

# **GLOUCESTER DIAL-A-RIDE**

FEASIBILITY STUDY FINAL REPORT –

WEEKEND SERVICE FOR  
GLOUCESTER DIAL-A-RIDE  
(February to November 2004)

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FEASIBILITY STUDY FINAL REPORT  
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## **SECTION 1**

### **EXECUTIVE SUMMARY**

## EXECUTIVE SUMMARY

The overall aim of the project was **'To better meet the health and social needs of Gloucester residents, who are unable to use public transport, by investigating and implementing a weekend service.'**

This aim was to be achieved by pursuing the following objectives –

- To assess and identify the demand for door-to-door transport at weekends
- To create access opportunities not currently available
- To develop demand to make the service sustainable

### **What has taken place to achieve the above?**

1. Survey was distributed; returned; results analysed; other consultation undertaken and report written
2. Saturday service was implemented from 5 June 2004
3. Travel now available in Gloucester and to other parts of Gloucestershire at a new time
4. Structured marketing campaign has taken place using a variety of distribution methods

### **What differences has this made?**

1. It has created access to activities not previously available
2. The service has been developed based on peoples needs and wants
3. Improved social inclusion – 72 members and 16 carers have used the service, making 388 trips in 13 weeks
4. Increased activity for the Gloucester Dial-a-Ride organisation due to the additional services and awareness
5. Significant increase in new members registering and using the Dial-a-Ride services
6. Improved public profile and changing membership demographics by reaching new sections of the Gloucester community
7. Generating additional income for the local economy

### **Conclusion and recommendations**

The project has met its initial aims and objectives.

The key issues now are to –

- Work closely with the local community to develop and maintain services that meet a broad range of needs
- Work on ensuring the sustainability of the Saturday service

The following report gives a detailed analysis of the work undertaken during the study, what impact it has had and future prospects.

**SECTION 2**  
**MAIN REPORT**

# MAIN REPORT

The overall aim of the project was **'To better meet the health and social needs of Gloucester residents, who are unable to use public transport, by investigating and implementing a weekend service.'**

## **OBJECTIVE 1 - ASSESSMENT AND IDENTIFICATION**

The assessment and identification into additional services began in February 2004 when a survey was distributed to existing (510) and potential passengers (90 – groups and individuals). Of these 258 were completed and returned - a healthy response rate of 43%. This survey extended the work done in 2001 (138 responses were received), which had identified weekend services as a popular potential development, and focused on two key areas - satisfaction levels and development wishes, with the latter seeking to determine the likely level of demand for the service to operate at additional times.

Section 3 of this report includes the original survey and subsequent report.

## **OBJECTIVE 2 - CREATING ACCESS OPPORTUNITIES**

The key development point identified from that report for this project was that 84 people wanted a Saturday service running between 9am and 5pm, primarily for shopping and social activities. In response to this customer led demand Gloucester Dial-a-Ride started a twice monthly Saturday service in Gloucester from 5<sup>th</sup> June 2004, creating access opportunities not previously available. Since that date Saturday demand has been growing and changes have also been made from passenger and organisational feedback, including –

1. Running 'out of city' trips every Saturday the service is operating
2. Providing regular office support on a Saturday for the drivers

Progress since launch to end November 2004 has been very encouraging, with already 72 members and 16 carers using the Saturday service.

Clearly this new service is already making a difference to the lives of a number of socially excluded residents. It is giving current and new members a choice – activities are now accessible at weekends to them. Feedback from the passengers has been (and continues to be) reviewed and implemented as above. It has also meant that additional services, eg same day bookings and evening transport, are currently being piloted to assess their viability for the future.

Section 4 – Usage and Feedback – gives more details.

### **OBJECTIVE 3 - DEVELOPING DEMAND AND SUSTAINABILITY**

The marketing plan that has been undertaken is developing demand for the Saturday service, as well as Monday to Friday. Since this activity began in June 2004, 216 membership forms have been requested and in the same time 149 new people have joined Gloucester Dial-a-Ride as members, with 100 actually using the service. This clearly demonstrates that there are new people who can benefit from this door-to-door service when awareness is created.

The marketing communication has been done in the following ways -

- Newspaper : Radio : Talks and presentations : Networking
- Displays and adverts : Posters and flyers : Reports

A full breakdown is in Section 5 – Marketing Activity and Impact.

The Impact analysis shows what the increased exposure has meant in terms of volume and type of demand. Additionally the campaign has sought to create greater awareness of the service amongst people of all ages and communities. The effect of this is shown on the Equal Opportunities Comparison which compares the demographics of Gloucester Dial-a-Ride passengers in 2004 with both the Saturday service and New member groups. The figures are particularly interesting in a) the 'New member' profiling for age and gender and b) 'Saturday passengers' for age, initially suggesting younger people do not need and / or want a Saturday service.

It is encouraging to see that advances are already being made but it is acknowledged that further significant work needs to be undertaken to continue creating a service that is genuinely open and relevant to all. The latter may be the reason for no uptake by younger disabled people to date.

Creating equality of access will be one of the organisation's key objectives in the next 3 years and pursuing this approach will enable the organisation to become more sustainable in the long term. To encourage this Gloucester Dial-a-Ride needs to keep networking with groups and individuals supporting younger disabled people and the BME communities.

