

## APPENDIX C

### Interviewees and prompts

APL Travel	Alan Legge
Calne Community Transport	Ruby Cleverly & two committee members
Calne Link Scheme	Avril Mays
Calne Taxis	Ian Whitehouse
Carsharewiltshire.com	Bill Prendergast
Connect to Wiltshire – Calne	Tim Reynolds
D B Taxis	Dave Britten
Devizes Taxis	David Ascough
Hatts Travel	Adrian Hillier
Paul's Cars	Paul Kennedy
Social Services Transport	Jason Salter
Whitehorse Cars	Mr & Mrs Bright
Wiltshire Community Transport	Liam Tatton-Bennett
Wiltshire County Council	Ian White



# The Go-between Project

Matching transport provision to local needs

## Background for interviews with local transport operators and providers

We have arranged a programme of interviews with representatives from most of the transport providers relevant to the Calne area as part of our Go-between Project.

As the name of the project implies, we are investigating whether there is a greater role for a community partnership with local transport providers in the Calne area. With the goodwill of trained volunteers and professional advice CAT is developing methods to understand the detailed unmet travel demands of local residents. This is an activity that most operators recognise as important but do not have the resources to commit to such investigations.

However, to effectively meet local travel demands we need to develop a dialogue with local operators to know what services they operate and the extent to which spare capacity may be available at given times of the day and days of the week to selected destinations.

## Feasibility study

With a better understanding of local travel demands together with an overview of available transport services, our intention is to establish a business case to set up an on-going local travel brokerage service run by the local community which will support local operators.

Part of CAT's Go-Between Project may be to establish a Travel Centre (or Travel Hub) in Calne where residents can seek travel information, arrange transport services, set up and promote appropriate transport services.

With regard to your business, we should like to talk with you about the following topics:

- Present size of your operation: number and type of vehicles, number of drivers, hours of operation and range of places served and regular pattern of operation.
- Core contracts and activities important to the future of your business. The way links with the local community is already an important part of developing new business opportunities.
- Opportunities and threats such as availability of drivers, maintenance services, changes in public policies that may be undermining the commercial basis of current services, impact of rising fuel costs, insurance etc.
- Peak and off peak demand: whether there are periods when spare capacity could be used for other services.
- Advantages/disadvantages of a Go-between Project: are there current or new marketing initiatives that the Go between Project could assist you with for instance through their website ([www.gocalne.org.uk](http://www.gocalne.org.uk)), newsletter, transport stalls and events? What additional activities could a community led organization assist in supporting your transport business?
- If CAT could support and generate business for you, are there ways you would be willing to help with their running costs, perhaps in the form of an annual subscription?

- Do you have any objections or concerns to CAT taking the initiative to set up a transport advice and brokerage service for its local community?

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