Value of Community Transport Economic Analysis

Final Report

In conjunction with

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Executive Summary

The valuation approach

This report demonstrates how to appraise the value of community transport (CT) to the economy, society and the environment. The project uses case study evidence to illustrate how a range of benefits in different sectors can be analysed. The work was approached in four stages: inception and project selection, definition of evaluation framework, assembly of data and undertaking surveys, and analysis, reporting and presentation. The work was undertaken between February and May 2011.

The prevalence of secondary and cross sector benefits makes community transport particularly complex to value and fund. Budgets allocated to one programme, such as to provide transport, cannot easily be spent on other public policy programmes, such as to improve health. Community planning mechanisms have been set up to manage cross sector working and CT appraisal needs to be linked into partnership decisions at this level.

The general principles of valuation in this study follow the national standards set out in the UK Treasury 'Green Book'. Also the frameworks follow evolving best practice in transport appraisal with clearer market, business, policy and social appraisals to complement traditional economic appraisal techniques.

Community transport is a small element of the transport economy, but a big player in linking transport with wider policy objectives. Within CT, the core elements of value are derived from facilitating better health, social inclusion, employability, education, training, and in building communities. Most current transport appraisals are narrower than this with the dominant components of value being travel time and cost. Growth in transport markets leads to more travel time and more money being spent on transport, but these goals can sometimes conflict with wider policy goals emphasising the role of the policy appraisal.

The value of CT in the case studies

A valuation approach has been developed that identifies discrete components of value for policy, market appraisal and user/non user benefits. One case study scheme was selected from each of the five council areas within HITRANS showing a range of types of CT projects in different settings.

Across the five case studies, the cost of replacing the CT provision with commercially managed transport services would be in excess of £500k, which is an order of magnitude greater than the level of current council spending on CT. The CT projects also deliver much more than a transport service. Added value derives not just from volunteer time, but an ability to connect with benefits across a wider range of policy areas than is possible with other transport delivery approaches.

Making the case for CT

Lack of clarity in community plans about who is accountable for CT funding is limiting the funds available for the sector. Where CT closes gaps in public transport network coverage the case for CT depends on comparisons with the costs of funding

alternative bus or taxi options to enable non car owners to travel. However particular lack of clarity affects high care transport markets, and these include many of the more costly longer distance CT trips.

CT adds value to local economies, and the role of CT in building community capacity is substantial in all of the case studies.

This project has shown that, despite the complexity of CT, readily available data could be used to demonstrate the value of the sector compared with competing spending priorities in transport, health, education, social work, employability, community development and environmental enhancement. The indications from the case studies are that CT is providing very good value and to make the case for CT investment it should be fairly straightforward to scale up the analysis in this report to cover the benefits of all CT schemes in the HITRANS area.

Key data required in the case studies appraisals included: number of trips made by users, vehicle mileage travelled by types of vehicle, destination and trip purpose for each trip, number of staff and volunteers involved with the CT scheme, user surveys to identify what people would do if CT was not available, and information about the administrative functions undertaken by the CT such as co-ordinating trips or providing personalised support for users. Well managed CT projects will already hold much of this data and should not find these data collection requirements onerous.

The analysis in this report suggests that a strong case could be made for CT investment as a best value transport delivery solution with the flexibility to close gaps in provision, and to join up the many societies and communities that create an economy.

Contents

1.0 Introduction

1.1 This report describes the results of an in-depth consideration of a sample of different types of community transport (CT) to demonstrate the value of CT to the economy, society and the environment. The project uses case study evidence to illustrate how a range of benefits in different sectors can be analysed.

1.2 Most current transport economic and social evaluation techniques focus on variables such as travel time and cost. This derives from a prevailing professional transport perspective that demonstrating wider benefits in detail does not greatly enhance the prospects of transport funding. However CT is an unusual mode of transport where transport quality factors and wider benefits, such as the level of care provided for passengers, are often relatively important.

1.3 Although established appraisal guidance such as STAG allows wider social and economic factors to be included under the accessibility and social inclusion theme, most practical appraisals have been quite limited. It is therefore necessary to develop an approach that identifies the value of CT. The work seeks to develop an evaluation methodology for community transport which is practical, objective and replicable, and to apply it to five case study projects.

Approach to the work

1.4 The work was approached in four stages:

- Inception and project selection – This comprised preparation of an inception report with key data on possible projects for selection. Projects were then selected at a meeting with partners.
- Define evaluation framework – Drawing from previous work and the state of the art in CT appraisal, an evaluation framework was developed. This was discussed with economists in several government departments and subsequently refined in demonstrating the practical appraisals.
- Assemble data and undertake surveys – Visits to each selected CT project were followed up with supplementary data collection and surveys as required.
- Analysis, reporting and presentation – Appraisal summary tables were prepared to show the value of each CT project and the lessons learned from the analysis reported in this report.

The report

1.5 The bulk of the reporting is the description of the benefits from each of the case study schemes explaining how these are derived from available data. However the report starts by explaining evaluation concepts and methodologies.

2.0 Valuation Components

A complex system

2.1 Community transport is delivered within a diverse range of communities because providers and travellers perceive value. A comprehensive and consistent system for defining the components of this value is complex due to the range of stakeholders involved, the coverage of policies affected, and the breadth of benefits delivered. In order to make the measurement process more manageable, it is necessary to identify a clear structure, and discrete components. This report structures the components of value under the following stakeholder categories:

- People/residents - Users and non users benefit from both use of and the availability of the CT services.
- Businesses and enterprises – The value of the community transport provision in itself (e.g. staff salaries and other benefits) and benefits for the wider economy.
- Policy – CT contributes to many policy goals

2.2 Each stakeholder who contributes time, money or materials, is making an appraisal about the benefits of their investment (sometimes explicitly - but more often implicitly). Benefits that directly affect the party making the investment are considered to be the primary benefits, and the benefits affecting others are considered to be secondary benefits. It is important to consider primary and secondary benefits separately since it is the primary benefits for any individual or organisation that determine whether they will be motivated to make the investment.

2.3 The prevalence of secondary and cross sector benefits makes community transport particularly complex to value and fund. Budgets allocated to one programme, such as to provide transport, cannot normally be spent on other public policy programmes, such as to improve health. Recognising this challenge, community planning legislation and delivery mechanisms have been established within the policy community (e.g. regeneration programmes, health improvement programmes, social inclusion partnerships, accessibility planning, action planning, etc.). These new mechanisms create general duties for local authorities to ensure needs are met, and set out specific procedures to capture the value of cross sector benefits within project delivery. However, small expenditure programmes such as the former rural and community transport initiative (RCTI) have been absorbed into more general community planning processes without establishing new appraisal systems to ensure that rural and community transport needs are being met. A more detailed discussion of developing appraisal systems is set out at Annex A.

2.4 In measuring CT delivery there are:

- Outputs – i.e. how much CT there is – number of vehicles/trips etc. These are often quantifiable on the basis of available information.
- Impacts – i.e. what types of journeys it provides and what types of passengers it carries. This can sometimes be quantified particularly where data is enhanced with survey work.

- Outcomes – including the value of the journeys provided to the individuals and groups, and to government. These values typically need to be estimated from national outcomes factored to local circumstances.

2.5 In order to value CT for the purposes of this study, the data about outputs is combined with data from local survey work and national research to identify what value CT provides for the economy and society.

2.6 The main components of value in CT are discussed below, firstly by sector and then more generally for users and communities.

Value to policy

2.7 Government and its agencies define the policies required to meet the needs of local people. Local policies vary throughout the HITRANS area and nest within the national strategic policy goals to make Scotland: Wealthier and Fairer, Smarter, Healthier, Safer and Stronger, and Greener. Local Authorities measure progress against these goals through national outcomes, national indicators and targets.

2.8 Taking the 45 national indicators and targets for Scotland, CT can contribute to virtually all of these, covering: transport, health, crime, housing, education, environment, community and other social goals. There are some national targets where CT could be a key element of delivery, to:

- Decrease the proportion of individuals living in poverty
- Increase the social economy turnover
- Increase the percentage of adults who rate their neighbourhood as a good place to live.
- Increase the proportion of adults making one or more trips to the outdoors per week.

2.9 However for most of the 45 national indicators of value to the programme of government, CT is unlikely to be a top priority intervention. There will be narrower interventions and projects which will be perceived as higher value by any individual funder.

2.10 This problem applies to transport more generally, so traditionally part of the transport budget has been split from other public spending, and managed through transport departments. Although a greater proportion of public funding for transport comes from spending through non transport departments (e.g. health, education, etc.), the model of commissioning transport through transport departments has been largely successful in delivering efficiency benefits. However there are problems with this approach since accountability becomes blurred. If the transport system fails, then the costs can be greater to other sectors. If it succeeds then the benefits are not necessarily seen in the transport sector. These accountability challenges are recognised as particularly important for CT policy and funding:

- Although some steps have been taken to clarify which government department is responsible for which element of transport funding (e.g. transport with care in health, social work and transport budgets), in general, transport priorities

relate to the road, bus, rail and air networks and the non transport departments like social work, health and education fund trips for people[1]. This leads to fragmentary purchasing of transport with potential social inclusion problems.

- CT is largely about closing gaps in transport networks, where gaps are defined by people's needs. General responsibilities for people's needs in Scotland are managed through the community planning process[2] but not all transport departments have been key players in community planning to make the case for the value of CT, and community planning arrangements are organized differently in each part of the HITRANS area.
- Social needs and community capabilities have not been clearly defined in many national and local transport plans, making the terms of engagement between transport authorities and community groups unclear, with no clear role for CT being defined.

2.11 Table 2.1 summarises the public policy stakeholders in the HITRANS area and the ways in which CT helps to deliver their objectives.

Table 2.1 – Public Policy Stakes in Community Transport

Organisation	Stake	Key elements of value
HITRANS	Improve transport network coverage, develop partnerships, support integration between modes	• Improved access • Safer travel • Reduction of traffic pollution with shared transport • Better value public transport • Spending on CT
Council transport departments	Framework for CT delivery in local transport strategy covering role of all public agencies, access for all people, reduction in traffic	
Health Boards/Trusts	Access to health services, promotion of healthy living, 'Adding Life to Years' initiative	• Increase in health of population • Reduce burden on NHS transport • Reduce domiciliary provision
Education Departments	Access to after school activities and college, school transport, training and skills development	• Participation in education • Enhanced training opportunities • Better value school transport
Social Work Departments	Transport for social services, access to social services, transport for meals on wheels	• Access to social services • Better value transport provider
Highlands and Islands Enterprise	Support social economy, invest in community/regeneration projects, develop intermediate labour markets and training	• Training for drivers and carers • Creation of jobs • Development of intermediate labour markets and entry level jobs

[1] The main exception to this principle is for concessionary travel where a benefit for people is funded by transport, but even this is still invested through the bus networks rather than the users.

[2] In England transport departments have also been given responsibility for organising the partnership working needed for managing accessibility for people through accessibility planning. These new organisational networks complement the physical networks but in Scotland many of the community planning partnerships have set up equally effective sub groups for accessibility.

Organisation	Stake	Key elements of value
Area Tourist Boards/ VisitScotland	Widening transport coverage for tourists	• Increase in jobs and income from tourism
Forestry Commission	Access to leisure, forging links between communities and economic development	• Better access to and use of forested areas.
Scottish National Heritage	Promote access and enjoyment, and to conserve natural heritage	• Enhanced and sustainable access to the countryside.

2.12 Best value audits of single outcome agreements (SOAs) use a variety of indicators of value (e.g. in Highland 167 indicators). Further work would be needed to relate CT to delivery under each indicator in each of the SOAs for the HITRANS Councils but it should be possible to relate CT delivery to many of these indicators.

2.13 Current CT delivery in Scotland identified from a recent national review of CT includes public policy delivery in the following areas:

- Public transport - Running unconventional public passenger transport services: under s.22 Permits (Community Buses) delivering local bus services in rural areas; under car scheme arrangements or s.19 Permits, for older and disabled people who are not able to use conventional public transport and under car scheme arrangements for people in rural areas or for important journeys not usefully served by conventional public transport (including transport to hospital).
- Social work transport – Services for people who might otherwise become social services or social work clients to maintain or enhance their ability to live independently without making a call on social services; services for people who are social services clients, to transport them to non-social services activities such as shopping; and services directly needed for social work departments at lower cost or higher quality than would otherwise be available.
- Education transport - Services for educational establishments enabling them to develop and deliver discretionary educational activities (e.g. off-site visits, after school activities); home to school transport services directly to education departments at lower cost or higher quality than would otherwise be available.
- Youthwork – Transport for non-statutory youth organisations enabling them to develop and broaden the scope of their activities; and for statutory youthwork agencies at lower cost or higher quality than would otherwise be available.
- Employment - Creating employment for drivers and support staff[3]; developing new services within the social economy that create employment; providing intermediate labour markets for drivers, passenger assistants and administrative staff; providing journeys to work, particularly at times or for people or places that are difficult to manage by conventional public transport; and by enabling work journeys through van pooling.

[3] This relates to new work that is generated by the particular cost / quality service mix that CT groups can deliver rather than taking over existing contract work.

- Training - Through structured and supported training under employability schemes; by developing and implementing a training framework for volunteers and staff through MiDAS, PATS, car driver programmes, professional development, vocational qualifications NVQ/SNVQ; and by providing transport to other organisations to enable them to deliver training programmes.
- Crime prevention/victim support - Providing transport to initiatives which involve young people who might otherwise be at risk of entering state care; to clients of the Criminal Justice Social Work Service; transport for Community Service Order and Probation Order activities; for prisoner visiting and family support schemes; and for Women's Safe Transport schemes.
- Health - Providing transport for patients to hospital clinics and to primary care, where people would not be eligible for non-emergency Patient Transport Service and might not otherwise access primary or secondary care; as a best value supplier of high care services for the Patient Transport Service; transport for hospital visiting; and for other initiatives such as women's health projects.
- Sport, recreation and leisure - Providing transport for collective formal and informal sports and leisure activities; to transport individuals into libraries, theatres, concerts and other events and for other cultural participation.
- Community development - Providing transport for community and voluntary sector activities, providing a local resource that contributes to regeneration activity; and creating a framework for volunteering and self-help.
- Road safety and the environment - Using minibuses to replace multiple cars for group journeys and providing transport for collective environmental action (e.g. conservation volunteers).

Value to businesses and enterprises

2.14 CT enterprises are significant employers of staff and volunteers helping to develop and nurture skills in transport and social care and grow the transport economy. The transport provided also can be a lifeline for local shops and services, adding value to shops, leisure facilities and other businesses.

2.15 The value to local business and enterprises tends to be measured quite simply in terms of money and jobs. However the value of business success is much broader breeding confidence, respect, and social welfare.

2.16 Table 2.2 summarises the business and enterprise stakeholders in the HITRANS area and the ways in which CT helps them to deliver their objectives.

Table 2.2 – Business and Enterprise Stakes in Community Transport

Organisation	Stake	Key elements of value
Community transport operators	Employment for staff, training for staff and volunteers, vehicle maintenance	• Numbers of jobs • Turnover of CT enterprises
Retail businesses	CT clients making purchases, CT operators making purchases	• Turnover and profits from CT clients and staff

Organisation	Stake	Key elements of value
Leisure services	CT clients using leisure services and CT operators supporting the viability of leisure services	• Value of participation in leisure services • Value of business from CT clients
Employers	Availability of transport to employment for trainees and staff enables wider recruitment pool	• Better match of recruited staff skills to job roles => reduced recruitment costs • Improved staff retention => reduced recruitment costs

Value to users

2.17 Users value transport as an essential component of quality of life. In cash terms, households spend on average around 15% of their income on transport, but the value of transport can be greater than this since transport spending opens up value for users in other sectors i.e. to purchase things that could not have been accessed without transport.

2.18 Not all transport value is captured through purchases. The experience of travel itself adds value. The largest element of non-monetary transport value is when people go for a walk for leisure purposes but CT travel experiences are also often cited as important elements of value.

2.19 Table 2.3 summarises the components of value to users which can be delivered through CT.

Table 2.3 – User Stakes in Community Transport

User group	Stake	Key elements of value
Users with no special social or geographical needs	Users pay for the value of the CT services	• Income through the farebox • Willingness to pay for CT • Volunteer time and hours • Number of trips made by low mobility people • Willingness to accept level of transport provision
Users requiring special levels of support	Independent living for users supported by: the care services provided by CT, the mobility assistance, and support for users on low incomes	
Users with particular geographical needs	The existence of CT services helps individuals to benefit from more transport options, stronger community support and stronger rural economies	

2.20 Other points to note about the way that people value CT are that:

- Individual users also can value CT differently when they join together within a group or community.
- Perceptions of value are affected by perceptions of equity.

- People can be poor at assessing value when surveyed, and preferences are not stable over time.

3.0 Evaluation Methods

Key principles

3.1 The general principles of valuation follow the national standards set out in the UK Treasury 'Green Book'. Figure 3.1 from the Green Book summarises these valuation techniques.