To help maintain the work done to date this report will be distributed to a number of community groups in Gloucester and existing Gloucester Dial-a-Ride funders. It will also be made available to other Dial-a-Ride organisations in Gloucestershire; the Community Transport Gloucestershire forum and selected national Dial-a-Ride organisations. It will also be available on the Gloucester Dial-a-Ride website ([www.gloucesterdialaride.org.uk](http://www.gloucesterdialaride.org.uk)).

In addition to generating demand for the service from marketing activities it was recognised from feedback that trips around Gloucestershire should form part of the 'Saturday service' and as mentioned earlier trips 'out of city' have taken place and they have proved immensely popular. Trips have already been run to Tewkesbury (4); Cheltenham (1); Newent (2); Hazelfield Garden Centre (1) plus a 'Historic Gloucester Tour' with guide. Plans are now to regularly run one bus 'in Gloucester' and one bus 'out of Gloucester' due to demand.

Due to the interest in 'additional services' an evening to the theatre was organised in November. This promotion encouraged 20 members to venture out and enjoy 'Songs from the Shows' at the New Olympus theatre in Gloucester.

A calendar of destinations will be produced for 2005/06 and will be directed by passengers' wishes. This 'out of city' service clearly helps with the sustainability of the service due to current demand.

### **SUMMARY AND FUTURE PROSPECTS**

The Gloucester Dial-a-Ride service has been operating successfully since March 1986, running a Monday to Friday service, and the above report demonstrates the positive impact of this new Saturday project.

The financial profile of the Saturday service to date compares favourably with an analysis of the current core service costs. For example the fare / expenditure ratio is 28.35% for the Saturday service against 25.70% for the Monday to Friday service. (Full details are contained in Section 6.) This demonstrates that subject to ongoing fundraising such a service is viable and highlights how offering a customer led service can improve its sustainability.

To date future funding has been secured from Barnwood House Trust (£4,956) and Gloucestershire County Council (£6,000). This allows the service to be maintained and developed until early 2006 at least. Beyond that Gloucester Dial-a-Ride's organisational and operational review in Quarter 2 of 2005 will consider the long term future of the Saturday service and how it can be sustained, for example, by considering commercial advertising. It will also be crucial for Gloucester Dial-a-Ride to address the following challenges –

- Reaching out to the people who could really benefit from a door-to-door service
- Ensuring the service meets and continues to meet peoples needs
- Adapting to a changing environment and ensuring the organisation has sufficient capacity to do so
- Maintaining and developing its public image with the support of local media and other relevant parties
- Investigating partnership opportunities with other community and / or commercial transport providers

Signed.....

Date .....



## **SECTION 3**

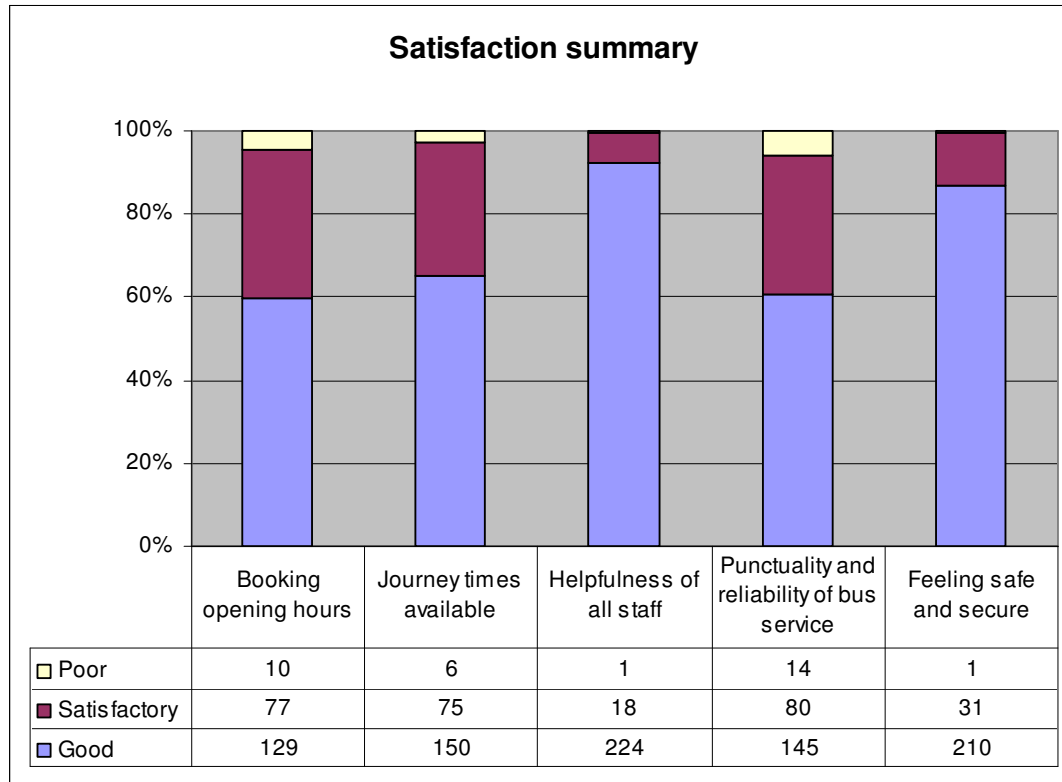
### **SURVEY REPORT AND QUESTIONNAIRE**

## GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

The following is a summary of the passenger survey issued in February 2004 to existing and potential passengers. Of 550 surveys issued 258 have been completed and returned - a healthy response rate of 47%. The survey extended the work done in 2001 and focused on two key areas - satisfaction levels and development wishes.

