

IDEAS AND POSSIBILITIES FOR THE FUTURE

Ideas arose during the course of individual interviews but were not tested with other interviewees.

Category	Operator	Advantages and value of a Go-between Project	Support for CAT
Bus & Coach operation	A	If CAT could supply a volunteer or self employed person willing to be trained as PSV driver by coach operator, CAT could be impartial agent for a coach available between school times/down times at 20% off normal rates. Need about 10 – 14 days notice. Operator would have overall responsibility. Need to establish standards. Could advertise work to all operators at a fixed rate on a first come first served basis. Work with TIC to run community transport?	Supportive and encouraging. Good idea in principle. Need to work with mutual community interests.
		CAR CLUB: CAT could organise a community share-car club, or minibus club. Ideal for young people (over 25 with clean licence) that don't want to own a car, household who cant afford, or rarely uses second car. Use good second hand vehicles with 5 years' life. Operator offered to source, insure, maintain. CAT to arrange "reserved car parking spaces" at central points e.g. near town hall, supermarket. Rates could be fixed cost + 8% profit margin. 6 monthly subscription. Real time tracking system. Smart card key?	"A subscription to CAT would be no different to paying Traveline".
		Sees a need for group travel. Sees the market. CAT's door to door marketing would have helped support an unsuccessful village shopper bus initiative designed to complement C2W.	
	B	Values dialogue with community and feedback from users. Help with dialogue with statutory bodies and more say in how to respond to market. Lobby for proper recompense for concessionary fares.	A subsidy could be justified if CAT could offer information to the public: "people cant read timetables".
C	An opportunity for a broker to bring commercial and community transport together. Generates business. Strengthens funding applications for service proposals.	It "fits in with WCC as long as the case is strong enough"	

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Lincenced Taxi & Private Hire	A	Dialogue and mutual promotion welcomed. Commercial website expensive. Local community (passengers) could lobby for a taxi rank outside Sainsbury's and Somerfield's with telephone access. If a wheelchair accessible vehicle were made available would either lease it or pass on work.	Supportive of CAT organising groups as 3rd party. Could advertise CAT's website on the taxis (normally charged)
	B	Welcomed an organisation that helps dialogue with the community "our customers". Could create regular routes. Biggest advantage; door-to-door service for all. Useful to know where to get all types of travel information. Brokerage could bring the operator more work such as late night return from Chippenham might be booked in advance and evening group travel for Calne's clubs and societies. Would work out a price for regulars which could allow for some wastage e.g. £4.50. "We can all help each other." Often hear that bus didn't run from certain villages. Lobby for a decent place to wait. Propose a taxi sign with all the taxi numbers on it – flashing light when taxi required?	Supportive but need to get something out of it e.g. advertise their number. Collectively transport providers should be supportive. "Got to be good for the town - Calne is a very rural area"
	C	Empty running on airport runs is an issue: No system for "back loading". The project could act as Calne broker and would need to set standards. "If the provider proved unreliable, the broker would soon know." If it worked out operator would share a lower charge.	Operator prepared to pay annual subscription if it could be justified.
		Promotion welcomed. Links to CAT's website. A transport booklet household drop off - paid for by advertising.	Need full cooperation of existing taxi businesses.

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		Fare for shared shopping trips of 5 could be as little £1/passenger. If local businesses supported it, they would be able to see for themselves how successful it was. Interested in leasing a community owned wheel chair accessible vehicle. "It would benefit everyone". Brokerage could help justify a second vehicle.	
	D	CAT might be the right people to deal with for ideas since they are the very people you are trying to serve "whatever you think is best for Calne" but needs to make business sense.	Supportive if everyone on "a level playing field"
		Leasing a wheelchair accessible vehicle could be practical but insurance might be an issue. CAT could offer cheap offers at off peak times. Would offer reduced rates for sharing taxi.	CAT would help with word of mouth promotion.
		A hub would be welcomed. Perhaps supermarkets could store/loan supply of baby seats for taxi operators?	
		Mutual promotion through booklet and website welcomed.	
	E	A central presence is the way forward for taxi sharing. People would be encouraged to book in advance – permits advance planning. If every provider bought into the "office" the cost would be spread. Needs to sell rail tickets. Consider contributing.	Wants to "serve the needs of the local community"
		Brokerage would level the fares for all taxi providers. Would result in a more effective taxi business.	
Voluntary transport	Calne Community Transport	No scope within current workload and the service is sensitive to special needs of passengers and clientele. But would welcome assistance with fund-raising, wider support and awareness of what they do (such as CAT's free newsletter or on GoCalne website). Might attract more volunteers, administrative assistance is sought for example.	But areas where CAT considered help and support they would certainly consider it

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	Calne Link	No scope with offering services to Go-between. No spare resources or capacity. Needs more volunteers to meet increasing demand. Welcomed promotion "A lot of people still don't know about Link." Could also help with encouraging volunteers to come forward. Also welcomed strategic dialogue with WCC and PCT offered by Go-between which could explain level of unmet needs found in Calne area, "something must be done". Strengthens partnerships e.g. Wiltshire & Swindon User Network.	At first considered that the project did not apply. Go-between project act as a forum.
		Would welcome a system or place which offered public information or waiting facilities. A volunteer could wait at pick up point with client for mainline bus, RUH Hopper or group travel in minibus or shared car - particularly for the more able bodied. "Any service providing transport to hospital would provide more capacity and ease the pressure on Link."	Interested in CAT managing a wheel chair accessible vehicle.
	Wiltshire & Swindon Community Transport	Set up commercial relationships/creating the links which could be mutually helpful. But devil is in the detail – how to build on these links? The number of provider interviews shows that there is potential. Will need a skilled co-ordinator as well as administrator to work with variety of volunteers who can engage with transport and community groups.	Supportive "but where will the money come from for the project?"
		Thinks there are a lot of minibuses not utilised to the full. Opportunity to investigate mini bus brokerage including local authority owned minibuses.	2008-9 should be a period of taking stock of what has worked and what has not and then address the need.
		Taxi unit cost and community transport could be the same - need to be aware of undermining commercial operations.	

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WCC	CarshareWiltshire.com	<p>CAT could run a transport club combining social gatherings and events which break down barriers with practical business of car sharing/car hiring. Transport Clubs should be rewarded in the same way volunteers are rewarded – occasional social gathering for lunch. "Schools have used post code coffee mornings". Not known how well it works. Proposals could be built into S.106 Agreements from local developments. For example £100,000 spent over three years for a particular initiative.</p>	<p>Very encouraging. CAT should also be the transport arm of Calne Town Council.</p>
		<p>Car Clubs are a useful tool to reduce demand for car parking spaces. Can (and does) form part of Housing Association developments.</p>	
	WCC/Social Transport	<p>CAT could encourage volunteer drivers to come forward. Minibuses and contract taxis are underused - could be offered more widely if passing a potential customer's door. "Where there are spare seats going to a Day Centre, there is no reason why they could not be purchased by others". Appreciates working in partnership and happy to explore this idea. "It's free to WCC - why not?" Small fee. Admin might be "horrendous". WCC would need to flag up the journey by e-mail and number of seats available. CAT would deal with the bookings and collecting fares. Would only want to do business with Calne Hub /CAT agent, not with each client. But not enthusiastic about large disabled-access vehicles "standing around" waiting to be leased from CAT. Happy to leaflet or signpost about CAT's transport initiative</p>	<p>Good idea in principle. Needs further consideration before committing to a subscription.</p>