Figure 3.1 – Government Valuation Techniques

Determine whether	
Impacts can be measured and quantified	
AND	
Prices can be determined from market data	The farebox
If this cannot be readily done	
Use 'Willingness to Pay' for a benefit	'willingness to pay'
determined by	
Inferring a price from observing consumer behaviour	'revealed preference' or a subset of this called 'hedonic pricing'
If this does not provide values, determine whether:	
Willingness to pay can be estimated by asking people what they would be willing to pay for a particular benefit	'stated preference'
or whether:	
In the case of a cost, identifying the amount of compensation consumers would demand in order to accept it	'willingness to accept'

3.2 The Skye bridge showed that people were willing to pay to cross the bridge so the project was allowed to proceed, but it emerged that they were not willing to accept the price, requiring compensation for a perceived lack of fairness. In CT this phenomenon is common, with complex social relationships defining what is and is not acceptable in ways that cannot easily be linked to a price.

3.3 The willingness to pay or willingness to accept factors such as the friendships made within CT, or being part of a community of users or volunteers are difficult to value. Data from surveys needs to be treated with care due to: tactical responses, response bias, poor understanding/representation of personal abilities, campaigning answers, and other factors that might lead people to value the benefits inaccurately.

3.4 In April 2011 DfT announced that a new system for transport appraisal would be introduced that included a market appraisal, business case, policy appraisal, social

and distributional appraisal, and economic appraisal. The intention is that transport appraisal should include a wider range of factors, including many of the issues that have been identified as relevant to CT appraisals. The new approach still requires to be defined in detail, and its application to Scotland is as yet unclear, but the key principles of: behavioural economics (within the market appraisal), community acceptance (within the business case), consistency across the broad range of government policy, and reflecting the distributional impacts of schemes will all be particularly important in complementing traditional economic and multi-criteria analysis techniques.

3.5 In addition to the 'Green Book' approaches, there are many social-value assessment methodologies. These concentrate on 'softer' issues but can result in equally complex evaluation systems. Most of these systems are only viable for one-off academic application due to data collection requirements. To simplify these so that they are more manageable, some social audit approaches applied to community transport have lacked breadth and depth. These simplified techniques have been better at ensuring alignment between CT delivery and selected policy goals, than social value assessment. However some of the assessment techniques are used in the approach for this study.

3.6 Further discussion of evaluation systems is at Annex A. The remainder of this chapter concentrates on the measuring techniques used in this study.

Measuring techniques

3.7 Although some factors, principally time and cost, can be reliably valued, other factors cannot. The Treasury Green Book suggests that this is overcome using multi-criteria analysis such as the scoring and weighting adopted within Scottish Transport Appraisal Guidance. A good score can be given to opportunities to make friends for travelling by community transport relative to private transport, and this score can then be aggregated with scores from travel time and cost analysis.

3.8 Using these principles Table 3.1 identified the values and scores to be adopted in the pilot appraisal of five CT schemes.

Table 3.1 – Measuring Techniques for CT

Element	Valuation	Valuation Parameters and Method
Value to Policy		
Value for public transport coverage	The value to transport of greater network coverage	Number of trips on community transport connecting with other modes of transport
	If no CT is available the cost of providing transport. Taxis are the closest equivalent to most CT (or, for group travel, minibus hire – mix of PSV and self-drive)	Taxi tariffs vary across the country but typical ranges of £1.50 to £3 per mile for trips under 5 miles and £1 to £2 per mile thereafter can be applied in appraisal[4]. The rate for a taxi to wait for a passenger is typically £12 to £24 per hour

[4] TAS, DHC and RATC The Value of CT. Final report for DfT 2007.

Element	Valuation	Valuation Parameters and Method
	The value of being able to meet the needs of passengers with special needs	List user groups and quantify the numbers of people for whom CT is the only transport option available by trip purpose. E.g. passengers requiring vehicles with full wheelchair access facilities
	Political value	Statements about reliance on CT provision when defending PT network coverage
	The value of information, booking and transport co-ordination functions	Report how people find out about CT transport options. Report the numbers of people relying on CT for information and booking services (including referral to public transport)
Value for social work	Savings on social work transport provision	Assumed saving on tender prices or in-house provision if a CT provider has the capability. Assume that the difference in costs is the profit element not retained by business and the value of any measurable efficiency changes achieved
	Saving on consequences of people not being able to live independently	Cost of domiciliary service provision and/or specialist supported accommodation
	The time/cost taken for each person in the population to reach social services	A score based on the travel time/cost to reach key services relevant to that person
Education and youthwork	Savings on education transport provision	Assumed saving on tender prices if a CT provider has the capability
	Value of participating in education	Number of people who would not have been able to access education without CT
	Value of participation in discretionary activities	Number of 5-15 year olds using CT to access education and youthwork; number of 16-19 year olds using CT to access out of school and youthwork activities; number of adults using CT to access adult education
Employability and training	Value of employment in CT	Number of employees
	Value of training in CT	Number participating in training and intermediate labour markets in CT
	Value of access to work	Number of commuters using CT services who would otherwise not be able to take up work or training including secondary benefits of being in work
	Better value transport to employment	Assumed saving on tender prices if a CT provider has the capability to manage car/van pooling
Crime prevention/victim support	Valuing the contribution to lowering crime	Number of young people able to participate in diversionary activities
	Value in crime prevention service delivery	Number of people using CT for prison visiting and as clients of the criminal justice social work service
	Value of safe transport schemes	Number of people using CT for safe transport
Value for Health	Value of better access to health	Number of people able to take up health care who would not otherwise be able to access healthcare; reduction in the time between awareness of the health issue and contact with a medical professional

Element	Valuation	Valuation Parameters and Method
	More cost effective patient transport	Assumed saving on tender prices if a CT provider has the capability to provide PTS
	Value of improved journey ambience for patients	£per patient using CT rather than bus or taxi
	Benefits from a wider range of services being available	Number of people able to access higher quality services than would otherwise have been possible
	Better efficiency of healthcare delivery	Number of situations where appointments have been possible that would otherwise have been missed
	Value of better health outcomes	Number of people using CT for hospital visiting or other health trips
Value for sport recreation and leisure	Value of participation in sport, leisure and cultural activities	Number of people using CT for cultural and leisure activities
	Value of increased choice of leisure activity	Number of people able to pursue additional interests and hobbies
	Value of a more active population	Local heath and social benefit of person becoming more active due to CT
Value for community development	Enabling voluntary and community sector activities	Number of people who are only able to participate in activities due to the CT
	Enabling participation in a faith based community	Number of people able to participate in relevant activities
	Enabling participation in community affairs and self help	Number of volunteers and participants enabled by CT
Value of improved safety and a better environment	Value of reducing the number of at risk car drivers	CT transport for people over 80 who might otherwise have been drivers
	Value of reduced emissions	Emissions saved through shared transport solutions compared with alternatives
	Value of reduced accidents	For comparisons with other modes - National accident costs * accident incidence/mile * reduction in car mileage through minibus use For safety programmes e.g. training - CT Accident costs * assessed accident reduction through MiDAS training * number of MiDAS drivers where untrained driving would have been the alternative
	Value of environmental protection projects e.g. beach tidy	Number of people using CT for environmental projects
Value to Markets		
The value to transport markets of the change in travel	Difference in demand for travel from people with good access to CT to those with poor access to CT	Local estimates of increase in the travel market for target groups who might otherwise have travelled less than the average for the population

Element	Valuation	Valuation Parameters and Method
behaviour	The impact of CT on overall transport markets	CT as a % of transport markets taking average household spending on transport as £58.40 per week per person[5]
The value to local retailers and other local businesses of additional trade	Proportion of household expenditure captured locally due to CT	Spend in local retail economy enabled by CT based on national household spending[6] and distribution of local trip patterns
The value to leisure and recreation businesses	Proportion of household expenditure captured locally due to CT	Spend in local retail and service economy enabled by CT based on national household spending and distribution of local trip patterns
Value of having CT option available	Number of people able to access businesses by CT	Value identified in surveys of local businesses of value of CT[7]
Economic case (user values)		
Value of travel time and operating cost	Average national travel time values from government appraisal	The value of non work travel time used in transport appraisal is 7.43 pence per minute
	Operating costs and fares	Fares on CT and taxis and vehicle operating costs for private motoring
	Waiting time	Waiting time for users in national appraisal is twice the travel time. However in some circumstances this can be reduced with more pleasant interchange facilities or waiting areas
	Trip booking time	The time taken to book travel should be the same as waiting time to reflect the inconvenience of needing to book
Value of accessibility	The value of choice of services available to users	The impact of CT on the choice of retail centres, workplaces, leisure facilities and other services accessible measured by impact on accessibility indicators of time and cost
Economic premium associated with transport with personal care	In addition to travel time add the costs for the carer	This cost should be at least the minimum wage factored by the travel time (currently £5.93) but a more typical market rate would be £9.50 per hour.

[5] From Family Expenditure Survey 2010.

[6] Family Expenditure Survey 2010 shows household spending at £455. The distribution of this to each CT destination by trip purpose assumes that spending is in proportion to the % of trips to that destination by trip purpose for the following categories: Recreation, Leisure and Culture £57.90, Food £52.20, Other goods £83.80.

[7] For some leisure destinations (e.g. coffee shops) CT can underpin the entire viability of the business so the willingness to pay could be up to the full profit.

3.9 CT deals with many niche markets where value can be perceived very differently from averages across the population as a whole. Value is also perceived differently by trip purpose rendering broad average values such as those for travel time inappropriate. For example people value journeys to reach healthcare especially highly, as has been seen in many parts of Scotland where rural dwellers save up their taxicard value for times when they need to access healthcare. Health-related transport contributes an above-average proportion of CT trips.

3.10 Although the above evaluation methods adopt a highly segmented approach to travel markets, analysis of social and distributional value may still need to be reported separately. In each assessment, more detailed comments are therefore added about social and distributional impacts where required throughout the summary table.

3.11 Other key points of note in the valuation approach are:

- The value of having a public transport service available amongst people who do not use it, but think their community should have some network coverage has been estimated at up to £90 per household nationally[8]. In remote areas where people are particularly keen to retain lifeline services, the CT service may be the only transport available for some people. Although CT is not always available to all members of the public, the value of having transport services available tends to be higher in rural areas[9] so at least £90 per household for option value seems appropriate.
- CT also offers premium value over some other transport in terms of[10]:
    - Reliability – within community transport the staff and users have greater obligations to ensure that needs are met, particularly when things go wrong or if there are delays. CT is perceived to be more reliable because users have more guarantee that the operators will care.
    - Waiting time – where door to door services are being provided this has a particular premium for users as they are waiting within a safe secure environment such as their house.
- The closest match to levels of service in CT is a taxi service. If patients become stranded at hospital without money the NHS often pays the full cost of a taxi fare to send them home. Increasingly wheelchair-accessible taxis are available and better trained taxi drivers deliver contracts for social work, education and health services. It is also illegal for taxi operators to discriminate against disabled people by charging extra for services such as increased boarding time or accommodating a guide dog.
- When comparing taxi and CT, taxi journeys are calculated for 'live' mileage only, whereas most community car schemes need to include dead mileage, as volunteers need to be reimbursed for all of the miles they travel. Often it is

[8] The willingness to pay for the option to use the service at some time in the future, i.e. to secure its availability

[9] E.g. see Commission for Rural Communities 2011 – The value of transport in rural areas.

[10] Delays and waiting time are worth twice the value of travel time; i.e. a minimum penalty of £8.92 per hour

cheaper to deploy a taxi for short journeys than to use a volunteer, particularly where the volunteer does not live close to the journey origin or destination.

- Value of time studies use samples and therefore use values that are averages for a population. However most CT passengers are not representative of the average population. Nevertheless these times are a useful comparative base. For non-work and non-commuting journeys, the Transport Analysis Guidance suggests £4.46 per hour[11]. For commuting journeys (e.g. for transport to employment, and Wheels to Work schemes), the equivalent travel time value is £5.04.
- Most transport appraisal assumes passengers prefer a shorter, direct journey, whereas many dial-a-ride and dial-a-bus operators report that a significant proportion of their users value the collective journey as a social occasion, preferable to travelling on their own. In this study, social policy benefits such as this are considered separately from conventional travel policy values based on the value for transport markets.

[11] Values of Time and Operating Costs – Transport Analysis Guidance Unit 3.5.6 (www.webtag.org.uk).

4.0 Case Studies for Evaluation

4.1 The case study selection took account of:

- Knowledge within the client group of good practice in the area and willingness of the CT operators to participate
- Policy and funding issues relevant in each project
- A geographically balanced sample reflecting a wide range of features where CT delivers value to communities
- The tactical utility of ensuring that the sample covers each Council in the HITRANS area
- Projects with both short term benefits that are more easily determined and longer term advantages (such as those related to education and educational attainment)
- Opportunities to show how CT valuation can be integrated into transport project appraisal
- The use of CT to support best value contract delivery. For example, the use of community transport to support school transport delivery.

4.2 Table 4.1 summarises the key features of the selected case studies.

Table 4.1 - Features of Case Study Options

Project	Special features, appraisal requirements and funding	Known issues where the value from the service can be evidenced
Argyll and Bute - Red Cross Minibus Operations	• Funded with Council DRT budget • Local fundraising • User charging	• Benefits of access to shopping services • Trips to hospitals and GPs
Moray Council - Speyside Community Car Scheme	• Transport for elderly people mainly	• Medical trips • Shopping, leisure and visiting trips
Highland Council - Morvern Community Transport	• Funded by Sunart centre for community benefits • Operate school contracts • Operate other contracts • Questions about sustainability of funding and dependence on winning new contracts	• Identifiable community cohesion benefits • Participation in leisure services facilitated • Training and employment benefits delivered
Orkney Disability Forum Dial A Bus Scheme	• User charges and Council funding	• Booking records show demand that is being met and unmet demand • Evidence of independent living being facilitated
Comhairle nan Eilean Siar - Tagsa Uibhist	• Have adopted many innovative ways to raise funds • User charges higher than for many other CT	• Tackling mobility problems to support independent living • Health and social care service programmes supported

Project	Special features, appraisal requirements and funding	Known issues where the value from the service can be evidenced
		• Shopping trips and social experiences facilitated

4.3 Each Council has different funding and evaluation challenges in respect of both transport and community-based activities, and these case studies should be able to show how each CT takes account of Council policies to fit their aims with the authority's procurement model.

4.4 Cost per trip is often used as a metric for CT operation but can easily misrepresent the wider social and community benefits. Table 4.2 summarises some key statistics to illustrate the range of trips being delivered by these projects.

Table 4.2 - Income and Usage Statistics for Case Study Projects

Project	Income	Operations	Users / Trips
Red Cross Minibus Operations	£58,462 (2011 grant approval)	2 accessible minibuses, full time drivers	2,333 trips (2009)
Speyside Community Car Sharing Scheme	£27,148 (2010)	Car scheme (not lift share)	1152 trips (2010) 270 users
Orkney Disability Forum Dial A Bus Scheme	£238,206 (2009) .	5 minibus service	15,376 trips (2010) 546 users.
Morvern Community Transport	£18,372 (2009)	Group Travel	2900 trips (2010)
Tagsa Uibhist	£134,000 (2010)	Dial a Ride, group travel	2000 trips plus group travel hire

Data Assembly

4.5 A day was spent with each project to review the data on the use and value of CT. Information readily available was taken away by the research team and in some cases diaries and notebooks were viewed and summarised as part of the visit.

4.6 Progress was assisted by preparation in advance of the meetings with telephone and email exchanges of information and data. In each of the case studies there was a very wide range of information available on:

- The use made of CT
- The value of providing CT services
- Management and volunteering
- Funding and financial management
- Community capacity, training and skills.

4.7 Each project followed up these meetings by pulling together additional data not available on the day.

4.8 Where there remained vital gaps in the data, surveys were undertaken. These were as follows:

- Argyll Red Cross – Follow up with funders to understand how value is perceived.
- Morvern CT – Survey of users to identify when, why and for what trips the minibuses are used and what benefits have resulted.
- Orkney Dial a Bus – User surveys to identify trip patterns by trip purpose and how different transport options might affect travel choices
- Speyside Community Car Scheme – Survey of volunteers to identify motivations and the personal value of contributing, and a survey of users to identify what choices they would have made if different transport options were available.
- Tagsa Uibhst – No further work needed.

4.9 Copies of the survey forms are shown at Annex B.

4.10 Although detailed data collection varied between each of the schemes, in all areas key data included:

- Number of trips made by users
- Vehicle mileage travelled by types of vehicle
- Destination and trip purpose for each trip (often derived from sample surveys)
- Number of staff and volunteers involved with the CT scheme
- Estimates of what would have happened if no CT had been available, usually derived from user surveys. Some trips would be suppressed and other made by other modes such as private taxi.
- Administrative functions undertaken by the CT – e.g. co-ordinating trips or providing personalised support for particular users

4.11 Using these core data sets the value for each sector and need can be estimated using national values as set out in Table 3.1.

5.0 Overview of Evaluation

5.1 The case study evaluations are reported in Annexes D to H. Each is analysed within the same standard framework using the approach summarised in Table 3.1. This Chapter summarises the results and compares the benefits within the case study schemes.