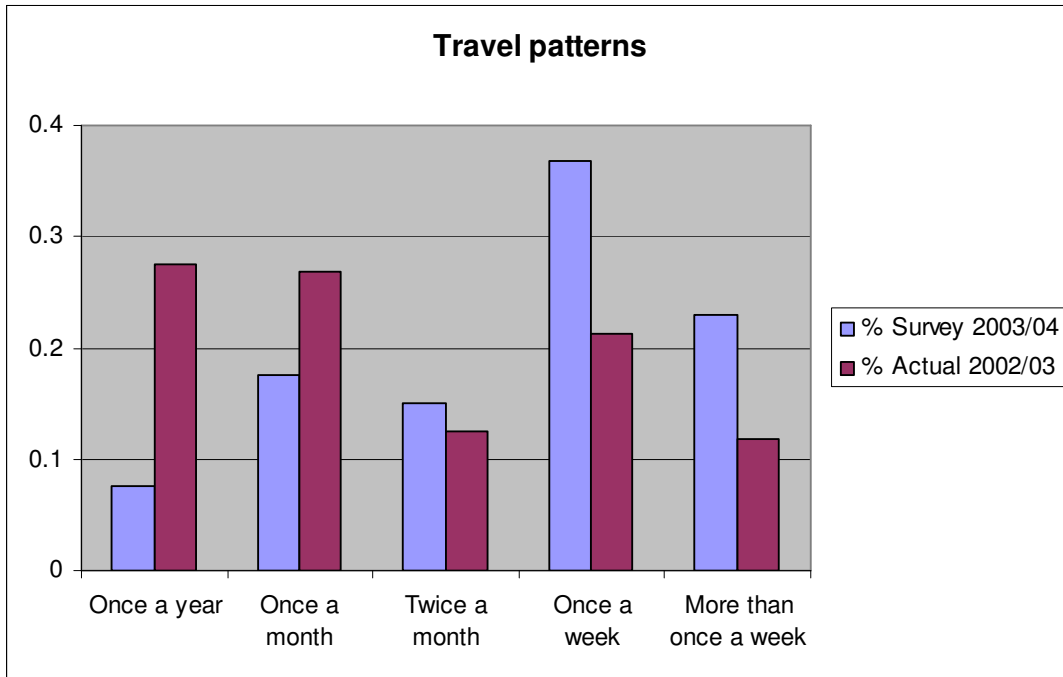
### 1] SERVICE SATISFACTION ANALYSIS

The passengers responding are generally very happy with the service being provided. The following chart provides a summary of responses –



To assess the validity of the satisfaction replies the rest of section 1 of the survey focused on how often the respondents travel with Dial-a-Ride and whether they would like to travel more. The 'Travel pattern' chart shows that those replying are those who travel with Gloucester Dial-a-Ride on a regular basis. This fact needs to be appreciated when assessing the results obtained.

## GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT



One disappointing feature of the survey has been the limited response from groups who support people with disabilities. Further feedback is currently being sought from them as it is crucial that Gloucester Dial-a-Ride obtains input from people who do not use the service to help guide its future development.

Confirmation that Gloucester Dial-a-Ride is doing things right for existing users is that 67% would like to travel more often. Ill health seems to prevent them doing so. The most popular changes that the 33% of people who do not wish to travel more often want are - 1) Scheduled services and 2) Less time spent on the bus.

