e.g. newsletters, programmes, course directories, emails to members).
- We hope to develop incentives for sign-up and use of the system, in partnership with organisations benefitting from the scheme (e.g. free cinema tickets).

- We will also work to promote the service via our users and supporters - e.g. recommend-a-friend schemes, easy tools for people to share Take Me Too! on their social media and to their contacts, car stickers for Take Me Too! drivers to display, coasters/beer mats for use in cafes and pubs.

How will this approach differ depending on the different communities' needs, and how will we know this is the most effective approach?

We will employ a wide range of techniques to market and promote the project, reflecting the wide range of people across who can benefit from the project.

We will tweak marketing messages to help us to effectively capture the interest of different groups - e.g. "cheeky" videos on social media to help attract younger people. We expect that working with partner organisations to reach their members will also be particularly effective.

We will track the effectiveness of our marketing and promotion in the following ways:

- Recording how people registering with the project found out about it.
- Using tools such as Website metrics, Facebook Insights and Twitter analytics to monitor the effectiveness of online marketing activity.
- Asking about promotion and marketing as part of our annual user survey
- Testing ideas about promotion, marketing and branding in focus groups
- Testing brand recognition and awareness of the project as part of our wider evaluation surveys in years 3 and 5.

How will we publicise the achievements of the project and that of the groups we are supporting?

We will publicise the achievements of the project through:

- News and case studies on our websites
- Press releases shared widely with the local and national press and on Facebook and Twitter.
- Presentations to the Pembrokeshire Community Transport Forum
- Sharing information with relevant local and national networks, e.g. Community Transport Association, WCVA.
- We will run a celebratory event in the last year of the project to share the achievements of the project.

How will we work with the Fund's communication team?

We will

- Follow all communication and publicity guidelines which are provided, including using the Big Lottery Fund logo on publicity materials.
- Share information about the project, e.g. press releases, dates of major publicity events
- Tag the Big Lottery Fund in social media posts.
- Offer case studies and information for the communication team to use in wider promotion of the Fund.

p) BENEFICIARY MONITORING

Ethnic background of direct beneficiaries

Will your project mostly benefit people from a particular background?

Yes No

White

English/Scottish/Welsh/Northern Irish/UK Irish

Gypsy or Irish Traveller

Any other White background

Mixed/Multiple ethnic groups

Mixed ethnic background

Asian/Asian UK

Indian Pakistani Bangladeshi

Chinese Any other Asian background

Black/African/Caribbean/Black UK

African Caribbean Any other Black background

Other ethnic group

Arab Any other ethnic group

Gender

Will your project mostly benefit people of a particular gender?

Yes No

If yes, please tick Male Female

Age

Will your project mostly benefit people from a particular age group?

Yes No

If yes, please tick 0-24 years 25-64 years 65+ years

We expect that the project will benefit all ages. However, as the greatest transport difficulties are experienced by young people and elderly people, we expect that these groups will benefit most. Please note that, for safety reasons, people will normally need to be aged 18+ to request or offer a lift through the Take Me Too project (although accompanied children may use the service).

Disability

Will your project mostly benefit disabled people?

Yes No

However, there are ways in which the project will specifically aim to address the transport needs of disabled people, as outlined in our Project Plan above (see section (m) equalities).

Welsh language

Please indicate how many of the people who will benefit from your project speak Welsh by ticking one of the boxes below:

All More than half Less than half None

In line with the linguistic characteristics of our area.

Religion or belief

Will your project mostly benefit people of a particular religion or belief?

Yes No

If 'Yes' please indicate the religion or belief of the people who will benefit from your project (you may select more than one box)

No religion Buddhist Christian
 Hindu Jewish Muslim
 Sikh Other religion

Sexual orientation

Will your project mostly benefit lesbians, gay men or bisexual people?

Yes No

Annex One: Project Budget

Complete the table to show us how much the project will cost and what you will spend the grant on.