5.2 Table 5.1 summarises the key components of value identified in each CT scheme.

Table 5.1 – Key Components of Value

Case Study CT Project	Key Measurable Components of Value
Argyll Red Cross	• Savings on taxi services (or contracted bus services) by public authorities is approximately £270,000 • Value of volunteering input is around £27,000 • Value to local retail economy is around £9,000 • Value to local leisure and recreation economy is around £9,000 • £160k of value of travel time benefits result from the CT operation • Savings of £34,000 in carer costs
Morvern Community Transport	• Savings on commercial minibus hire are approximately £11k • Community cohesion is enhanced by activities of 37 groups • Volunteering input by 12 individuals • Value of travel time induced by the CT is over £500k per annum
Orkney Dial a Bus	• Savings on taxi services (or contracted bus services) by public authorities at least £160k • Transport co-ordination and booking management costs at least £10k • Savings on taxi services by users of £18k • Savings on emissions from transport at least 14 tonnes of CO2 • £23k value of travel time benefits directly resulting from the CT operation
Speyside Community Car Scheme	• Savings on Patient Transport by the NHS of between £15 and £120k • Savings on taxi services by users at least £6k • Transport business growth £25k • £42k value of travel time benefits directly resulting from the CT operation
Tagsa Uibhst	• Savings on taxi services (or contracted bus services) by public authorities at least £60k • Transport co-ordination and booking management costs of at least £10k or additional transport costs of over £100k • Savings on taxi services by users at least £10k • Savings on emissions from transport at least 4 tonnes of CO2 • Transport business growth £10k • £250k value of travel time benefits directly resulting from the CT operation

5.3 The total costs of these five CT projects to the Councils is less than £250k per year, the additional public funding which would be required if these CTs were not supported would be at least £500k. The derivation of these headline figures is shown in Annexes D to H and the results are summarised below.

Value for public transport

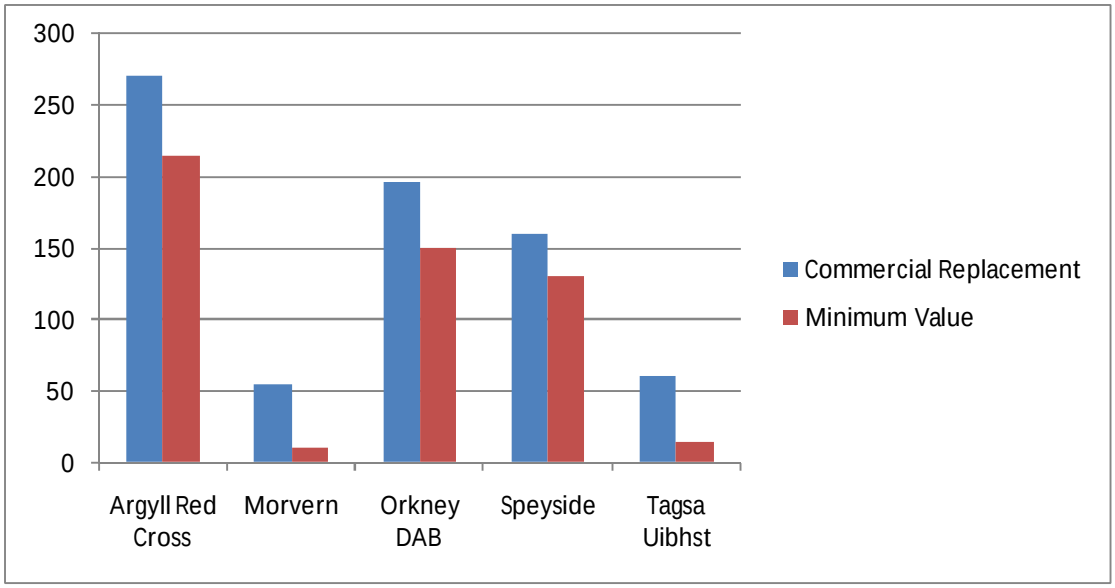
5.4 In undertaking the evaluation the aim has been to avoid double counting of benefits wherever possible. For example if there is no suitable bus service then users will

have choices: not to travel, to use a taxi, to travel by CT, or to travel by some other means. In analysing the positive or negative value CT makes on the PT network, the appraisal looks at what changes would occur if CT were not available. In each scheme this has been assessed through user surveys. These surveys allow the CT demand to be allocated appropriately in line with estimated behaviour change. For most schemes there would be some suppression of travel demand due to higher fare costs on taxis and some increase in the demand for taxis and other public transport.

5.5 The projected increase in the size of the taxi market is used to show the notional benefit that CT is providing that would otherwise need to be paid for in some other way. The suppression of trip demand is measured later in the appraisal under the value to users criteria, estimating the economic dis-benefits of trip suppression using the rule of a half[12].

5.6 Figure 5.1 shows the minimum value of the contribution the CT projects make to PT supply.

Figure 5.1 – Cost of securing the Transport Coverage using Commercial Providers (£k)



5.7 In practice it would be highly unlikely that any public authority would secure all of the journeys undertaken by CT at the taxi costs. It is more likely that users would be paying the taxi fares, so the minimum valuations are probably closer to a robust valuation that reflects real behaviour. However it is of note that in the remote areas with more people on marginal incomes the CT users anticipate much greater trip suppression than in and around towns where taxi fares are less prohibitive. It is also worth emphasising that the assumptions implicit in the above estimates are conservative and could be much higher. Minimum costs are more measurable than accurately predicting the actual costs, which are less easily measured and could be much higher.

[12] Within transport economic appraisal the rule of one-half estimates the change in economic surplus for small changes in transport supply. Where trips are suppressed or generated then half of the value of the change in the trip time/cost is taken as the benefit.

5.8 If more of the provision were to be provided by taxi, then licensing restrictions would need to reflect this with improved training of taxi drivers and more onerous vehicle specifications. The cost premium associated with passenger assistants could add 20% to the taxi costs in each of the areas.

5.9 In Argyll, Orkney and Uist a key element of value derives from co-ordinating bookings to ensure more shared trips. Average vehicle loadings of up to 4 passengers are being achieved. A booking centre can create value in many ways through information and community engagement, so some projects may wish to invest heavily in these social support services. However for CT schemes with the levels of demand typical for these schemes, an overhead of at least £10k needs to be allowed to allocate trips appropriately.

5.10 Although in most of the case studies, CT is closing essential gaps in the public transport network, concessionary travel support is managed locally and not currently covered by the national Scottish Government scheme. In order to be eligible for the national scheme it would be necessary to register regular trips on largely fixed routes. Although this might be possible for a few journeys, efficient use of the current CT resource depends on flexible operation of staff and vehicles. This highlights that to maximise the value of CT to the communities it serves some changes to the national concessionary travel scheme would be necessary. One option would be to introduce an element of choice into the national scheme:

- Everyone in Scotland who is eligible for the current scheme and wishes to continue with it could do so in line with policy commitments.
- However for people unable to take up the current scheme, or from others who wish to opt out of it, a personal allowance could be offered towards the use of CT or other flexible shared transport services.

5.11 The cost implications of a national change such as this could be managed by scaling the level of the personal allowance to the level of funds available. Changing the national concessionary travel scheme in this way would help all of the case study CT schemes to be more successful and provide greater value to their communities.

Value for social work

5.12 Despite the savings to social work potentially being large there is only limited procurement of social work trips through the case study CTs. Orkney DAB delivers an £11k saving to the social work department in the Council compared with the costs if these trips were purchased from taxi companies.

5.13 Most of the projects identify that many of their users would not be able to live independently without support from CT. It is beyond this appraisal to look in detail at the care options in each area if people needed to move house or move into residential care services. However the costs are substantial. For example in Speyside at least 50 of the 270 people who depend on the scheme would probably become unable to live independently adding over £25k per year per person for additional care costs, potentially adding £1.25m per year to social care costs.

Value for education and youthwork

5.14 The CT projects have demonstrated their ability to tender for and win school contracts, and that by running these an operating surplus can be generated to help fund other CT activities.

5.15 In Morvern the minibuses are used by education and voluntary groups providing educational opportunities for lower cost than the commercial alternatives.

Value for employability and training

5.16 Many of the CT projects are substantial employers of staff in rural or remote locations and this adds value by growing the local economy, with benefits for both the individual and employer.

5.17 The projects all provide training of some sort with some operators investing in their staff through structured training and skills development programmes. The Uist scheme sets high standards for staff training, raising standards locally for professionalism in the labour market.

5.18 However jobseekers are not an identifiable client group for any project. In each of the projects the volunteers are also a fairly stable group with no evidence of people using volunteering as the first stepping stone into employment.

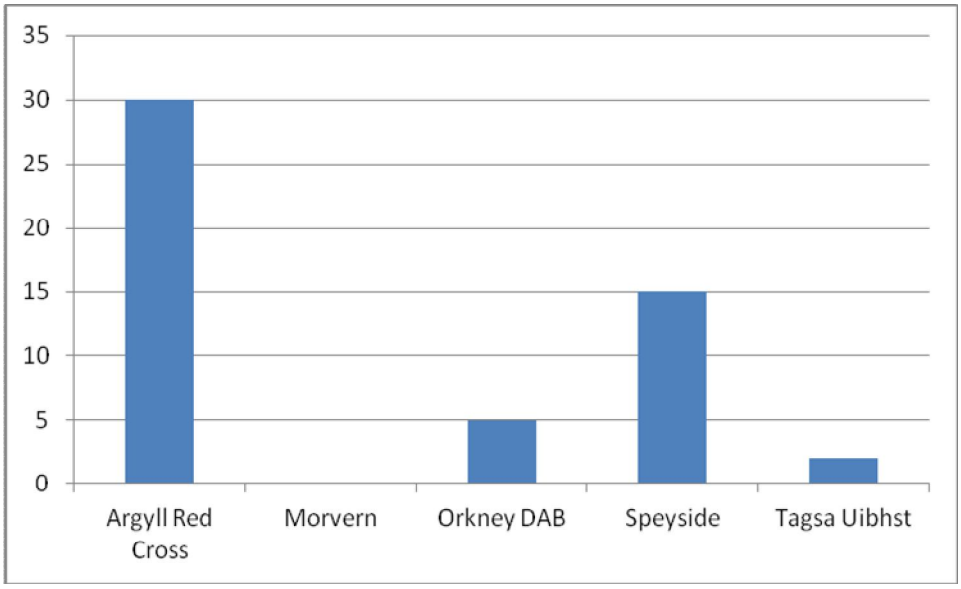
Safety and crime prevention

5.19 The main benefit identified is that vulnerable people receive transport with care to ensure they can travel safely without falling or suffering from injuries.

Value for health

5.20 Figure 5.2 shows the value of patient transport provided by CT. This is high care transport for people who are unable to use public transport or travel by other means. It can be assumed that if people could not use CT then they would be eligible for NHS patient transport.

Figure 5.2 – Patient Transport Value (£k)



5.21 In both the Speyside and Argyll schemes, patient journeys are core business. In Argyll, the CT is funded by the NHS to provide the trips but Speyside receives no NHS funding. In Argyll the networking by CT on community planning activities has resulted in some NHS appointments being scheduled around CT availability to reduce travel costs. Therefore if the NHS pays then it has incentives to reduce travel costs and improve the overall efficiency of the economy.

Value for leisure

5.22 All of the CT projects facilitate leisure trips, although there is no easy way to quantify the value of these. The quality of life gains from people being able to attend events, shows, clubs and societies will be substantial.

Value for community development

5.23 Each of the CT projects is building community capacity by networking with local people and organisations.

5.24 A key benefit is in providing a channel for volunteering, helping people to invest in their community.

5.25 In the remoter communities the CT projects are part of the glue that holds the community together.

Value to safety and the environment

5.26 Reducing pressure amongst older people who feel they need to continue driving, by providing an alternative transport option, is considered by many interviewed during the surveys to be of value, but no accidents could be cited from which to value this benefit.

5.27 Shared transport is also helping to reduce the environmental footprint of transport. The benefits from improved vehicle occupancies are greatest for short trips so the schemes that deliver the greatest emissions reductions benefits are those that provide more local shopping and leisure trips (e.g. Orkney DAB).

5.28 Where the CT drivers wait at the appointment (e.g. Speyside) this cuts down a four leg journey (e.g. by a taxi) into a two leg journey reducing emissions and offering larger environmental benefits.

Growing transport business

5.29 In all of these projects, the footprint of CT in the transport economy is small with limited impacts competing with other modes.

5.30 The CT projects are generally growing the transport economy by providing trips for people who would otherwise find their choices restricted.

5.31 In growing the CT business sector, the visibility of CT is a generic problem across the UK. Locally-derived services have not generally sought to develop (or recognised a need for) a brand identity beyond that which is known to existing passengers. For car schemes, liveries and signage are often non-existent, whilst many CT minibuses have very rudimentary colour schemes and logos. The CT sector will only thrive if it established a brand that funders can get behind. If the funding is largely from local people then the local branding should distinguish CT from other specialist providers

(day care, ambulance services) perhaps aligning more directly with the visual appearance of conventional services in which citizens are more invested. Some CTs have adopted a more dynamic and distinctive branding that has been consistently applied to vehicles, publicity materials, premises and staff.

5.32 Many CTs need to rebrand, even discarding dated names such as "Dial-a-Ride". Within the public transport sector the largest provider of demand responsive services in Scotland, Strathclyde Partnership for Transport, has recent adopted a MyBus / MyRuralBus brand involving around 60 vehicles, replacing "Ring and Ride" and "Dial a Bus". Branding involves some resource, and deriving the balance between reflecting local identities, independent charities and more generic stakeholder involvement can be difficult to achieve. However, it is undoubtedly the case that all the CT services featured as case studies could gain from an enhanced profile.

Local services and shops

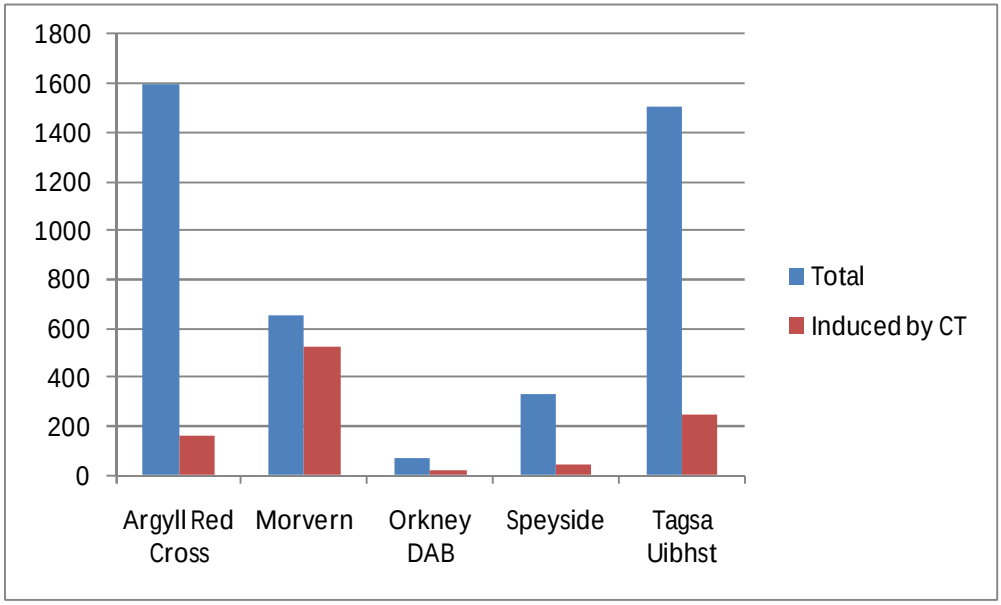
5.33 Even if all of the CT customers undertook the bulk of their purchasing locally as a result of local shopper and leisure trips, the impact on local economies would be relatively small. However in remote areas even the additional £10k of trade per year that some of the CT projects facilitate can help to sustain fragile shops and facilities.

5.34 Local businesses show that they value CT by supporting the projects through small donations.

Value of travel time

5.35 Transport economic appraisal typically relies heavily on value of time assessments. The longer the journeys provided by CT, the higher the value using this metric. Figure 5.3 shows that local schemes such as Orkney DAB have very low mileages per trip compared with some of the other projects.

Figure 5.3 – Value of Travel Time on CT (£k)



5.36 Travel time includes the whole journey, including waiting, so the fact that many journeys by Argyll and Speyside involve the volunteers waiting at the hospital is likely to cut down the patient waiting for a journey home enormously.

5.37 Operating costs for these trips generally shadow the value of travel time.

Value of accessibility

5.38 CT opens up opportunity and choice for users, whether or not they use it. In Speyside the option to use the CT project was considered to be important for the area to ensure that older people would continue to see it as a good choice of place for a high quality of life in retirements. Similarly, in Morvern – where there is an increasing number of families with children – lack of CT could ultimately see such families moving out, a consequence that would result in further social costs. Further research is needed to investigate how accessibility is valued by residents and non users to measure the accessibility benefit. However accessibility benefits are core policy aims so many of the dimensions of value to accessibility are covered under the policy appraisal.