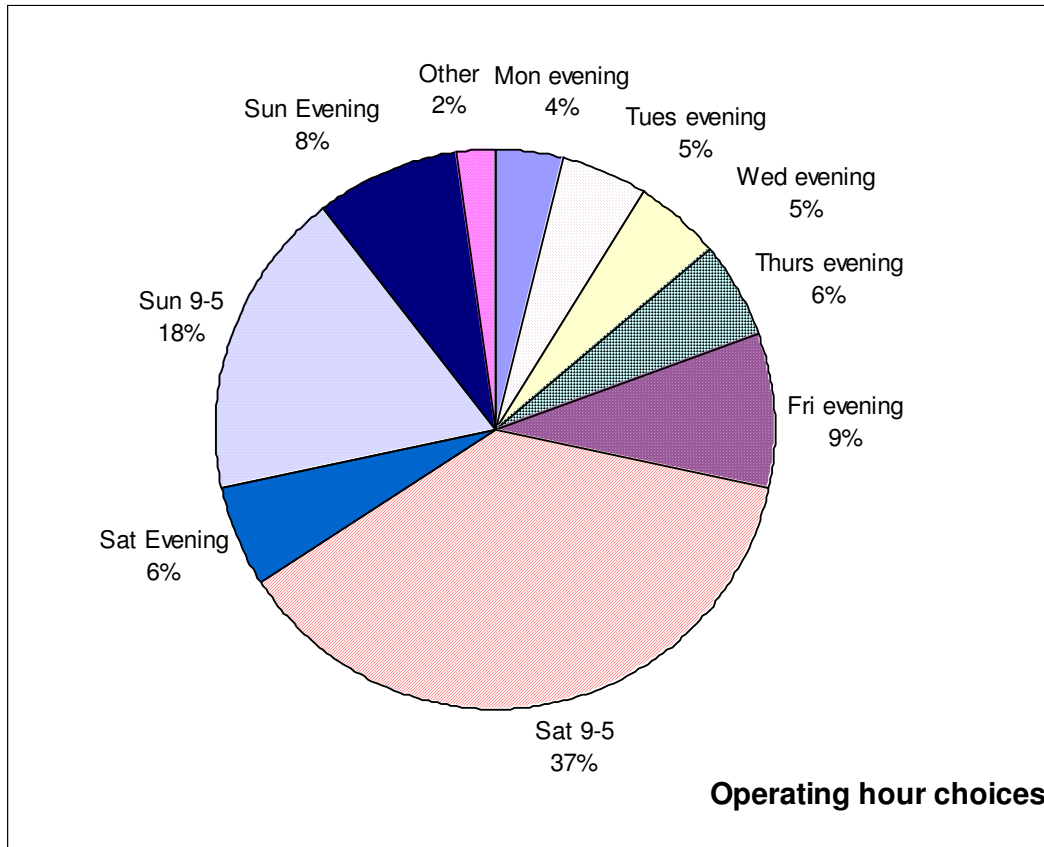
### **2] SERVICE DEVELOPMENT ANALYSIS**

The following looks at service development through operating hours, booking methods, travel opportunities and publicity methods.

The survey asked people to indicate if they wanted Dial-a-Ride to operate at weekends and / or in the evenings. 51% of people responding are happy with the hours currently offered but it does mean that nearly half of existing respondents want something else. New hours could also attract potential passengers, ie those only needing to travel at weekends. This will become clearer from the additional consultation work and the 'Saturday Service' feasibility study.

## GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

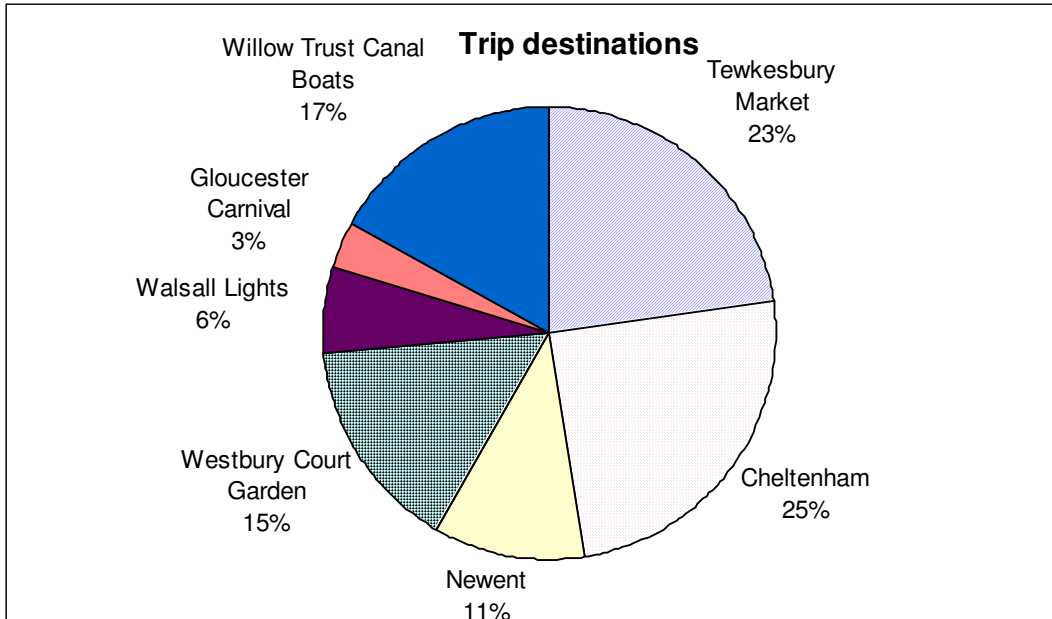
The following chart shows what choices were made by those who want the service to operate at additional times –