Once completed, please check to ensure that all the figures entered add up correctly.



Your Project Budget
- excel.xlsx

Annex Two: Pembrokeshire Car Chums Feasibility Study Research Findings

Research with individuals

We surveyed 196 individuals at Pembrokeshire County Show in August 2016

Findings	Implications
<ul style="list-style-type: none"> • 15% in our survey didn't always have transport to get them where they needed to know. • 87% already give or receive lifts • Most people "wouldn't mind" lift sharing (54%), but only 15% would positively like to. Only 2% said they didn't want to lift share. <p>Most important factors, making people more likely to give or get a lift:</p> <ul style="list-style-type: none"> • Already knowing the person you are travelling with (80%) • Being asked directly for a particular journey (48%) <p>Medium Importance:</p> <ul style="list-style-type: none"> • Saving money by sharing the cost of the journey (42%) • Not having to go too far out of your way (41%) • Getting somewhere (or helping others to get somewhere) that you couldn't otherwise go to (39%) • Guarantee you can get home in an emergency (35%) <p>Not so important:</p> <ul style="list-style-type: none"> • Matching with someone who is similar to you (16%) • Convenience in booking lifts (15%) 	<ul style="list-style-type: none"> • How can we encourage more informal lift-sharing? [Campaign to raise awareness that friends and neighbours may need transport and encourage people to offer a lift?] • Working with existing groups and networks so people have a connection with who they will be travelling with. • We need a means for people to make specific requests for lifts.

Research with people running events

We met with a range of community based organisations, including SPAN Arts Cheerful Project in Narberth, POINT Youth Project in Fishguard, Hermon Village Hall, Young Farmers, Scouts, Theatre Gwaun

Findings	Implications
<ul style="list-style-type: none"> • Liftsharing does go on (informally) in 	<ul style="list-style-type: none"> • How to coordinate liftsharing

<p>Pembrokeshire, but more is needed: some people are still left out.</p> <ul style="list-style-type: none"> • Lift Sharing could help more people access groups and events. Some people aren't able to attend at the moment. • Could reduce isolation and open people's horizons. • Public Transport doesn't operate in the evenings, not everyone lives on a bus route and not everyone can use the bus. • Safeguarding is a concern, especially for U18s and more vulnerable people. • Don't have much spare capacity to organise liftsharing. • Reducing congestion/easing parking was only mentioned in a couple of places (St Davids, St Dogmaels) 	<p>without adding pressure and workload to group organisers?</p> <ul style="list-style-type: none"> • How to address safeguarding concerns? • How can we celebrate and promote what is already happening, to encourage others to follow suit?
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Examples from Elsewhere

We circulated a request for information about Lift Sharing schemes in other area, via the LEADER Local Action Groups network and the Community Transport Association UK, but we received no responses.

Let's Talk Transport Discussions

We held workshop discussions at two events organised in partnership with the (Big Lottery funded) Pembrokeshire Community Voice co-production project. These events were attended by over 100 people from over 40 organisations.

Findings	Implications
<p>How can we encourage/promote/set up Car Sharing?</p> <ul style="list-style-type: none"> • Education through schools - copy recycling initiative in schools • Get groups to think about offering lifts. • Get individuals to think about offering a lift if they are going somewhere. • Make it easier for people to ask for lifts. • Sign-up location where people can ask for journeys - lots of journeys are being made with no awareness that 	<ul style="list-style-type: none"> • Whatever route we take, resource would be required to kick-start lift-sharing development in Pembrokeshire - promotional campaign and proactive approach to getting people on board. • Need to work through existing networks and their communication channels - where trust already exists. • An enhanced scheme may be needed