6.0 Conclusions

Valuing CT

6.1 Community transport is extremely complex to value since it makes connections at the fringes of the economy and society with diverse aims and overlapping and sometime conflicting perspectives.

6.2 In most transport appraisals the dominant components of value are travel time and cost. Growth in transport markets leads to more travel time and more money being spent on transport. Community transport is a small element of the transport economy, but a big player in linking transport with wider policy objectives. Within CT, the core elements of value are derived from facilitating better health, social inclusion, employability, education, training, and in building communities.

6.3 A valuation approach has been developed that identifies discrete components of value for:

- Policy – CT contributes to many policy goals
- Markets – The value of the community transport provision in itself (e.g. staff salaries and other benefits) and benefits for the wider economy.
- People/residents - Users and non users benefit from the availability of the CT services.

6.4 This is consistent with the current evolution of transport appraisal to include a clearer market appraisal and policy appraisal to complement the business case and economic appraisals in project promotion. In CT a highly segmented approach is taken to travel markets so the social and distributional appraisal is built into the policy and market analysis.

6.5 CT helps to deliver on virtually all of the 45 national indicators developed by the Scottish Government to monitor progress on national goals. However CT funding is rarely the primary delivery approach for any individual indicator, although it can claim a core role in alleviating poverty and developing the social economy.

6.6 There are several hundred best value indicators if all of the Single Outcome Agreement indicators are considered from across the HITRANS area. Embedding CT evaluation within the values of each Council will be important to ensure that CT funding is prioritised in the future.

6.7 For the purposes of this study a common appraisal framework has been developed against which five CT case study schemes have been tested. One scheme has been selected from each of the councils within HITRANS:

- Argyll and Bute - Red Cross Minibus Operations
- Moray Council - Speyside Community Car Scheme
- Highland Council - Morvern Community Transport
- Orkney Disability Forum Dial A Bus Scheme
- Comhairle nan Eilean Siar - Tagsa Uibhist

6.8 Each Council has different funding and evaluation challenges in respect of both transport and community-based activities, and the case studies show how each CT takes account of Council policies and funding to secure transport for people who might otherwise be excluded. Comprehensive approaches to concessionary travel are not yet well integrated in all areas between local needs and the national concessionary travel scheme.

Cost and Benefits in the Case Studies

6.9 Across the five case studies the cost of replacing the CT provision with commercially managed transport services would be in excess of £500k which compares with total council spending on these projects of less than £250k.

6.10 However the CT projects deliver much more than a transport service and their added value derives not just from volunteer time but an ability to connect with benefits across a wide range of policy areas.

6.11 High care transport is a core market, particularly for the more costly longer distance CT trips. However there is a lack of clarity about who pays for transport with care that is limiting the ability of CT to maximise value on the case study projects. The Argyll Red Cross CT project has shown that by networking effectively, NHS funding can be captured. Also, once the NHS values transport it can improve health services for customers by offering appointments at times when suitable transport is available.

6.12 CT adds value to local economies, but does not seem to be critical for the survival of any of the business or retailers in the case study areas.

6.13 The role of CT in building community capacity is substantial in all of the case studies. CT has the flexibility to close gaps in provision and join up the many societies and communities that create an economy.

6.14 In considering these issues, it should be understood that delivery approaches and scale are key factors that would determine *value for money* for local authorities, and the scope of this study has not sought to involve a conventional 'cost per trip' and 'subsidy per trip' analysis of the five featured CT projects in a comparative framework. Whilst in terms of the broad value assessment undertaken, the Speyside Community Car scheme, for example, would appear to offer the best financial value to Moray Council for £8,000 for its range of outcomes, its trips productivity needs a higher subsidy of £6.94 per trip compared to £4.26 for Argyll Red Cross, £6.29 for Orkney Dial a Bus and £4.90 for Tagsa Uibhist.

Making the Case for CT

6.15 In order to make a case for CT investment commensurate with the value that CT provides, three main changes are needed.

6.16 Firstly more systematic collection of data on the services being provided by CT is needed. Most modes of transport are monitored in national statistics and this feeds into funding programmes and political profile. CT is by nature driven by communities and often falls below the radar. Data collection by Councils can address these problems to ensure that CT is visible when funding decisions are made. In all of the case studies CT appears to be a best value transport provider

with the potential to improve value in transport delivery more generally. Councils have a central role in securing best value transport for communities and CT should be seen as part of the solution rather than another burden on scarce funds.

6.17 More generally a case needs to be made for CT by relating the costs and benefits to other spending programmes in transport, health, education, employability, social work, community development and environmental improvement. HITRANS could achieve this by applying the methodology demonstrated in this study to all CT projects in the Highlands and Islands and comparing this with the value obtained from competing expenditure.

6.18 Thirdly, a clearer framework is needed for funding CT. Community planning has been set up as a public policy mechanism to ensure that the needs of all people in the community are met, and to drive cross sector working to ensure people or issues do not fall between departmental responsibilities. Not all of the community planning partnerships have looked at the organisation of transport coverage to ensure that accountability for managing and funding services is clear. With many of the highest costs relating to high care services for medical and social needs, particular priority should be placed on resolving how these will be organised and funded.

6.19 From the point of view of local authorities needing to preserve CT services by justifying continued support, the outcomes provided by these services are substantial and unique in their voluntary input, community linkages and cost effectiveness when compared with conventional transport alternatives. However, as the five case studies indicate, delivery approaches vary enormously within the 'CT model', and cost effectiveness will be a key consideration when funding support is being spread more thinly or even reduced. The need for funding authorities to understand the relative economics of delivery models when commissioning services remains critical.

6.20 Making the case also relies on brand image, and a balance needs to be struck between local branding, national branding and aligning brands with partners in transport, health, social work, and other sectors. The case for CT needs to be made in partnership, involving those with a stake in developing communities in HITRANS.

7.0 Annex A – Valuation Systems, Communities and Society

7.1 In this Annex a brief overview is given of valuation methods and concepts to identify the relevance to CT and to highlight gaps. Valuation systems currently used to assess community transport include:

- Transport appraisal - STAG
- Prioritisation mechanisms in non transport service delivery
- Social valuation systems.

Scottish Transport Appraisal (STAG)

7.2 Transport Scotland investment in transport aims to use STAG as a toolkit to ensure that all of the relevant benefits are considered.

7.3 The five planning objectives are:

- Environment;
- Safety;
- Economy;
- Integration; and
- Accessibility and Social Inclusion.

7.4 Table A1 summarises the relevance of each appraisal criterion to CT.

Table A1 – STAG and CT

STAG Criterion	Impacts Identified
Accessibility and social inclusion	Access to local facilities, improvements in the affordability of transport, and the distribution of impacts by people group and geographical area
Safety	Reducing road casualties and providing safe transport for vulnerable people
Environment	Emission reductions, air quality improvements and noise reduction
Economy	Location impacts and travel cost/time savings
Integration	Integration between CT and other transport

7.5 In recent years gaps in STAG have emerged. These are particularly important for CT and show that greater clarity is needed in the appraisal of:

- The value to policy - How the measure fits with wider public policy objectives. This appraisal should spell out a clear need and rationale for making the investment and how the investment will further the aims and objectives of the project promoter.
- Organisational value - Showing that theoretical benefits will actually be achieved. This covers risk management and stakeholder management that are very important in CT.
- The business case - A clearer commercial and financial case, showing the commercial viability of investment.

- Wider economic benefits and the distribution of benefits - A broader view of economic impacts with strengthening of the social and distributional analysis, particularly for rural areas.

7.6 The economic case for CT therefore depends as much on the management of action from stakeholders in many sectors as the cost benefit ratio using traditional transport economic appraisal techniques.

Priorities within Government Spending Programmes

7.7 Transport has unusually sophisticated appraisal techniques compared with other government spending programmes. In most policy areas, the appraisal is largely a cost effectiveness analysis of alternative delivery mechanisms to meet health, education, regeneration or other policy goals. A variety of tests are made to decide which activities are cost effective.

7.8 Occasionally, CT projects are funded if they are considered to be the most cost effective way of solving a problem, but in general current prioritisation approaches do not tend to consider transport investment options within the option generation process. Outside transport, other departments tend to exclude transport services from their cost effectiveness analysis. Perhaps the main exception to this has been active travel which in recent years has attracted attention as part of active lifestyles and eco schools programmes in health and education.

7.9 Both health and education methodologies quantify any proposed change in service provision in terms of outcomes for patients or students. Evidence of the links between education and health outcomes and CT is weak, although there is a very strong body of research showing that improved access to health and education is directly related to outcomes. Nevertheless, it is not possible to generalize that in any particular location, investment in transport will lead to improved health or improved educational attainment so CT programmes do not result from top down programme prioritisation.

7.10 Although there is a lack of data on directly measuring outcomes there is a large amount of data on the costs side, which is often used as a proxy for benefits using the 'shadow pricing' approaches. For example the NHS Costs Book, available at http://www.isdscotland.org/isd/797.html shows the cost to the NHS of an attendance at an outpatient clinic and this varies across the country. In some circumstances it could be more cost effective for the NHS to pay for transport than to retain a costly low volume treatment facility.

7.11 Overall non transport departments are looking at the most cost effective ways of providing a defined public service. CT is not one of the defined public services so is only indirectly implicated if it can be shown that investment in CT is a better value approach than other investment options. There is no appraisal manual for this but many decisions at a project-based level result in funding for CT to support employability in intermediate labour markets, improved healthcare provision for travel to medical appointments, and transport for many education activities.

7.12 There remains a lack of clarity on which government department is responsible for each element of transport delivery, such as who should pay for transport with care for social work and health care. In 2003 the Cabinet Office proposed accessibility

planning as a mechanism by which local authorities should work with partners to allocate responsibilities for ensuring all needs were met. In Scotland accessibility planning was embedded within the community planning process where authorities had a duty to ensure that all community needs were met under the Community Planning Act. However the link back from community planning partnerships to transport budgets remains weak in many areas. This results partly from the limited attention given to social/community/neighbourhood goals within transport planning and appraisal practice. The plans to strengthen social valuation systems within transport appraisal as highlighted above should help to resolve this issue.

Social valuation systems

7.13 In order to have a social evaluation system that is suitable for CT it is first necessary to define what is meant by society. Most of the social evaluation systems in place are written from a particular social perspective (LM3[13] to support a localism agenda, Social Return On Investment to support a social enterprise agenda, etc). There is no single way of looking at society so the appraisal needs to be flexible enough to accommodate all societies. Social values are also dynamic and evolving. The culture and society of Scotland, and the HITRANS area in particular, are changing.

7.14 One of the reasons that professionals have not become more engaged with this agenda is that it can become very political, as political leaders seek to steer social change in line with one perspective. However this has caused problems for transport delivery. Most transport currently identified as "socially necessary" is now easier to relate to political need, than social need[14]. Perhaps the greatest social problem is that professionals have failed to take a lead on the social value of investment, so transport policy and delivery has become unstable and more highly politicised than it otherwise might be[15].

7.15 Table A2 contrasts the social valuation systems by different stakeholders.

Table A2 – Strengths and Weaknesses of Social Evaluation Approaches from Contrasting Social Perspectives

	Liberal Perspectives	Conservative Perspectives
The enterprise view	If real social value can be delivered then it should be possible to find someone to pay for it	Social enterprises depend heavily on public funding to deliver social value
Political valuation	Society includes business and must not be narrowed to the agenda of government	Business lacks sufficient breadth of understanding of the value of society
Economic theory	When dealing with social need each person has specific needs at particular times so the consistent principles of behavioural economics are more robust in valuation than any consistent social values	To ensure a rational approach, and to avoid bias, value is optimised with reference to consistent values of benefit (e.g. value of time).

[13] Local Multiplier 3, a tool developed by nef (the new economics foundation) for calculating an organisation's economic contribution to its local community.
[14] As shown in SEU 2003 "Making the Connections – Transport and Social Exclusion".
[15] County Surveyors Society 2008 "Travel is Good".

Community valuation	Local people are best placed to assess value in their own terms, and to be given freedom to meet the needs of local people as they perceive them	Volunteer time is only useful to society if it helps to deliver a government policy goal

7.16 In most transport appraisal willingness to pay (WTP) is commonly used. The social valuation of the transport provision can be elicited from survey evidence such as revealed and stated preference. However experimental and survey evidence suggest that many people's willingness to contribute is governed by ideas of fairness and reciprocity. People are only willing to pay for what they consider is a fair share of the costs. Perspectives on fairness are particularly important in community transport.

7.17 This is compounded by behavioural economics which show that people do not have stable preferences over time (cognitive bias). The disparity between WTP and willingness to accept (WTA) valuations shows that sometimes people are prepared to pay more than their 'rational' WTP and sometimes less. The high willingness to pay for even very expensive taxi journeys home from hospital is one example of this.

7.18 Value is therefore a function of the reference framework within which each decision is made. WTA exceeds WTP when they are following a habit or going with the crowd. WTP exceeds WTA when normative attitudes in a particular context (e.g. about the environment, fairness or risk) affect consumer judgements. The Skye bridge tolls were one recent example in the HITRANS area where WTP exceeded WTA.

7.19 These failings in WTP and WTA mean that cost benefit analysis valuations based on travel time (e.g. as used in the STAG TEE appraisals) need to be treated with caution in all situations. Perhaps the most important principle is that it is more robust to consider relative than absolute value in all situations, particularly when considering complex transport delivery, such as with CT where social, economic and environmental factors interact through paid and voluntary activity on consumers with particularly unstable preferences in a wide range of ways.

7.20 In order to create a more practical reference framework that is directly linked to project delivery social needs in transport can helpfully be defined in terms of access to opportunities. By communicating transport challenges and solutions in terms of the barriers to access which users experience a wider range of solutions can be evaluated, including personal capabilities, information, network coverage, service level, safety, and levels of care.

7.21 Access to work, friends, family, healthcare, education, shops, leisure and other services depends on many factors, but if professionals work with each sector in society to overcome barriers to access then social value is delivered. Framing social needs in this way was recommended by the Cabinet Office in 2003 with a new accessibility planning toolkit However social evaluation tools have yet to become fully embedded across transport delivery[16] and debates on how to value society

[16] See for example Halden 2011. The use and abuse of accessibility indicators in passenger transport planning. Journal of Transport Planning and Management. Melbourne. Australia

remain at the frontline of governance whether this is a modern Scottishness or a big society.

7.22 Provided appraisal clearly shows the benefits for all communities and social perspectives it will be strongly placed to influence decisions about investment.

8.0 Annex B – Surveys

Argyll Red Cross

8.1 The visit to the project was Friday 18th March 2011. Peter Harper of Red Cross Mid-Scotland & Argyll Area provided reports and data of computerised trip analysis.

CT establishment

8.2 Project was launched by Red Cross (RC) in 2004 to *"provide an accessible and user friendly service to those in need and, in particular, to those living in remote areas."* The aim is to improve access to centres of amenity and recreation, and also serve to connect with mainstream transport provision. It was launched following a study by Professor McQuaid of Napier University and DHC (2004) and the RC's own needs analysis.

8.3 The project falls under the board of Mid-Scotland & Argyll Red Cross, which is a branch of UK RC. Mid-Scotland RC has a wide range of support / fund raising / care initiatives. The transport element is co-ordinated by Peter Harper (Transport Development Manager). Broad value of the transport project is to build / enhance "community resilience".

8.4 The service was planned with the involvement of the council and NHS to ensure a co-ordinated approach. The initial service also made no formal charge to users, although donations were accepted. Recent charges seek to recoup 40p per mile.

8.5 There are 2 minibuses, 1 based in Campbletown and 1 at Lochgilphead. A number of smaller vehicles are available (4x4 people carriers) plus a volunteer car scheme. There are 30 volunteers (cars and minibus drivers).

8.6 The area covered is Mid-Argyll: South Kintyre, Jura and Islay, north as far as Appin. Neighbouring areas are covered by other RC branches so Mull & Arran are excluded, although assistance is given on Mull if needed. The main GP surgeries supported are Muasdale / Carradale (Tues & Thurs) and 2 hospitals in Lochgilphead. It is widely reported by NHS professionals that the service made a dramatic reduction to "did not attends" but detailed data is not available on this.

8.7 Butcher's shops have been a key point of information and publicity since they are a hub of gossip and news in the area creating an informal communication network.

8.8 Peter Harper sits on many planning, networking and service committees and care forums. The RC is well networked with NHS / PTS and some work has been done under a call off contract. This is charged at slightly higher than cost to the CT and complements other services offered by the CT. In some cases the NHS has arranged appointments to fit in with transport availability within the CT project.

Valuing Users and Trips

8.9 There is no formal membership register so bookings can be made by anyone. Contact details are recorded and the level of need / state of infirmity / other travel options. Specific disability needs are noted. User eligibility is not formally stated but checks are made on the nature of need and to establish an absence of alternate options.

8.10 Criteria for groups using vehicles are that they must be non-business. Group use is generally citizens' groups, social clubs, village halls, cancer care / support groups and self-help bodies.