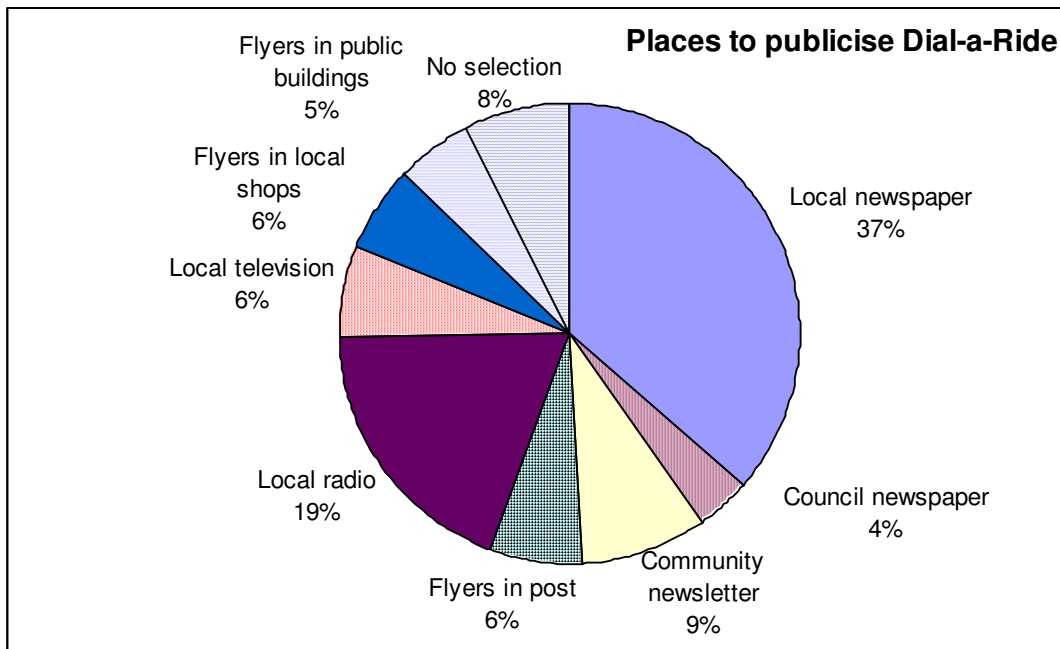
The survey then asked passengers if they would like to book in another way - only 8% of respondents would like anything other than phone contact. The most popular change would be to allow bookings by post. This result very much reflects the fact that with 75% of current passengers being over 75 years of age they prefer not to use the newer technologies of mobile phones or e-mail. As Gloucester Dial-a-Ride creates a broader membership base this may well change.

On the other hand over 60% of passengers would like more trips organised (ie outside the normal service area). The most popular choices are detailed in the 'Trip destinations' chart –

## GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT



The results indicate that this is an area that needs consideration when looking to improve the sustainability of Gloucester Dial-a-Ride. Finally in the development section, passengers were asked where they thought the best place to promote Dial-a-Ride is. The results do show that a variety of methods need to be employed –



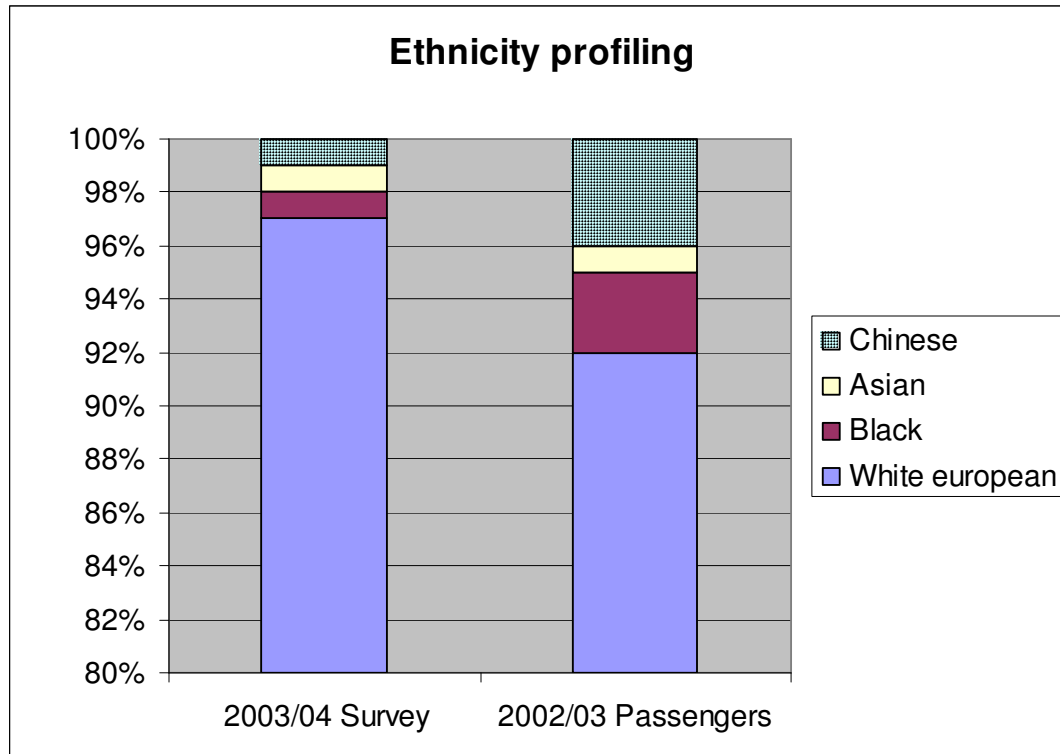
The marketing plan for the next 12 months will use a number of these methods and assess which have most impact.

## GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

### 3] PASSENGER PROFILE

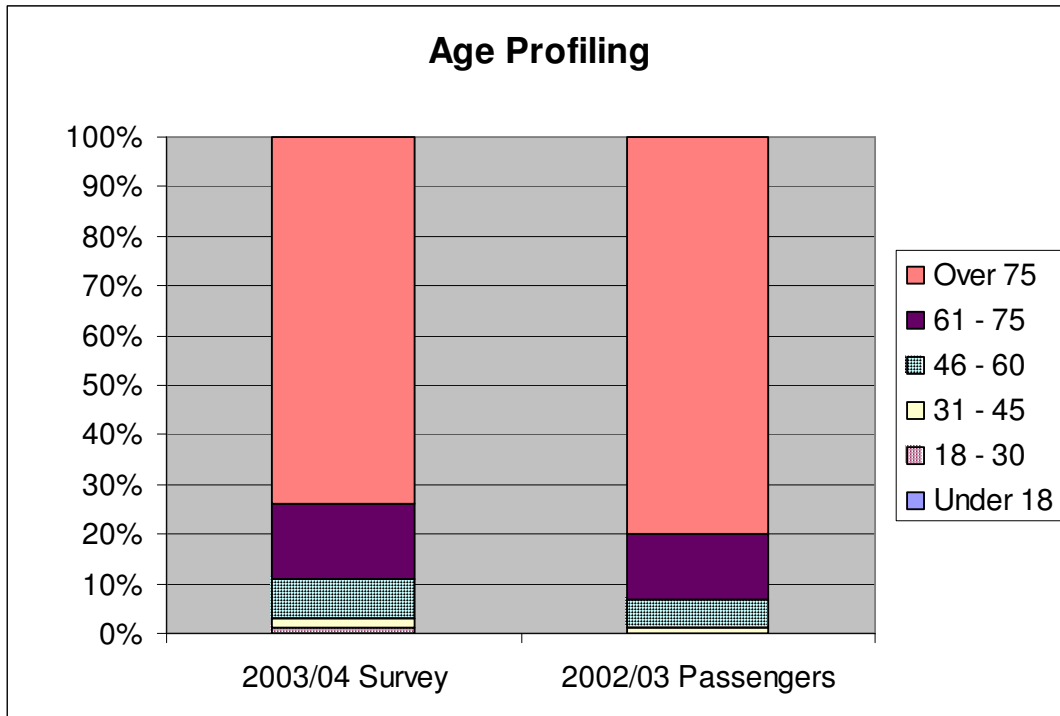
This final section allows us to analyse who Gloucester Dial-a-Ride is currently catering for and where any change in emphasis is needed.

The following two charts provide a comparison of those responding to the survey in 2003/04 and the members actually using Gloucester Dial-a-Ride in 2002/03.

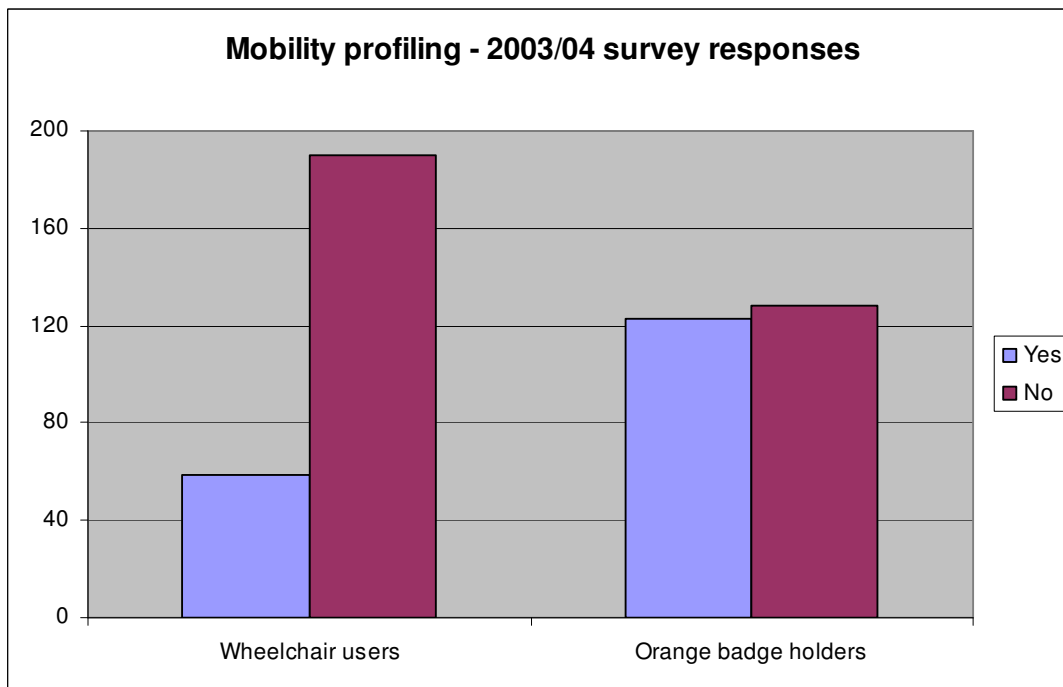


Part of the development work is to create a marketing plan that will improve the awareness of and access to Gloucester Dial-a-Ride, particularly for members of the black and minority ethnic communities (chart above) and younger people (chart on next page). It will therefore be interesting to review any change in the passenger profiling over the next 3 to 5 years. This will be part of the monitoring and evaluation stages of the business and marketing plans.

## GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT



Further profiling has been done on the number of wheelchair users of the service as well as how effective Dial-a-Ride is in encouraging owners of Orange (previous Blue) badges to use a collective service instead of a car. It is encouraging to see that many 'badge owners' use Gloucester Dial-a-Ride as an alternative to car travel.