<p>others need them.</p> <ul style="list-style-type: none"> • Use existing local community contact points (e.g. GP, churches). Work at a local/village scales, e.g. using their noticeboards, facebook etc. • Be proactive to get people signing up to a scheme - e.g. visit groups, face-to-face. • Awareness raising to normalise lift-sharing - dripping tap. • Often people want to maintain a sense of independence. • Incentive schemes for lift-sharing • Interactive app/website/database? BlaBlaCar/Liftshare.com etc. are already trusted. • Use social media. • DBS checks / training to help more vulnerable people (e.g. disabled adults, children, young people, U25 kids in care, people with learning disabilities or autism) <p>Barriers and Issues</p> <ul style="list-style-type: none"> • “I would not get in the car with strangers - I need to know them really well” - some people have had a bad experience in life. • Would people be prepared to give lifts to people with learning disabilities/autism? Possibly not without training and support. • Safeguarding issues for people with learning disabilities. • Car sharing websites rely on “offers” • Insurance information • Getting equipment in the vehicle - wheelchair/walker/scooter. • Are all cars accessible? • People are far too shy to ask other people for lifts 	<p>for more vulnerable people - additional training, DBS checks etc. Could this be done via lift-sharing or is this the role of social car services like Country Cars?</p>
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Annex Three: Draft Take Me Too! Project Software Specification

We are looking for a software solution to provide:

A “shout out” system to alert drivers (registered with the scheme) to people needing transport, and to match those who offer a lift with the person who requested it, so they can travel together.

We are looking for software to meet the needs outlined below. Use of open source software is preferable but not essential.

We are currently in a scoping phase, hoping to secure funding by Summer 2017, with the aim of developing and launching the scheme by Summer 2018.

We anticipate early take-up will be to events / venues / activities, for example shows at Theatr Mwldan or events at Scolton Manor. Other likely uses are requests for transport to work and less specific journeys (e.g. shopping).

Drivers:

Drivers would register with the scheme in advance, and receive alerts when someone (with a relevant journey request) needs transport.

Drivers registering for the scheme could choose which alerts they would receive, e.g. by linking their details to particular venues/events (e.g. if they are regular visitors to Theatr Mwldan), or by selecting to receive alerts from people close to their home location, or both. Drivers can be linked to multiple groups. Drivers can register preferences about the kinds of people they will accept as a passenger (e.g. non-smoker, female only, age group).

Journey Requests:

People needing transport would be able to request a lift via one or more of the following: app, website, possibly text message. When making a journey request, passengers can register preferences about the kinds of people they will accept as a driver (e.g. non-smoker, female only, age group).

Anyone could send out a journey request, even if they are also a driver registered with the scheme. However, we anticipate that primary use will be by people without their own transport.

Ease of use will be critical to the scheme’s success - minimal information will be required in order to make the request. Further information could be collected (in order to register them with the scheme) if/when a lift is offered.

Matching

Drivers will select how they wish to be alerted about a journey request. This may be via text message and/or app and/or email. Journey requests will also be shown on an open website which anyone can view, even if not registered with the scheme.

For safety reasons, personal information would not be sent out in the initial alert.

Drivers willing to offer transport will respond to the alert (by text message/app/email)

This will trigger a message to the person requesting transport letting them know there is an offer of a lift. At this point the passenger will be required to provide further information, if they haven't used the service before. At this stage, the passenger would be able to see basic information about the driver and, if they are happy to go ahead, would be able to send a message to driver to make arrangements for the lift.

Matching needs to be automated, without any need for back office support.

We need to be able to log successful matches, for the following reasons:

- To close off requests which have been met so other people don't offer a journey which has already been arranged.
- So we can monitor the uptake of the scheme
- To log journeys against people registered on the scheme, so people can see whether the driver/passenger is an active user of the scheme.

Safety:

When a match is made, messaging between the driver and passenger will be via our system unless/until the driver and passenger choose to exchange contact details themselves. Drivers and Passengers will select a User Name when they register.