8.11 There are 500-600 active users of whom 60% use the scheme annually, 30% six monthly, and 10% monthly. In 2010 there were:

- 13,600 trips in total
- 302 trips for the Scottish Ambulance Service (20 were cancelled but some dead mileage was still billable.)

8.12 There is no detailed record of refusals. Wide volunteer dispersal means that few people are not accommodated - those who are not are usually referred elsewhere.

8.13 Fares are designed to cover costs and therefore can be expensive for distant pick ups / locations – local taxi alternatives are even more costly and do not offer accessibility (very few local taxis have disabled access). Concessions are not accepted (national policy) although RC is able to offer some subsidies in certain cases (£1 in collection tin being the minimum).

Table B1: Red Cross Journey Breakdown

Journey Purpose	% of total	Annual Trips	Average Duration of activity per Passenger	Cumulative Annual Duration of Activity
Shopping / Amenities	13	1,768	-	-
Recreation	13	1,768	-	-
Social / Outings / Excursions	14	1,904	-	-
Hospital (appointments / visiting)	26	3,536	45 mins	1,326 hours
Respite Care	1	136	-	-
Other Agencies (social care / support)	2	272	-	-
GP surgery	21	2,856	20 mins	476 hours
Other (incl. access to other transport)	10	1,360	-	-

8.14 Other data includes a needs analysis survey and a customer satisfaction survey.

Valuing Outputs and Impacts

8.15 Core values in the project are the emphasis on social benefit and RC as enabler / enhancer of "social resilience". If the service were to cease it would have serious consequences for:

- Many isolated older people (e.g. people with no driving licences who need food shopping).
- Passengers who have never left islands facing traumatic trips to Glasgow for health care.
- Supporting health trips for people during conditions in which the ambulance service would not operate.

- The current savings made by social services / sheltered housing relative to other transport options.

8.16 The Council recognises the value with funding from the Enhanced Demand Responsive Transport Scheme but there are concerns that funding for the project is not seen as a core value of the Council. There have been threats of funding withdrawal which are met with some alarm. RC staff add value to transport planning due to detailed local knowledge.

8.17 There are 30 multi-functional volunteers. They work as passenger assistants, office staff / cover (office is always staffed), first aiders, etc.

Highland - Morvern CT

8.18 The meeting with the group was held on Saturday 19th March 2011 with Calum & Faith Finnegan. Both have been involved with the project for around 15 years.

The CT Project

8.19 The project was set up as a Charity in 1997 on the back of a Lottery grant and based in Lochaline. Originally there was one 16 seat vehicle and a part time co-ordinator. All of Morvern area is covered, with some use on Mull.

8.20 The majority of groups using the service do so on a self-drive basis. There is a core of 12 volunteers. MiDAS training is provided by Highland Council.

8.21 Current resources are a 16 seat accessible minibus, a 8 seat minibus and a car (latter two not accessible). Current staff include 1 co-ordinator and 2 drivers (all p/t).

8.22 The project is funded by Highland Council as a benefit for the local community. The project has not had continuous funding but has been sustained through voluntary input. Funding bids have been with Scottish Executive / Highland Council to supplement resources. Local fund raising has also assisted with vehicle replacement. Annual income has been £9,734 (2007), £27,580 (2008) and £18,372 (2009).

8.23 In addition to the direct funding there is also indirect funding for the project since the Sunart Centre is a funder and is also separately grant funded by The Highland Council to deliver assistance for groups and individuals to access travel to the Centre. Sunart Centre uses some of the grant monies it receives to support Morvern Community Transport in providing travel to the youth activities. It also subsidises the use of other community vehicles to access other activities within and outwith the peninsula.

8.24 The value of the project is largely in filling the gaps in the public transport network. The location of the users is remote and all could be considered at risk of geographical isolation.

8.25 Eligibility centres on non-business use (as per s19 Permit requirements) but this also means that young people cannot use their concessionary travel cards.

8.26 2 school contracts are also run on an income generating basis. It is hoped that additional contracts can be gained. There are also hopes that s22 services can be developed.

8.27 D1 restrictions on drivers are now becoming a problem with no younger drivers able to volunteer. The goal of the project is to achieve financial independence. They do not want to rely on council funding. It is envisaged that an increase of statutory contract work could support the group transport work entirely.

Users and trips

8.28 Contact details of the groups that use the vehicle are held but otherwise there is very little data. There are 37 user groups, as below.

Table B2 - Morvern On The Move User Groups

Group	Activity / Purpose	User Profile	Frequency of Use
Lochaline Nursery	Child Care	Under 5s	
Lochaline Primary	Education	5–11 year olds	1-3 times per month
Strontian Primary	Education	5–11 year olds	
Strontian Shinty Team	Sport	Generic	
Morvern Crofters	Recreation	Generic	
Mull Organic Gardeners	Recreation	Generic	Once a year
Morvern Pensioners	Social	Over 60s	
Morvern Heritage Society	Recreation	Generic	Every 3-6 months
Ardtornish Estate	Housing	Generic	
Scottish Sea Farms	Training	16-65 year olds	
Mull Gaelic Choir	Recreation	Generic	Once a year
Sunart Centre Youth Club	Youth	8-16 years olds	Weekly
Morvern Football Team	Sport	Generic	
Highland Council	Education	Generic	
Forestry Commission	Training	16-65 year olds	
Mull Bird Club	Recreation	Generic	Once a year
Tobermory High School	Education	11-16 year olds	Every 3-6 months
Morvern Church	Faith	Generic	
Laudale Estate	Housing	Generic	
Drimnia Estate	Housing	Generic	
Play Group	Child Care	Under 5s	
Fire Brigade	Training	Generic	
West Fest	Recreation	Generic	
Ardnamurchan High School	Education	11-16 year olds	
Feis	Recreation	Children	
Woodland Trust	Conservation	Generic	Once a year
Morvern Games & Gala Week	Sport	Generic	Once a year
Lochaline Social Club	Social	Over 18s	
Lochaline Mine	Training	Generic	
Kilchoan Communty	Recreation	Generic	
Glenvig Hall	Social	Generic	
Strontian Canoe Club	Sport	Generic	
Mull Morv Club	Recreation	Young People	
Loch Sunart Golf Club	Sport	Generic	3 times per year
Arain Situaert	Recreation	Generic	2+ per week
Ardnamurchan Shinty Club	Recreation	Generic	1-3 times per month
Lochaline Primary School Parents	Education	5–11 year olds	Weekly

8.29 There is very little health care / health related work. GP and hospital appointments are covered by the ambulance service car scheme.

Valuing the Trips made / Bookings

8.30 Available output data:

- Average bookings per year: 370
- Passenger trips per year: 2,900
- Average bookings per group: 11
- Average passenger trips per group: 88
- Average no. days in use per month: 14.

8.31 Usage is affected by cost. Charges are 57p per Km (Morvern groups) and 62p per km (outside Morvern). Larger subsidies would generate more demand. Diesel is said to be 10% more expensive in Morvern than in central belt areas.

Outputs and Impacts

8.32 Monitoring reports consist of a) returns to Highland Council with progress reports (detailing journey nos. / passenger nos. / Mileage / registered Users) and b) returns to Scottish Charities regulator detailing turnover, mileage, and daily usage.

8.33 Monitoring progress is undertaken through engagement with users to gain feedback. However, this is generally ad hoc and not recorded / reported as part of any structured process.

Supplementary survey work

8.34 13 of the user groups responded to a survey about the benefits they gained from using the vehicles. The data from this has been used in the evaluation

Moray – Speyside Community Car Scheme

8.35 The visit to Speyside Community car scheme was on 21 March 2011. Staff from the scheme were able to open their files and provide data on accounts, trips and other details about the scheme.

CT establishment

8.36 The Speyside Community Car Share Scheme was launched in 2000 to support travel needs of older people and disabled residents who were unable to use public transport. Volunteer drivers use their own cars to offer transport to registered clients with the trips being paid partly by the client and partly by the organisation.

8.37 The SCCSS was initially successful in applying for grants but had to suspend operations in 2002 due to a lack of match funding. Upon reviewing the operations of the scheme it was clear that the demand was for a flexible service. The scheme was relaunched in 2004 with a new management committee.

8.38 The scheme costs about £25k per year to run of which the main elements are establishment and booking costs at £10k and supporting 50% of the cost of each trip at £15k. All drivers are volunteers but dead mileage and the costs of supporting

trips at 20p per mile mean that without additional external funding the scheme could not expand.

8.39 There are volunteers within each of the major settlements so dead mileage is largely avoided by selecting suitable volunteers for each trip. However this has, on occasions, involved intensive volunteer recruitment to maintain a good supply of drivers from each town.

Users and trips

8.40 There are about 270 members who are all sufficiently old or frail that they need support and cannot use other options such as public transport.

8.41 The distances involved in many trips are quite long, particularly to hospitals in Aberdeen (100+ miles round trip) and Inverness (110+ miles round trip) and these make up a quarter of all trips. Therefore users are paying typically £20 per trip to hospital and the scheme supports this with a further £20. These costs are not reimbursed by the NHS.

8.42 Other shorter trips are also charged at 20p per mile even though these may be only a few miles. The total distance driven by volunteers is just under 40k miles per year.

8.43 About 50% of all trips by the car scheme are for health purposes but this accounts for about three quarters of the distance travelled and therefore the costs of the scheme. Costs of transporting patients where the NHS pays are about £4.00 per mile by patient transport so the total costs to the NHS could have been in excess of £120k per year if patients had no other option. Currently the NHS pays nothing towards these trips.

Valuing the services

8.44 The Council recognises the value of the scheme and provides a grant of about £8k per year.

8.45 The scheme has particular value in building community capacity. Communications within the scheme are managed by telephone so that administrators can pass on messages about members of the community, their health and any needs identified.

8.46 Bookings are also all made by telephone and when booking many of the more vulnerable older people spend some time on the phone.

8.47 Even short trips to the hairdresser or the shops can be the only time that vulnerable people leave their houses in the week. Volunteers in the scheme consider that they are making a significant contribution to independent living. Volunteers also network and benefit from the social contacts developed through the scheme.

Supplementary Survey work

8.48 A survey of volunteers identified the following factors as motivating volunteer input as shown in Table B3.

Table B3 – Value to Volunteers

Valuing Volunteer Time	Motivation for volunteering	Meeting people and fundraising	Gaining new skills
Typically time up to about four hours per week is acceptable. Up to 2 hours per week is preferable	Helping others and contributing to the community are cited by nearly all drivers	The annual get together is cited by nearly all volunteers as the main event for meeting people	80% of drivers had improved driving skills through training
There are about 40 volunteers but not all are active regularly	Putting something back and keeping active are cited by about two thirds of drivers	A half of respondents have made new friends through the scheme	Half of respondents had learned technical /admin / IT skills
Success depends on there never being any pressure to do a run if something else is on	About a third of respondents are motivated by the social contact and getting to know people in the area	About a third of drivers note that very few drivers claim all of their costs	A third of respondents said that they were maintaining their skills as they got older and were learning to be more patient
	A few highlight the need to keep the scheme going because they might need it one day	Everyone enjoys the social and fundraising events	A few had learned first aid skills and some had been on disability awareness training

Orkney Dial a Bus

8.49 The visit to the project was Thursday 24th March 2011. Hazel Aim was able to supply detailed records of trips and data at the meeting and forward on other information later.

CT establishment

8.50 The community transport services are operated by Orkney Disability Forum (ODF) which started life in April 1991. The ODF initially concentrated on providing information and guidance to people with disabilities. The Disability Forum became a Charitable Company limited by guarantee in April 1997.

8.51 The Dial-A-Bus (DAB) service was started in 1997 using an Orkney Islands Council (OIC) vehicle. It has grown over the years and they now own and run 5 accessible vehicles on section 19 permits.

8.52 The organisation has existed in a variety of physical locations over the years and is now housed in offices by the main power station in Kirkwall. Scottish and Southern Electricity provide the office and parking area at a low rent and give the group free electricity. There is currently a board of 7 directors made up of individuals with a personal interest in the group's activities. No stakeholders or funders are currently represented on the board. They meet every 6 weeks.

8.53 The ODF set up a separate Community Interest Company (CIC) in October 2009: Orkney Community Transport Organisation Bus – OCTOBUS. This was formed to allow them to undertake more 'commercial' work. It has a full PSV Operator's Licence. Its board of 3 directors is separate from that of the Disability Forum. The CIC currently operates 3 vehicles. The CIC currently operates one service under contract to OIC and has piloted a flexible Kirkwall town centre route. OIC is keen for more services to be registered rather than being operated under S19 so that it can reduce its own discretional concessionary fares spend. The CIC only offers transport services at the moment but this may alter in the future. Specifically, the MiDAS training currently provided by the ODF may be switched to the CIC.

Users and trips

8.54 There are currently no group members. Individuals are eligible to join if they have permanent or temporary physical mobility problems or have no access to public or private transport. Additionally, anyone aged 60 or over is eligible to become a member. There are currently in excess of 500 members. There is an annual membership fee of £10.

8.55 The ODF also has agreements with Social Services and the Scottish Ambulance Service (SAS) to transport their clients when they are unable to do so themselves. These users do not need to be members to use the services.

8.56 Members pay fares on a simple 4 zone basis according to the distance from Kirkwall: Zone A £3.00, Zone B £4.00, Zone C £5.00, and Zone D £6.00. All fares rise by £1 after 7pm. There is a good supply of taxis but fares are typically three times the Dial-a-Bus zonal fares.

8.57 Passengers eligible for national concessionary travel are funded by OIC to get 1 free return trip per week on DAB services. The OIC concession age limit is rising by 1 year per year until it reaches 65.

8.58 Sample trip records from the period December 2010 to February 2011 are available showing trip purpose, origin, destination and charges.

8.59 Occasional records of booking refusals are kept in a book. They number 15 to 20 a month - the vast majority are due to the need to keep the route length and timings acceptable. Vehicles are seldom actually full although lack of wheelchair capacity may occasionally cause a booking refusal.

Valuing the services

8.60 The DAB operation is funded through a block grant from OIC via the Enhanced Demand Responsive Transport Initiative (EDRTI) fund of £96,706 (2009/2010). Additionally, the ODF gets core funding from Social Services of £14,000 of which 40% is assigned to their transport operations.

8.61 A grant condition is that trip records for the services provided are supplied monthly to the Council. These give a detailed breakdown of trips by purpose. About two thirds of passengers are able to use the services free under the concessionary fares scheme.

Staff skills and training

8.62 Staff training includes CPC, MiDAS, Accountancy Technician, PCV, Cleric software, and Social Return on Investment Training (SROI).

8.63 All DAB drivers on regular runs are paid. A mainly separate group of volunteer drivers is only used for 'value added' journeys at night, weekends and for the summer tours.

8.64 There is very low staff turnover. However this means that volunteer drivers rarely get prospects to move into paid positions as vacancies seldom arise.

8.65 Volunteers are motivated by a strong ethos of 'wanting to give something back'. Volunteer drivers are predominantly well-off, professional and male.

8.66 Staff have been trained in the use of the SAS Cleric system with help from the CTA. However they are not in an NHS or OIC building and have no secure data connection, so they have not been able to set the system up and make use of it.

The community

8.67 The group has a good reputation locally and a high profile. This has meant it benefits from sizeable donations. Recently, when the local Round Table wound up, their remaining funds of around £35,000 were handed over to the ODF to go towards the cost of an additional new bus. Fundraising events are also well attended.

User Survey

8.68 It was not clear from any of the surveys in Orkney what current users would do if the service was not available. There was also a need to update the annual customer satisfaction survey so questionnaires were issued on buses during the last week in April and the first week in May 2011. This survey sought information about the origin, destination and purpose of each trip together with questions about the impact of the service not being available. This allowed the economic analysis to estimate the value that users were placing on the service.

8.69 Table B4 shows the results of the small survey of users undertaken in May 2011. This identifies that about a third of users would continue to travel, making the trip in a more expensive taxi. The remaining two thirds would travel less or not at all.

Table B4 – Stated User Response to no CT Being Available

Trip Purpose	Number of Passengers Making Regular Trips	Passengers Who Would Travel by Taxi if no DAB	Passengers Who Would Travel less / Not at all if no DAB
Shopping	10	4	6
Leisure / Social / Family	13	3	6
Medical	21	9	11
Employment	2	0	2
Personal Services	5	1	4
Holiday/Ferry	4	1	1

8.70 Although taxi is often a more expensive replacement for CT, in the case of Orkney the differential between taxi fares and CT fares is lower than in some places.

Although the taxi costs are only about three times the equivalent CT costs compared to factors of five or six in many places, there is a premium placed by users on the quality of CT. The surveys reveal perceived problems with the quality of taxis for disabled people, particularly vehicle design and driver training.

8.71 People who cannot afford a taxi have stated that they would try to find someone to provide a lift. This introduces complex questions about how the person providing the lift might have been able to use their time (e.g. at work or in other ways) if they did not need to provide the lift. The survey did not cover these issues, but it would be within the control of the Council to improve the quality and levels of personal care available from the taxi sector through the taxi licensing system so these effects are not considered further.