## **GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT**

### **SUMMARY**

The results provide a strong endorsement for Gloucester Dial-a-Ride that they are doing many good things, this is reaffirmed by the results of Gloucestershire County Council's Best Value 2004 survey (see attached chart). At the same time, in both the satisfaction and development sections, there are aspects of the service that need reviewing, for example, contact hours and trips outside the Gloucester boundary.

The staff, volunteers and committee, however, can feel a real sense of achievement as there are many loyal and happy member of Gloucester Dial-a-Ride. A large number of the survey respondents wrote additional comments.

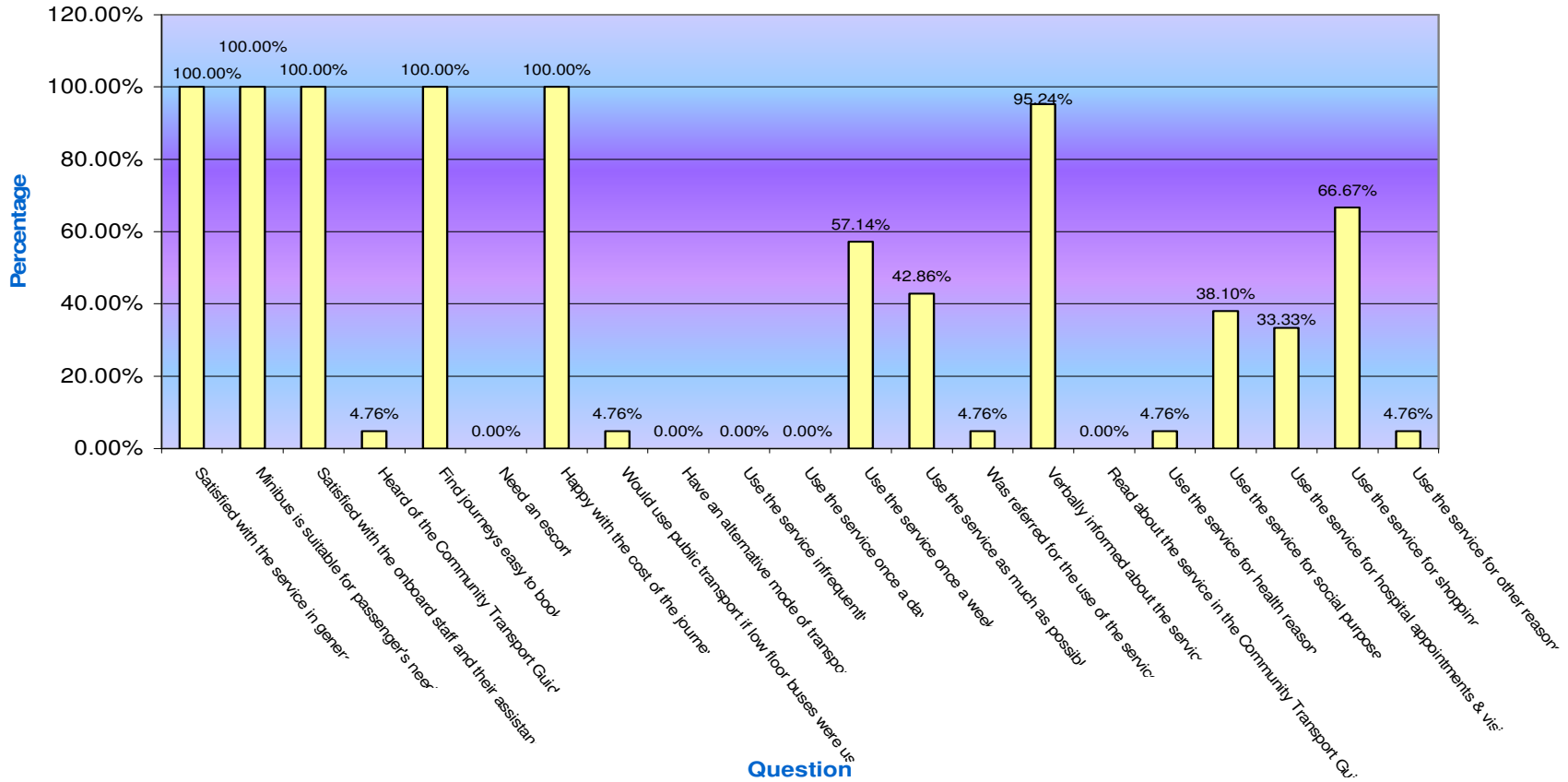
In conclusion I would recommend that Gloucester Dial-a-Ride continues with the successful work it does while at the same time introducing gradual changes to provide a service that helps meet even more needs of a broader client base.

**Malcolm Dunn, Development Worker**

22 June 2004



### Community Transport Best Value Survey - Gloucester Dial-a-ride



**Gloucester City Dial-a-Ride - Passenger Survey 2004**



I hope you will be able to find a few minutes to help us carry out this passenger survey. We would like to know your views to help us continually improve our service to you.