Driver and passenger registrations should include identifying information for personal safety of whoever they share a car with - this may be facebook id., landline, address, employment details, etc. PACTO Administrators will be able to check this information to verify their identity. People should be able to choose which information is made public. When a match is made, both parties will be given a link to each others' public profile information.

Some other car share systems have verification systems so that an administrator verifies basic details about the person registering to give those people using the scheme more confidence about who they are travelling with. (E.g. Bla Bla Car).

People should be able to see how many journeys that person has made with the scheme

Scheme users need to be able to report any users (driver or passenger) which cause them concern. (For follow up by PACTO Administrators). PACTO Administrators will be able to freeze user accounts while any concerns are investigated.

PACTO Administrators will moderate Driver Registrations before they “go live” on the system. Journey requests will not be moderated before they “go live”.

We may wish to extend the scheme in future to build a pool of more highly screened/trained drivers, who are willing and able to take more vulnerable passengers (e.g. people with learning difficulties). This would be shown on their profile.

Marketing/Promotion:

A click-through button should be available on websites in Pembrokeshire where tickets are booked or events advertised, should the event holder / venue choose to participate in the scheme. This will enable someone to book tickets for or learn about an event and click straight through to offer / ask for a lift from their area / route.

We would also like to promote the scheme via Social Media and via User Recommendations (i.e. users sending out to their contacts and networks), so it would be useful to have tools/links that can be used in this way.

Further Developments:

- Facility for the system to suggest what contribution the passenger should offer towards the lift, based on the distance travelled and HMRC suggested mileage rates for car sharing.
- Facility for scheme users to provide feedback/ratings from their driver/passenger, which would be displayed on that person’s profile page. (E.g. like Ebay ratings)

Annex Four: Proposal from Writemedia

Annex Five: Email from SCL

(Attached as separate PDF documents)

Annex Six: Lessons from Liftshare.com

We had the opportunity to attend a workshop with Liftshare.com in Swansea Bay on 16/11/16, discussing tips for developing and promoting a liftshare scheme. Although the focus was on liftshare.com's own platform, many of the lessons are transferable:

- (In line with our own research) Liftshare.com has found that **people often feel more comfortable sharing with people from their own organisation**. They recommend using a branded site (which is a subset of the wider liftshare.com platform). [Additional (quite substantial) fees are charged for this service, which is usually marketed to businesses or local authorities]. The advantage of being part of the wider liftshare site is that if you can't find a match within your own group, you can widen the search to the whole liftshare.com database.
- **Promotion is key.**
 - Devon Car Share is one of the more successful liftshare schemes. They have a lot of marketing and signage everywhere (particularly on routes into their main towns).
 - Liftshare.com recommend (and run) focused marketing campaigns in the run up to and during the launch of new schemes.
 - Speaking to people face-to-face is most effective - running awareness sessions, or talking to a group. For work-based lift-sharing, liftshare.com recommend an office-walk-round where they go from desk to desk talking about the scheme - high sign up rates as a result. [The equivalent could be to attend events or groups, be there when people arrive for a show/film etc.].
- **Make sign-up as easy as possible** - e.g. have simple response slips that people can complete with the relevant information and upload everyone afterwards (within 24 hours) so that they don't have to register themselves.
- **Reward schemes can be helpful**
 - e.g. free coffee/lunch if you car share, free valet for the first xxx sign-ups, prize draws, free parking.
 - Liftshare.com suggests that rewards should be linked to creating journeys or actually sharing journeys rather than just registering on the site.
- **Guaranteed ride home (if a lift falls through):**
 - gives people confidence to liftshare, even though liftshare.com's experience is that the guaranteed ride home will rarely be needed.

- Need to have a written policy for when the guaranteed ride home applies - e.g. only for genuine emergencies which could not have been planned for in advance.
- Taxi should be the last resort: First look for another liftshare match. On sign up, ask people “would you be willing to give someone a lift home in an emergency?” (so you have a ready-made list of people that can be asked before turning to a taxi).