Tagsa Uibhist

8.72 Tagsa Uibhist (TU) data collection and review was undertaken on 23rd March 2011. The office clearly was well managed with ready access to data, reports, analysis and staff to clarify information and resolve queries.

Setting up and motivation

8.73 TU is a Benbecula-based voluntary organisation with an objective to provide support for carers and their families and to secure high quality services for vulnerable people living on their own, people with dementia, and additional support for those developing acute illness, their carers and their dependents. Its mission is to maintain a high standard of care, employing and retaining highly skilled staff, training and developing employees and to ensure cost-effective use of resources.

8.74 To manage transport provision for the client group, a trading company has been set up. This company had an income and expenditure of £134k in 2010 of which £69,829 was a grant from the Council.

8.75 TU has grown over 10 years from its roots in Voluntary Action Lewis and the Uist Council of Voluntary Organisations. The initial motivation came from Alzheimer Scotland and Crossroads Care with the transport needs of older people who were reliant on cars being a priority.

8.76 There are currently 40 employees of whom 15 to 20 work regularly on transport. The transport and handyman projects are both managed through the trading arm of the organisation.

Users and trips

8.77 Detailed records are available of the trips made by each vehicle and the passenger numbers for each category of trip.

8.78 In addition there is a survey of transport users which shows the preferences of the passengers and provides insight into their needs.

8.79 Although many medical journeys are provided there has been no success getting funding from the health authority.

8.80 Funding from the Council started under the RCTI and continues since the concordat with central government. This funding does not cover the Dial-a-Ride which TU still

need to run commercially despite there being no alternative for many low mobility users.

8.81 Concession passes under the national scheme cannot be used on TU services.

Impacts

8.82 There have been various reviews of TU operations. The Care Commission gave TU top marks.

8.83 Research into unmet needs showed that there was further potential for TU to grow.

8.84 TU seeks to expand its operations wherever there is a need.

Staff

8.85 All staff of the trading company are paid employees. This has proved to be needed to ensure a slick operation.

8.86 All staff have detailed training records. Drivers have CPC, and MiDAS and PATS are also provided alongside First Aid training for all.

Community

8.87 TU has become a key player in the local community and is cited by politicians as a leading example of social enterprise.

8.88 Where the business community is delivering, TU tries to avoid competing but if there is a gap in the market that creates a social need, the TU looks for a way to close the gap.

Additional surveys

8.89 As the data provided on 23rd March was sufficient to allow an analysis of the value of the project, no further surveys were proposed other than clarification of a few points with stakeholders during April.

9.0 Annex C – Surveys

Initial Interview template

Our suggested data collection structure is set out below. We hope that CT operators will be able to assemble as much of this as possible in advance of the visit and staff/board members and others who can contribute to this data should be present to explain and add to this as required.

The Value of the CT Project

Why was the project started – by whom, motivation?
Who are the board members – what do they value about what it delivers?
How has the project evolved and does this affect the benefits of what it does?

Users - Passenger Registration Data / Profiling

Records / database entries for individuals:

- Membership / Registration form
- Records of personal details (name/address/phone) – if different from above / computerised version

Details/summaries of:

- Age/gender/ethnicity
- Emergency contact / next of kin
- Mobility/aids used/assistance requirements
- Specific notes for driver (access, particular needs)
- Concessionary entitlements
- Other

Member groups:

- Contact details
- Status (charity/local authority)
- Main activities / purposes
- Membership (age / mobility / gender / ethnicity)
- Drivers (need for volunteers?)

The Trips made / Bookings

Bookings sheet / log / Drivers' Schedules (individual trips), indicating

- Day
- Pick up / drop off time (also indicating duration of activity for return trips)
- Single / return
- Destination
- Activity being undertaken (e.g. visiting friends)
- Additional passengers
- Additional space / luggage requirements
- Fare

Groups:

- Day
- Time / Duration
- Destination
- Activity
- No. of passengers

Post trip Drivers' logs indicating:

- Confirmation of trip completion – actual pick up / drop off times

- Confirmation of fare collection / concession claim
- Vehicle activity log (passenger mileage / dead mileage)
- Journey time / duration
- Accident / incident / delay / lost property / comments etc

Outputs and Impacts - Monitoring / Reporting

How are these described in:

- Annual reports / Accounts
- Trips / Outputs / productivity reports
- Monitoring reports for trustee board / funders / stakeholders
- BSOG / Concessions Claims forms
- Vehicles performance reports
- Reviews / Appraisals
- Any external scrutiny / audits / Investigations / Consultancy findings

Specifically (if not covered above) explain how value for clients is measured in

- Returns to Councils in relation to grant funding
- With invoices for services rendered
- When tendering for contracts.

Specifically on income and expenditure

- Income and value to clients
- Expenditure and value to users

Value for CT staff and volunteers

How many people are involved

- Paid staff hours
- Volunteer hours

Benefits

- Volunteers – e.g. networking, skills
- Paid staff – labour market effects, esteem

Value to the Community – wider processes

- Political value and benefits for politicians of CT being availlable
- What would users do if they could not use CT
- Community capacity benefits – e.g. evidence of people getting to know others
- Non transport factors that happen because of the existence of the CT
- Social Audit materials
- Surveys / Questionnaires
- Complaints / Comments log
- User forum / meeting minutes

Orkney Dial a Bus User Survey

Orkney Dial-A-Bus - Survey of Users

Orkney Dial-a-Bus, Orkney Council and HITRANS, are seeking a better understanding of how Dial-a-Bus is used and how it affects your quality of life.

We would be very grateful if you could spare a few minutes to complete this questionnaire. All results will be treated in strict confidence. Staff from DHC are assisting Orkney Dial-a-Bus with this survey and its analysis so if you have any questions, please telephone Peter Mogridge on 0131 524 9610

Q1 **When you use the Dial-a-Bus, where are you travelling from and to?** (If there are no regular trips then list the most recent trips you have made.)

My journey starts at….. (e.g. home, at the office, the hospital, etc.)	**Where do you travel to?** Please write in the detailed destination (e.g. shops in Kirkwall, Ferry terminal in…., GP in…. , lunch club in……, post office in…)	**How frequently do you make this trip** (e.g. annually, monthly, weekly daily)

Q2. **What journeys are you not able to make due to lack of transport?**
(Please describe or add any other comments you have about transport in the area)

Q3. Please tell us if there are any problems with the service?

	Tick as many as apply	Please describe
Length of journey	☐	
Time of day when service runs/lack of flexibility	☐	
Cost	☐	
Need to book or problems when booking journey	☐	
Non-accommodation / trip refusals	☐	
Discomfort / inaccessibility of vehicle	☐	
Lack of assistance provided by driver / carer	☐	
Other (please state)	☐	

Q4. Thinking about the three destinations/activities most important to you, if the Orkney Dial-a-Bus service were not operating, what would you do?

Destination / Activity	**What would you do if Dial-a-Bus was not available?** For example - I'd go by Taxi / get the bus / get a lift from a friend / I'd not travel / I'd travel less due to costs of taxi, etc.

Q5. Please tell us about yourself.

Your age group:	5-17 ☐	18-24 ☐	25-60 ☐	60-74 ☐	75+ ☐

Employment status (please tick one)	Employed ☐	Retired ☐	Unemployed ☐	Student/school pupil ☐

Do you have driving licence	Yes ☐	No ☐

How many cars or vans are available to your household	None ☐	One ☐	Two or more ☐

Q6. Please state the name of the place and postcode of the place where you live.

Place	Postcode

Thank you for completing this questionnaire.

Please return it to the driver or post it free of charge to: DHC, FREEPOST, RLXE-RTEK-CXRZ, 2 Dean Path, Edinburgh, EH4 3BA

Speyside Community Car Scheme Survey

The Community Car Scheme and HITRANS, are seeking a better understanding of how the Car Scheme is used and how it affects the quality of life of its users.
All results will be treated in strict confidence with reporting of analysis. Staff from DHC are assisting the Community Car Scheme with the survey and analysis so if you have any questions, please telephone 0131 524 9610 and ask for Peter Mogridge.

Q1 When you use the Car Scheme where are you travelling from and to. Please list the **5 most recent** trips you have made.

Where do you travel to - Please write in the destination (e.g. shops in village, Railway Station in…., GP in…. , lunch club in……, post office in…)	**How frequently do you make this trip e.g. annually, monthly, weekly daily**	**How would you make this trip if there were no Community Car Scheme e.g. taxi…, lift from a friend…, wouldn't go**

Q2. What journeys are you not able to make due to lack of transport? Please describe or add any other comments you may have about transport in the area.

Q3. Please state some details about yourself.

Your Age	

Employment status:	

Place where you live	Postcode

THANK YOU FOR YOUR ASSISTANCE

10.0 Annex D – Argyll Red Cross Economic Evaluation

10.1 The evaluation includes three tables:

- The value to policy
- The evaluation of the business case for CT
- User benefits from CT

The Value to Policy

Table D1 – Policy Evaluation Summary Table

Criterion	Valuation	Data source/notes
Value for public transport		
The value to transport of greater network coverage	1,360 trips per year are categorised as "Other" by Argyll Red Cross, and the majority (estimate 2/3) of these include linking trips at ferry heads from / to Mull, Jura and Islay. This would be around 900 trips. Overall, 250 individuals from the islands have been assisted with Red Cross services linking with ferry arrivals / departures.	Argyll Red Cross play a key role in connecting with ferries from the islands of Mull, Jura, Luing, Lismore, Tiree and Islay where taxis are inappropriate.
If no CT is available the cost of providing transport. Taxis are the closest equivalent to most CT (or, for group travel, minibus hire – mix of PSV and self-drive).	An additional value that Argyll Red Cross offers is to provide care and assistance during any waiting period if required – this is unlikely to be part of any taxi offer. Groups who use the Red Cross service are generally citizens' groups, social clubs, village halls, cancer care / support groups and self-help bodies. It is not known how many of these groups would find commercial minibus hire rates unaffordable or how this would limit their activities but this is likely to affect a number of them. If taxis were to be used to replace all 13,000 CT journeys, excluding contract work, then the cost would be around £270k per annum. Due to higher fares there would be some trip suppression but the minimum cost of using taxis would be £215k.	The option of paying for a taxi is beyond a portion of Red Cross individual users, who in fact struggle to afford the already subsidised fare. They currently travel on a minimum donation. For others, travel via taxi would be less frequent than by CT. Taxis tend to be centred in Lochgilphead and Cambeltown and therefore are less willing to serve outlying settlements. Very few local taxis have fully accessible facilities.

Criterion	Valuation	Data source/notes
The value of being able to meet the needs of passengers with special needs	Of 600 individual users, 85% (500) are disabled and / or frail elderly who are deemed to need a door-to-door service along with care support and / or an accessible vehicle. Whilst a smaller portion of these users may be able to use taxis or conventional buses in some circumstances, the general criterion focuses on users for whom no other travel options are available.	Red Cross do not keep any detailed user profiling data, and eligibility is based on an assessment of a) degree of need, b) state of infirmity and c) other travel options available.
Political value	The RC are concerned that there is a danger of the service creating a dependency culture – if the service were to cease it would have serious consequences.	Many isolated older persons have no other travel options and these people would be at risk of becoming socially excluded.
The value of information, booking and transport co-ordination functions	The high profile of the Red Cross and visibility of their vehicles and other services is the primary means of attracting users. The co-ordinator has undertaken a transport planning function across a range of local fora and so this value has been gained by other agencies.	There is no formal or recognised information or co-ordination function that can be quantified.
Value for social work		
The time/cost taken for each person in the population to reach social services	There is insufficient detail around journey purposes to identify instances of access to social services within the mainstream offer by Red Cross. An indirect link with social care is that the service undertakes 136 trips per year to provide respite care. Some contract work is delivered for social care agencies, however.	Whilst all 600 users may be enabled to remain independent of / less-dependent on care services as a result of using the service there is insufficient data relating to outcomes to directly ascribe costs / travel times.
Saving on consequences of people not being able to live independently	As above.	As above.
Savings on social work transport provision	272 trips per annum are provided for Social Services via call off contract at a charge lower than the commercial rate.	Limited capacity to provide these services, and seen as filler by Red Cross.
Education and youthwork		
Savings on education transport provision	No activities that impact on this area.	
Value of participating in education	No activities that impact on this area.	

Criterion	Valuation	Data source/notes
Value of participation in discretionary activities	No activities that impact on this area.	
Employability and training		
Value of employment in CT	3 core staff posts are maintained by the CT service, and additional capacity of staff based at Red Cross centre in Lochgilphead utilised for passenger liaison.	1 x Transport Development Manager 2 x Drivers Bookings / enquiries are taken by existing staff at Red Cross centre in Lochgilphead. It is not known what % of their functions relates to transport.
Value of training in CT	There is no direct data relating to training activities – much is done in house by Red Cross. Drivers and assistants have CPC, MiDAS and PATS and all staff have First Aid.	Some training has been accessed but there is no detailed record of how often / how many trainees.
Value of access to work	Very limited impact on access to work provision. There has been 1 passenger who was provided with travel to employment for a short period (4 months)	Limited activities that impact on this area.
Better value transport to employment	No activities that impact on this area.	
Crime prevention/victim support		
Valuing the contribution to lowering crime	No direct activities that impact on this area.	
Value in crime prevention service delivery	No direct activities that impact on this area.	
Value of safe transport schemes	No direct activities that impact on this area.	
Value for Health		
Value of better access to health	6,392 trips per year are related to healthcare purposes (2,856 are GP surgery trips and 3,536 are for hospital appointments – though a portion of these trips relate to visiting). The value of these trips is at least £30k based on the mileage rate for PTS volunteers.	Trips to healthcare form the largest proportion of journey purposes. Red Cross provide 3,536 trips to hospital (of which 10% are visiting, and discounted). Average trip length is 28 miles. All of these trips (at minimum) would qualify for PTS car service, which would cost the NHS a minimum of 40p per mile: 28 miles x 3,000 x £0.40 = £33,600.

Criterion	Valuation	Data source/notes
More cost effective patient transport	Some hospital trips are commissioned by PTS as a cost-effective alternative	Exact number is hidden in global transport to hospital.
Value of improved journey ambience for patients	The care value is cited as being the most important factor on trips to health.	Instances where support is provided to islanders who find the mainland intimidating or confusing. Also, ability of drivers to stay with passenger throughout healthcare process as well as the journey element.
Benefits from a wider range of services being available	Two hospitals in Lochgilphead are served along with two GP surgeries. Trips have also been made to meet appointments in Glasgow.	Average hospital visits are 45 minutes, and Red Cross drivers remain with patients for this time.
Better efficiency of healthcare delivery	2,856 GP surgery trips have been provided as part of a co-ordinated effort by two surgeries to reduce "did not attend" cases. The surgeries have affirmed that the attendances had significantly improved.	There is a two day a week service to GPs in Muasdale and Carradale. Average GP visit is 20 minutes.
Value of better health outcomes	A portion of trips relate to visiting and this will have had a positive effect on health.	
Value for sport recreation and leisure		
Value of participation in sport, leisure and cultural activities	Recreational activities formed 1,768 trips per year.	Red Cross has no breakdown between sport, leisure and cultural activities.
Value of increased choice of leisure activity	No specific breakdown of trip activities which enable this.	
Value of a more active population	No specific breakdown of trip activities which enable this.	
Value for community development		
Enabling voluntary and community sector activities	No specific breakdown of trip activities which enable this.	Group transport trips are more likely to yield an impact here.
Enabling participation in a faith based community	No specific breakdown of trip activities which enable this.	Group transport trips are more likely to yield an impact here.
Enabling participation in community affairs and self help	30 volunteers are active with Red Cross as drivers and these contribute an estimated 1.3 hours of time each = 40 hours. This can be equated with £13.23 per hour (2009 average weekly wage) = £27,508 per year.	Many other volunteering opportunities are available with the main organisation.

Criterion	Valuation	Data source/notes
Value of improved safety and a better environment		
Value of reducing the number of at risk car drivers	A portion of the journey activities regarding individuals will have a limited impact in this area but an exact breakdown cannot be provided. Group transport trips are more likely to yield an impact here.	Access to a car including lifts from friends and relatives would encourage at risk drivers to avoid driving.
Value of reduced emissions	As above.	
Value of reduced accidents	As above	
Value of environmental protection projects e.g. beach tidy	No direct activities that impact on this area.	

The Value to Markets

10.2 In making the case for the value to markets it is important to note that the main use of this by public authorities will be to support CT where it supports regeneration. In other areas the appraisal should help CT fundraise from the local business community as an essential element in supporting the economy.

Table D2 - The value to business and markets

Criterion	Valuation	Data source/notes
The value to transport markets of the change in travel behaviour		
Difference in demand for travel from people with good access to CT to those with poor access to CT	No specific breakdown of data which would enable this.	
The impact of CT on overall transport markets	No specific breakdown of data which would enable this.	
The value to local retailers and other local businesses of additional trade		
Proportion of household expenditure captured locally due to CT	Retail spend as outcome of CT trips relating to shopping would be £8,840.	1,768 journeys are for local shopping and an assumed spend of £10 for each return trip[17].
The value to leisure and recreation businesses		
Proportion of household expenditure captured locally due to CT	Leisure & recreation spend as outcome of CT trips would be £9,180.	1,768 journeys are for recreation, 1,904 are for social and excursions and an assumed spend of £5 for each return trip.
Value of having CT option available		
Number of people able to	No specific breakdown of data	

[17] Note that this level of spend is conservative. If these people cannot go out easily any other way the spend is more likely to be a higher proportion of the weekly grocery shop. Preston CT did a recent survey of the users of their Dial-a-Bus service take to ASDA, Morrisons, Tesco, etc. and the average spend was around £35.

Criterion	Valuation	Data source/notes
access businesses by CT	which would enable this.	

The Value to People

10.3 The value to people has been the traditional focus of transport economic appraisal and complements the policy mapping and wider economic benefits analysis above.

Table D3 - The value to people

Criterion	Valuation	Data source/notes
Value of travel time		
Average national travel time values from government appraisal	The value of time associated with travel using CT is approximately £1.6 million per annum. The difference in value of travel time induced by CT is estimated at £160k.	Assuming an average speed of 50 kph the total passenger miles travelled factored by the value of time. If the CT were not to operate, travel times are assumed to be similar for most trips but a proportion of trips would be suppressed.
Waiting time	Pre booked so waiting times are minimal.	Drivers often stay with passengers, so in these cases no waiting is incurred on return leg.
Trip booking time	Not significant.	Also, can be offset against other value gained by call – non-transport information, social interaction.
In addition to travel of time add the costs for the carer	£25k carer costs.	Based on number of miles travelled with a carer on board costing £7.50 per hour. Assumed ratio of one carer per passenger.
Value of accessibility		
The value of choice of services available to users	As bookings tend be scheduled to nearest significant retail outlet, choice is not a realistic option for the majority of users.	In some cases, choice will be between real and virtual (catalogue) shopping.

Summary of economic analysis

10.4 The cost of the Argyll Red Cross service is £94,566, of which £58,000 is provided by Argyll Council, the remainder by charges to users and direct support via Red Cross UK.

10.5 Key components of value are:

- Savings on taxi services (or contracted bus services) by public authorities is approximately £270,000
- Value of volunteering input is around £27,000.
- Value to local retail economy is around £9,000.
- Value to local leisure and recreation economy is around £9,000.

- £160k of value of travel time benefits result from the CT operation.
- Savings of £34,000 in carer costs.

11.0 Annex E – Morvern On The Move Community Transport Association

11.1 The evaluation includes three tables:

- The value to policy
- The evaluation of the business case for CT
- User benefits from CT

The Value to Policy

Table E1 – Policy Evaluation Summary Table

Criterion	Valuation	Data source/notes
Value for public transport		
The value to transport of greater network coverage	There is very little public transport so the scheme offers a shared transport option for some people to reduce costs of travel.	
If no CT is available the cost of providing transport. Taxis are the closest equivalent to most CT (or for group travel minibus hire – mix of PSV and self-drive).	If all 370 annual Morvern bookings were to be undertaken on same self-drive basis using commercial minibus hire, then costs would be at least £55k assuming that a business was prepared to expand into minibus hire at the sort of rates typical for minibus hire nationally. Users indicate that for a majority of trips commercial minibus hire would not be affordable so only about £11k of this value is as an alternative to commercial options.	An illustration is here difficult as commercial minibus hire is usually charged by time, and hire periods of Morvern users are not logged. However, we can assume an average hire period of 3 hours per booking. Typical commercial self-drive 16-seat minibus hire would cost £150 per day (usual minimum hire period). There would also be the option of using between 2-4 taxis. However, this is likely to be less attractive due to increased costs, and dissipation of some of the communal / social aspect of trip due to group being split.
The value of being able to meet the needs of passengers with special needs	No significant impact.	Of the 37 user groups, there are none who specifically require an accessible vehicle for their primary activities. However, within some groups, some individual members may need this facility.

Criterion	Valuation	Data source/notes
Political value	The value of this provision centres on the enhancement of community capacity that the activities of the 37 user groups brings to Morvern.	Lack of the CT facility would not in most cases see this capacity ceasing (the majority of the groups functions are not 100% dependent on transport), but its effectiveness would be significantly reduced.
The value of information, booking and transport co-ordination functions	The Morvern project forms an informal brokerage facility, with the potential to provide information and networking opportunities. It has contact with 37 groups and is able to make referrals between groups (volunteers, information, events) that might otherwise not happen.	There is no data evidence to support this function, which is endemic to CT group transport projects.
Value for social work		
The time/cost taken for each person in the population to reach social services	No significant impact.	
Saving on consequences of people not being able to live independently	No significant impact.	
Savings on social work transport provision	No significant impact.	
Education and youthwork		
Savings on education transport provision	2 school contracts are operated, commissioned by Highland Council. These are charged for at a rate that is competitive in comparison with commercial providers.	Data does not enable further evaluation but could be obtained from new tenders in the future.
Value of participating in education	There are 5 schools who use the service to enhance educational activities – i.e. school trips, etc	Current data does not enable further evaluation but could be derived from Council data in the future.
Value of participation in discretionary activities	As well as the five schools which use the service for discretionary activities, there are 2 groups involved exclusively with youth work, and several with a generic membership that includes a significant number of young people.	

Criterion	Valuation	Data source/notes
Employability and training		
Value of employment in CT	3 p/t staff are employed by Morvern On The Move. Morvern has limited employment opportunities otherwise, although Morvern CT workforce are also in other employment.	1 x Co-ordinator 2 x Drivers As the core CT function is largely self-drive hire or with volunteers, the paid drivers are primarily deployed on contract work.
Value of training in CT	MiDAS training is procured from Highland Council for approx. 45 drivers.	3 staff, 12 volunteers and around 30 groups representatives have been MiDAS trained.
Value of access to work	3 organisations who are employers use the service to access training for their staff. This training aids professional development and skills acquisition of the local workforce and would be less effectively delivered if the CT service were not available.	Data does not enable further evaluation.
Better value transport to employment	No significant impact.	
Crime prevention/victim support		
Valuing the contribution to lowering crime	There are 2 groups who provide activities for youths.	
Value in crime prevention service delivery	No significant impact.	
Value of safe transport schemes	No significant impact.	
Value for Health		
Value of better access to health	No significant impact.	
More cost effective patient transport	No significant impact.	
Value of improved journey ambience for patients	No significant impact.	
Benefits from a wider range of services being available	No significant impact.	
Better efficiency of healthcare delivery	No significant impact.	
Value of better health outcomes	Although the data provides no direct evidence, the use of the service by groups promoting participation in sporting activities (14% of membership) will have a long term beneficial impact on health and well being.	

Criterion	Valuation	Data source/notes
Value for sport recreation and leisure		
Value of participation in sport, leisure and cultural activities	21 groups undertake sport, recreation and leisure as their primary activity. The value of this activity being enabled ranges across cultural awareness, heritage, skills and knowledge acquisition, music and outdoor activities.	Data does not enable further evaluation.
Value of increased choice of leisure activity	As above.	
Value of a more active population	It is estimated that around 370 individuals are able to be more active.	Estimate based on 37 groups involving an average of 10 persons in activities.
Value for community development		
Enabling voluntary and community sector activities	27 groups are engaged in voluntary sector activities.	This excludes education / employment based groups.
Enabling participation in a faith based community	1 group is engage in faith based activity.	
Enabling participation in community affairs and self help	27 groups are engaged in voluntary sector activities. We can assume that each group has a minimum of 2 volunteers (organisers) = 54 persons engaged in volunteering. Membership of some others (e.g. Woodland Trust) will exclusively be engaged in voluntary activities. Additionally, Morvern CT also has 12 volunteers as drivers. The bulk of these are also numbered within the 54 group volunteers.	It is not possible to isolate total voluntary hours being enabled.
Value of improved safety and a better environment		
Value of reducing the number of at risk car drivers	No significant impact.	
Value of reduced emissions	In the majority of cases, the trips undertaken in minibuses would otherwise be duplicated in cars (average of 3 per trip). Therefore the 14,000 annual mileages of the minibuses would equate to an equivalent of 42,000 by car or taxi.	
Value of reduced accidents	Cars are roughly 3.5 times more likely to be involved in KSI accidents (Killed or Seriously Injured) per mile driven, so the use of 1 minibus for 3 cars reduces the likely serious accident cost down to 9.5% of the predicted cost with cars	Accident values/costs from Road Casulaties Great Britain 2009. Actual mileage not enough to have significant financial impact
Value of environmental protection projects e.g. beach tidy	No significant impact.	

The Value to Markets

11.2 In making the case for the value to markets it is important to note that the main use of this by public authorities will be to support CT where it supports regeneration. In other areas the appraisal should help CT fundraise from the local business community as an essential element in supporting the economy.

Table E2 - The value to business and markets

Criterion	Valuation	Data source/notes
The value to transport markets of the change in travel behaviour		
Difference in demand for travel from people with good access to CT to those with poor access to CT	No known impact.	Data is not available to support an appraisal of the impacts on transport markets
The impact of CT on overall transport markets	No known impact.	
The value to local retailers and other local businesses of additional trade		
Proportion of household expenditure captured locally due to CT	No direct impact.	
The value to leisure and recreation businesses		
Proportion of household expenditure captured locally due to CT	Although 21 groups are engaged in recreation and leisure activities, it is not possible to estimate expenditure.	Data does not enable further evaluation.
Value of having CT option available		
Number of people able to access businesses by CT	No direct impact.	

The Value to People

11.3 The value to people has been the traditional focus of transport economic appraisal and complements the policy mapping and wider economic benefits analysis above.

Table E3 - The value to people

Criterion	Valuation	Data source/notes
Value of travel time		
Average national travel time values from government appraisal	Total value of time on vehicles is about £655k. Much of this demand would be suppressed if the CT was not available so the total induced value of time from the CT is about £525k	Survey of users May 2011
Waiting time	Not identified	
Trip booking time	Not identified	
In addition to travel of time add the costs for the carer	Not identified.	
Value of accessibility		
The value of choice of services available to users	Not identified	

Summary of economic analysis

11.4 Key components of value are:

- Savings on commercial minibus hire are approximately £11k
- Community cohesion is enhanced by activities of 37 groups
- Volunteering input by 12 individuals
- Value of travel time induced by the CT is over £500k per annum.

12.0 Annex F – Orkney Dial a Bus

12.1 The evaluation covers three main areas:

- The value to policy
- The value to the market
- User benefits

The Value to Policy

Table F1 – Policy Evaluation Summary Table

Criterion	Valuation	Data source/notes
Value for public transport		
The value to transport of greater network coverage	31 passengers per year use the service to connect with aeroplanes and ferries.	The trip database covers the period December 2010 to February 2011 and annual totals are also available.
If no CT is available the cost of providing transport. Taxis are the closest equivalent to most CT (or for group travel minibus hire – mix of PSV and self-drive).	It would cost £196k per annum for the same trips to be provided by taxi. Given the high level of concessionary travel trips there would only be a small level of trip suppression due to higher fares for users. The minimum value of delivering the current network coverage using taxi is £150k.	The Dial a Bus is an essential part of the public transport system since scheduled bus services are quite limited and cannot be accessed by people who live remote from bus routes in rural settlements.
The value of being able to meet the needs of passengers with special needs	6,700 of the trips are by passengers over the age of 75 and 1,400 trips are by disabled people who need special assistance. The commercial costs of meeting the care needs of this group would exceed £25k per annum.	
Political value	The CT project is viewed as an essential part of the transport provision and the bulk of the Council investment relates to concessionary travel.	Mechanisms to draw down funding from the national concessionary travel scheme need to be identified as this is the main transport service in Orkney for the target group.
The value of information, booking and transport co-ordination functions	The transport co-ordination function could not be outsourced for less than £10k. User feedback shows that many users rely on the CT for information about not just transport but health and social services at the destinations.	

Criterion	Valuation	Data source/notes
Value for social work		
The time/cost taken for each person in the population to reach social services	No time savings since the alternative taxi option would have a similar journey time. Users would pay £6k more to travel to social services.	Trip records show the split of trips reimbursed by social work and those where users pay for transport
Saving on consequences of people not being able to live independently	About 50 people would not be able to live independently without the service equivalent to a care cost of over £1.25m	There are 546 members and of these nearly 10% require a greater level of care than is available from any other transport provision
Savings on social work transport provision	Social work save approximately £11k by reimbursing the CT rather than paying for taxis	
Education and youthwork		
Savings on education transport provision	These benefits are covered under public transport as the adult education trips are almost exclusively undertaken by concessionary travellers.	
Value of participating in education	Not measured	
Value of participation in discretionary activities	Not identified	
Employability and training		
Value of employment in CT	There are 13 paid staff	Annual report of CT
Value of training in CT	Staff are all trained in CPC, MiDAS, PATS and First Aid	
Value of access to work	No commuting trips identified in trip records	
Better value transport to employment	None	
Crime prevention/victim support		
Valuing the contribution to lowering crime	Not identified	
Value in crime prevention service delivery	Not identified	
Value of safe transport schemes	Many users of CT live a long way from the main road and would not be able to travel safely without the door to door service.	
Value for Health		
Value of better access to health	Users feel better about themselves due to the scheme which should help with health and well-being	User surveys with comments on wellbeing

Criterion	Valuation	Data source/notes
More cost effective patient transport	At least £5k is saved by the NHS by being able to buy trips from CT rather than taxi companies	The largest proportion of the reimbursable medical trips are for 5 patients travelling to the renal unit in Kirkwall 3 times per week.
Value of improved journey ambience for patients	Assistance from CT staff to help people at each end of the journey is the benefit most appreciated	
Benefits from a wider range of services being available	No benefits identified	
Better efficiency of healthcare delivery	Possible improvements in patient attendance.	CT is perceived to be good patient attendance but this has not been substantiated in Orkney with data.
Value of better health outcomes	4,600 trips per year are on medical related journeys	Health outcomes can be improved with effective high care transport solutions but outcomes not established
Value for sport recreation and leisure		
Value of participation in sport, leisure and cultural activities	Approximately 1200 trips per year are for culture and leisure.	
Value of increased choice of leisure activity	No impact identified - but this is perhaps an area for future expansion as users would like more evening trips to be able to participate in recreational evening events.	
Value of a more active population	Not identified	
Value for community development		
Enabling voluntary and community sector activities	The CT project is an enabler for voluntary action for up to 15 people	Volunteer interviews showing they want to give something back to the community
Enabling participation in a faith based community	No impacts	
Enabling participation in community affairs and self help	The CT runs a growing number of associated activities adding value to the community	
Value of improved safety and a better environment		
Value of reducing the number of at risk car drivers	Some users refer to being able to travel with less stress than driving themselves.	User survey report.

Criterion	Valuation	Data source/notes
Value of reduced emissions	About 14 tonnes of CO2 saved from trip sharing in larger vehicles	Based on average vehicle loadings and assuming that all trips would be made in single use taxis. Average CO2 emissions assumed for DAB vehicles 270 g/km which could be improved on with newer vehicles
Value of reduced accidents	Not measured	
Value of environmental protection projects e.g. beach tidy	No activities identified	

The Value to Markets

12.2 In making the case for the value to markets it is important to note that the main use of this by public authorities will be to support CT where it supports regeneration. In other areas the appraisal should help CT fundraise from the local business community as an essential element in supporting the economy.

Table F2 - The value to business and markets

Criterion	Valuation	Data source/notes
The value to transport markets of the change in travel behaviour		
Induced demand in transport markets	The release of suppressed demand from older and disabled people ensures that the value of the transport economy is larger than would be captured by other options but only marginally.	Surveys show that the £200k per annum spent on CT would probably be spent on taxi trips instead but that people would make fewer trips within this budget.
The impact of CT on overall transport markets	The spend on CT is less than 10% of the transport spend even amongst the members, and less than 0.3% of total transport markets in Orkney so has an insignificant impact on wider transport markets.	
The value to local retailers and other local businesses of additional trade		
Proportion of household expenditure captured locally due to CT	Trips by CT account for about £100k of spending with local retailers in Kirkwall that might otherwise be spent elsewhere.	Some residents who can not get out easily would make more of their purchases by mail order from catalogues.
The value to leisure and recreation businesses		
Proportion of household expenditure captured locally due to CT	Up to £5k of spending on local leisure and recreation services could be dependent on CT trips	Assuming that 50% of leisure trips result in a spend of £5 e.g. at a town hall for an event

Value of having CT option available		
Number of people able to access businesses by CT	Donations from business to the CT indicate their support for the service.	The value of donations from businesses is not available separately.

The Value to People

12.3 The value to people has been the traditional focus of transport economic appraisal and complements the policy mapping and wider economic benefits analysis above.

Table F3 - The value to people

Criterion	Valuation	Data source/notes
Value of travel time		
Average national travel time values from government appraisal	Total value of travel time by passengers is £69k. Induced value of travel time is around £23k per annum.	Non work time of 7.43 pence per minute assumed for all passengers
Operating costs/fares	Approximately £18k of fares are paid by users.	Concessionary fares are excluded
Waiting time	Not identified	
Trip booking time	Not identified	
In addition to valuing the travel of the user add the costs for the carer	About £3.5k would be the cost of providing passenger assistants where users require help.	Based on the number of trips made where a passenger assistant is required in addition to a driver
Value of accessibility		
The value of choice of services available to users	This has not been calculated but users have access to a wider choice and range of shops and facilities than would otherwise be the case.	

Summary of economic analysis

12.4 Orkney Dial a Bus receives a grant of £96k from the Council and has a total turnover of in excess of £200k. Income is partly donations (18%), but largely from providing services for health social work agencies and paid trips for individuals.

12.5 If these services were not available then the direct costs to the local economy would be in excess of £220k per annum largely to public agencies from increased transport costs.

12.6 Key components of value are:

- Savings on taxi services (or contracted bus services) by public authorities at least £160k
- Transport co-ordination and booking management costs at least £10k.
- Savings on taxi services by users of £18k
- Savings on emissions from transport at least 14 tonnes of CO2

- £23k value of travel time benefits directly resulting from the CT operation.

13.0 Annex G – Speyside Community Car Scheme

13.1 The evaluation covers three main areas:

- The value to policy
- The value to the market
- User benefits

The Value to Policy

Table G1 – Policy Evaluation Summary Table

Criterion	Valuation	Data source/notes
Value for public transport		
The value to transport of greater network coverage	25 trips per year connect with bus and rail giving access to public transport from locations where it would be uneconomic to provide regular services	Trip records summary to March 2011 shows trip purpose and destination
If no CT is available the cost of providing transport. Taxis are the closest equivalent to most CT (or for group travel minibus hire – mix of PSV and self-drive).	The cost of providing this transport by taxi would be at least £160k per annum. It is estimated that about a fifth of the vehicle mileage would be suppressed if taxi fares were charged reducing the value of taxi fares to about £130k.	This assumes that all journeys that CT provided would be purchased by taxi. This excludes trips made under contract to education and social work.
The value of being able to meet the needs of passengers with special needs	Most users are fairly frail and are considered to be dependent on a door to door car service	User survey May 2011
Political value	Local Councillors have expressed support for the scheme but the Council seems unsure about its role in a scheme dominated by health trips.	
The value of information, booking and transport co-ordination functions	The booking system is a grapevine of information for up to 50 users and volunteers.	Volunteer survey May 2011
Value for social work		
The time/cost taken for each person in the population to reach social services	There are no regular trips for social services	
Saving on consequences of people not being able to live independently	There are about 270 people who depend on the scheme for some trips and without it some might need to move to live elsewhere – but not necessarily into care so costs are not easy to establish.	The scheme membership matches closely with the estimated number of older and disabled people in the area.
Savings on social work transport provision	Social work do not pay for trips using the scheme.	

Criterion	Valuation	Data source/notes
Education and youthwork		
Savings on education transport provision	No impact	
Value of participating in education	No impact	
Value of participation in discretionary activities	No impact.	
Employability and training		
Value of employment in CT	There are several part time employees totalling about 0.5 person years of employment.	The co-ordinator and telephonists are paid for their work
Value of training in CT	Driver skills training is offered and some staff have first aid.	Survey of volunteers May 2011
Value of access to work	No impact	
Better value transport to employment	No impact	The Council has noted that it would like assistance with transport to help jobseekers but the scheme does not wish to take on such work
Crime prevention/victim support		
Valuing the contribution to lowering crime	No issues identified	
Value in crime prevention service delivery	No issues identified	
Value of safe transport schemes	The door to door service helps up to 270 people make safer trips.	
Value for Health		
Value of better access to health	Users indicate that the viability of living in the area depends on a scheme like this for when they have health problems.	Volunteer and user surveys May 2011
More cost effective patient transport	PTS saves between £15 and £120k per year depending on the availability of PTS volunteer drivers. It is unlikely that volunteer PTS drivers would be available for all trips so costs could be well in excess of £15k to pay for other PTS vehicles and drivers.	NHS does not contribute to the scheme but could still make a saving if it did contribute the £15k needed to support the health trips.
Value of improved journey ambience for patients	Users welcome the personal support on medical trips and the social support on shopping and personal business trips.	Volunteer and user surveys May 2011
Benefits from a wider range of services being available	Choice of hospitals in Elgin, Aberdeen and Inverness as the scheme can transport to any of these .	
Better efficiency of healthcare delivery	Estimated a saving of £1600 on reduced missed appointments	2009 social audit report for the scheme

Criterion	Valuation	Data source/notes
Value of better health outcomes	None identified.	
Value for sport recreation and leisure		
Value of participation in sport, leisure and cultural activities	Approximately 56 users indicate that they would not have accessed leisure activities without the scheme	Based on user survey of May 2011 showing that only a third of current leisure trips would continue.
Value of increased choice of leisure activity	Up to 300 people to participate in more leisure activities including events run by the CT	
Value of a more active population	Up to 100 of the users would face deterioration of their health if they could not stay active due to the scheme	User survey May 2011
Value for community development		
Enabling voluntary and community sector activities	33 volunteers regularly assist the scheme. The scheme offers an opportunity for people to give something back to the community	Volunteer survey May 2011
Enabling participation in a faith based community	There are a few users who are able to make regular faith based trips	These trips are included in the scheme because it has been identified that no other option is possible.
Enabling participation in community affairs and self help	All drivers find that the scheme is a good way to contribute without being unduly onerous. Key to the success with volunteers is ensuring that there is never any coercion to drive.	Volunteer survey 2011
Value of improved safety and a better environment		
Value of reducing the number of at risk car drivers	Users report that the existence of the scheme has made them less likely to try to continue to drive as they get older and less able.	User survey May 2011
Value of reduced emissions	Taxis are estimated to have slightly more dead mileage than CT, but there would also be trip suppression due to higher costs so there is no significant net impact identified.	Trip records from diary with driver details and locations of local taxi operators
Value of reduced accidents	No impact	Assumes accident rates in taxis and volunteer cars are equivalent
Value of environmental protection projects e.g. beach tidy	None identified.	

The Value to Markets

13.2 Value to markets is important to understand within public authorities to help identify where CT supports regeneration or business competitiveness by affecting

the spatial pattern of economic linkages. The value to markets is sometimes referred to as "wider economic benefits" in transport appraisal.

13.3 Outside public authorities, understanding the value to the local business community is an essential element of fundraising by partners within local economies.

Table G2 - The value to business and markets

Criterion	Valuation	Data source/notes
The value to transport markets of the change in travel behaviour		
Induced demand in transport markets	Social business created with £25k turnover	CT accounts and trip records
The impact of CT on overall transport markets	Turnover on CT is less than 0.1% of total household expenditure on transport, so has a negligible effect on other operators e.g. taxi.	
The value to local retailers and other local businesses of additional trade		
Proportion of household expenditure captured locally due to CT	Trips ensure that an additional £5k is spent with local retailers	Approximately 420 additional local shopping journeys per year and an assumed spend of £10 for each trip
The value to leisure and recreation businesses		
Proportion of household expenditure captured locally due to CT	Up to £500 extra will have been spent on local leisure activities by scheme users	From 168 additional leisure trips per year
Value of having CT option available		
Number of people able to access businesses by CT	Local businesses donate to the scheme demonstrating that they value the scheme but total donations are less than £3000	CT accounts and interviews with volunteers in May 2011

The Value to People

13.4 The value to people has been the traditional focus of transport economic appraisal and complements the policy mapping and wider economic benefits analysis above.

Table G3 - The value to people

Criterion	Valuation	Data source/notes
Value of travel time		
Average national travel time values from government appraisal	The value of time associated with travel using CT is approximately £335k per annum. Approximately £42k of this value is induced by the CT.	Assuming an average speed of 60 kph the total passenger miles travelled factored by the value of time on rural roads. The value of induced travel uses the rule of a half.
Operating costs/fares	CT fare costs of £6k save passengers at least £14k per annum compared with taxi fares.	Fares would be much higher using a taxi for trips that were not suppressed. Taxi fares are typically four times the CT fares
Waiting time	Not significant	

Criterion	Valuation	Data source/notes
Trip booking time	Not significant	
In addition to valuing the travel of the user add the costs for the carer	There are no trips with assistants	
Value of accessibility		
The value of choice of services available to users	This is not quantified but people with low mobility identify gains from an ability to travel and to reach shops and services that they choose.	User survey May 2011

Summary of economic analysis

13.5 Speyside Community Car Scheme received about £8k in public funding from the Council towards the costs of subsidising car journeys. About 50% of the journeys are for medical needs but these account for three quarters of the mileage travelled and subsidy since many are journeys to hospital in Aberdeen and Inverness.

13.6 If these services were not available then the direct costs to the local economy would be in excess of £150k per annum plus secondary effects from depopulation of older residents with consequential loss of business by local traders, and reduced community capacity.

13.7 Key components of value are:

- Savings on Patient Transport by the NHS of between £15 and £120k
- Savings on taxi services by users at least £6k
- Transport business growth £25k
- £42k value of travel time benefits directly resulting from the CT operation.

14.0 Annex H – Tagsa Uibhist Economic Evaluation

14.1 The evaluation covers three main areas:

- The value to policy
- The value to the market
- User benefits

The Value to Policy

Table H1 – Policy Evaluation Summary Table

Criterion	Valuation	Data source/notes
Value for public transport		
The value to transport of greater network coverage	Not a core market for the CT but some trips connect with air and ferry as a better value alternative to taxi	Tagsa Uibhist trip records show only medical trips connecting with air services in the audit month of January 2011
If no CT is available the cost of providing transport. Taxis are the closest equivalent to most CT (or for group travel minibus hire – mix of PSV and self-drive).	The cost of providing all of this transport by taxi would be at least £60k per annum. The minimum value of taxi fares that would be purchased would be £15k	This assumes that user transport budgets stay the same for people on marginal incomes and the frequency of shopper journeys would fall. This excludes trips made under contract to education and social work.
The value of being able to meet the needs of passengers with special needs	There are about 48 regular users who have a disability that would preclude them from using public transport. This is just over 1% of the total population so could be valued at 1% of the prevailing public transport supported services budget – which is currently under review.	A survey of users shows that 34% of CT users are disabled and need special assistance.
Political value	Local politicians regularly praise the work of Tagsa Uibhist as a key provider of social services in Uist.	Letters of support by MSPs
The value of information, booking and transport co-ordination functions	Management costs to organise the shared taxi trips are not included and would be at least £10k per annum if purchased from a local provider. The value of the information and co-ordination services saves single use taxi trips which would otherwise cost in excess of £100k per year	Tagsa Uibhist survey of users and trip data shows that many trips would be suppressed if co-ordinating bookings were not available. The estimate assumes that a third of the trips would still be made in single use taxis.

Value for social work		
The time/cost taken for each person in the population to reach social services	Users pay for transport to care services. Total fares are about £6k per annum towards transport costs	Social work trips have an average distance of 13 miles and are charged at £0.80 per mile
Saving on consequences of people not being able to live independently	Currently up to 60 people could find they were unable to live independently without the CT services. This number will grow. With an ageing population to 2021 and population growth from inward migration amongst people aged 50+ independent living for up to a quarter of the population may depend on suitable CT by 2021.	Research by Catherine McDiarmid on support needs of older and vulnerable people.
Savings on social work transport provision	Social work costs not known.	
Education and youthwork		
Savings on education transport provision	CT tender for school contracts increasing competition and helping to keep costs down. Total saving relative to alternatives on current contracts will be less than £5k.	Turnover of school transport contracts is currently £15k.
Value of participating in education	None identified	
Value of participation in discretionary activities	Support for discretionary activities not identified.	
Employability and training		
Value of employment in CT	There are 40 staff in total but a maximum of about 20 of these will be working on transport at any one time.	Transport and non transport activities have grown in parallel so the value of the transport services affects the capability in other sectors.
Value of training in CT	All staff have training plans. Drivers and assistants have CPC, MiDAS and PATS and all staff have First Aid.	Staff training records
Value of access to work	None identified	
Better value transport to employment	None identified	
Crime prevention/victim support		
Valuing the contribution to lowering crime	No issues identified	
Value in crime prevention service delivery	No issues identified	
Value of safe transport schemes	The door to door service for up to 50 vulnerable people is important for their safety.	

Value for Health		
Value of better access to health	Costs are typically less than a quarter of taxi fares saving users a total of about £2k per annum.	User costs for using community transport are not reimbursed by hospitals
More cost effective patient transport	No services currently provided under contract to the PTS	
Value of improved journey ambience for patients	No benefits identified	
Benefits from a wider range of services being available	Some assistance provided for people collecting prescriptions.	
Better efficiency of healthcare delivery	Some people might have difficulty accessing hospital appointments without the service.	
Value of better health outcomes	None identified.	
Value for sport recreation and leisure		
Value of participation in sport, leisure and cultural activities	None identified	
Value of increased choice of leisure activity	Ability of older people to participate in increased choice of activities including events run by the CT	Research by Catherine McDiarmid on support provided for older people
Value of a more active population	Not established.	
Value for community development		
Enabling voluntary and community sector activities	95 people making use of the services would have their choices curtailed if the service was not running	
Enabling participation in a faith based community	No trips identified	
Enabling participation in community affairs and self help	The related handyman service has over 170 people relying on is support	
Value of improved safety and a better environment		
Value of reducing the number of at risk car drivers	Not established	
Value of reduced emissions	Approximately 4 tonnes of CO2 saved per annum plus savings on NOX and other emissions dependent on the characteristics of the alternative vehicles used.	Tagsa Uibhist survey of users and trip data shows that a third of optional and all essential trips would still be made in single use taxis resulting in greater emissions than the shared vehicle option.
Value of reduced accidents	Not measured	See above

Value of environmental protection projects e.g. beach tidy	None identified.	

The Value to Markets

14.2 Value to markets is important to understand within public authorities to help identify where CT supports regeneration or business competitiveness by affecting the spatial pattern of economic linkages. The value to markets is sometimes referred to as "wider economic benefits" in transport appraisal.

14.3 Outside public authorities, understanding the value to the local business community is an essential element of fundraising by partners within local economies.

Table H2 - The value to business and markets

Criterion	Valuation	Data source/notes
The value to transport markets of the change in travel behaviour		
Induced demand in transport markets	Social business turnover of approximately £10k generated	Additional shopper and group travel trips account for the bulk of the induced travel.
The impact of CT on overall transport markets	Turnover on CT is 0.4% of total household expenditure on transport, so has a negligible effect on other parts of the transport economy.	
The value to local retailers and other local businesses of additional trade		
Proportion of household expenditure captured locally due to CT	£15k spent with local retailers	Approximately 1500 additional local shopping journeys and an assumed spend of £10 for each trip
The value to leisure and recreation businesses		
Proportion of household expenditure captured locally due to CT	Not identified	
Value of having CT option available		
Number of people able to access businesses by CT	Approximately 1% of the retail catchment population are dependent on CT for access	No evidence from local businesses about how they value the CT service

The Value to People

14.4 The value to people has been the traditional focus of transport economic appraisal and complements the policy mapping and wider economic benefits analysis above.

Table H3 - The value to people

Criterion	Valuation	Data source/notes
Value of travel time		
Average national travel time values from government appraisal	The value of time associated with travel using CT is approximately £1.5 million per annum. Approximately £0.25m of this value is induced by the CT.	Assuming an average speed of 50 kph the total passenger miles travelled factored by the value of time. If the CT were not to operate travel times are assumed to be similar for most trips but and a proportion of trips would be suppressed.
Operating costs/fares	CT fare costs of £10k save passengers at least £10k per annum.	Fares would be much higher using a taxi for trips that were not suppressed. Taxi fares are typically four times the CT fares
Waiting time	Not significant	In this remote area most travel is scheduled so wait times are assumed to be similar for all modes
Trip booking time	Not significant	
In addition to valuing the travel of the user add the costs for the carer	Approximately £9k for carer costs	Based on number of miles travelled with a carer on board costing £9.50 per hour.
Value of accessibility		
The value of choice of services available to users	Choice is limited on the islands so not significant	

Summary of economic analysis

14.5 Tagsa Uibhist receives about £70k from the Council towards the costs of running: dial-a-bus, group hire, student hire, crèche hire, and shopper services. In addition school bus services are run under contract generating about £15k.

14.6 If these services were not available then the direct costs to the local economy would be in excess of £200k per annum and the secondary effects of depopulation, loss of business by local traders and adverse impacts on quality of life for many people would have long term effects significantly in excess of this.

14.7 Key components of value are:

- Savings on taxi services (or contracted bus services) by public authorities at least £60k
- Transport co-ordination and booking management costs of at least £10k or additional transport costs of over £100k.
- Savings on taxi services by users at least £10k

- Savings on emissions from transport at least 4 tonnes of CO2
- Transport business growth £10k
- £250k value of travel time benefits directly resulting from the CT operation.