**1. Current service**

**How good or bad do you rate each of the following aspects associated with Gloucester City Dial-a-Ride?** (please tick the box that applies for each aspect)

	Good	Satisfactory	Poor
<b>Booking hours (9.30am – 1.30pm, Mon – Fri)</b>			
<b>Booking journeys for the times you want to travel</b>			
<b>Helpfulness of our staff</b>			
<b>Punctuality and reliability of the service</b>			
<b>Safety and security when travelling</b>			

**How often do you currently travel with Gloucester City Dial-a-Ride?** (please tick one box)

Once a year	Once a month	Twice a month	Once a week	More than once a week

**Would you like to travel with Gloucester City Dial-a-Ride more often?**

Yes / No (please circle as appropriate)

**If No what would have to improve for you to consider using it more?** (please tick all that apply)

Attitude of the staff	
Booking facilities	
Cost of the journey	
Having an escort to travel with	
Punctuality and reliability	
Running scheduled services to supermarkets and other shops	
Length of time spent on the bus	
Travel destinations	
Travel times available	
Nothing	

**2. Service Development**

**Gloucester City Dial-a-Ride currently runs between 9am-5pm, Monday to Friday. What other times would you like the service to be available?** (please tick all relevant boxes)

Monday evening	<input type="checkbox"/>	Tuesday evening	<input type="checkbox"/>	Wednesday evening	<input type="checkbox"/>
Thursday evening	<input type="checkbox"/>	Friday evening	<input type="checkbox"/>	Saturday 9am-5pm	<input type="checkbox"/>
Saturday evening	<input type="checkbox"/>	Sunday 9am-5pm	<input type="checkbox"/>	Sunday evening	<input type="checkbox"/>
Other (please specify)					

**If you selected additional times for the service to operate at, what would you want to do at those new times?** (please tick all relevant boxes)

Shopping	<input type="checkbox"/>	Meeting with family and friends	<input type="checkbox"/>
Health appointments	<input type="checkbox"/>	Other (please specify below)	<input type="checkbox"/>

Other.....  
 .....

**You can currently make bookings by phone. Would you like to make bookings in another way? Yes / No** (if YES please tick all relevant boxes below)

Fax	<input type="checkbox"/>	Post	<input type="checkbox"/>
Text (Mobile phone)	<input type="checkbox"/>	E-mail	<input type="checkbox"/>
Other (please detail)			

**Gloucester City Dial-a-Ride occasionally organises trips, eg Tewkesbury Market. Should the service provide more trips?**

Yes / No (please circle as appropriate)

**If you circled Yes where would you like to go?** (please tick all relevant boxes)

<b>Tewkesbury Market</b>	<input type="checkbox"/>	<b>Cheltenham Town Centre</b>	<input type="checkbox"/>
<b>Gloucester Carnival</b>	<input type="checkbox"/>	<b>Canal Boats at the Willow Trust</b>	<input type="checkbox"/>
<b>Newent</b>	<input type="checkbox"/>	<b>Walsall Lights</b>	<input type="checkbox"/>
<b>Westbury Court Garden</b>	<input type="checkbox"/>	<b>Other</b> (please detail below)	<input type="checkbox"/>

Other.....  
 .....

**Where is the best place for Gloucester City Dial-a-Ride to promote itself?**  
 (please tick ONE box only)

Local newspaper (eg The Citizen)	Council newspaper (eg In Gloucestershire)
Community newsletters	Fliers / leaflets in the post
Local radio	Local television
Fliers / leaflets in Gloucester shops	Fliers / leaflets in public buildings

**3. About you** (please circle as appropriate)

**Gender**

Male / Female

**Age**

Under 18 / 18-30 / 31-45 / 46-60 / 61-75 / Over 75

**Ethnic origin – what is your ethnic group?** (please choose ONE section and circle your cultural background)

- White** – British / Irish / Other White (please specify) .....
- Mixed** – White and Black Caribbean / White and Black African / White and Asian / Other Mixed (please specify).....
- Asian or Asian British** – Indian / Pakistani / Bangladeshi / Other Asian (please specify).....
- Black or Black British** – Caribbean / African / Other Black (please specify).....
- Chinese or other Ethnic Group** – Chinese / Other Ethnic Group (please specify) .....

**Do you use a wheelchair?**

Yes / No

**Do you own a Blue (formerly Orange) Parking Badge?**

Yes / No

**AND FINALLY.....**

Is there anything else you would like to tell us, or suggest, about Gloucester City Dial-a-Ride?

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**WE SHOULD BE GRATEFUL IF YOU COULD COMPLETE AND RETURN THIS FORM, IN THE REPLY PAID ENVELOPE, BY 31 MARCH 2004.**

**MANY THANKS FOR YOUR TIME.**



## **SECTION 4**

### **USAGE AND FEEDBACK**

<b>SATURDAY SERVICE STATISTICS</b>	<b>1 trip</b>	<b>2 trips</b>	<b>3 trips</b>	<b>4 trips</b>	<b>5 or more trips</b>	<b>TOTALS</b>
Passengers	31	13	9	7	12	72
Carers						16
Buses	Cheltenham	Newent		Tewkesbury	Gloucester (13)	21
	Hazelfield Garden Centre					
					<b>GLOUCESTER DESTINATIONS</b>	<b>REASON</b>
<b>PASSENGER CANCELLATIONS</b>	23				ALDI	SHOPPING
					ASDA	SHOPPING
<b>TRIPS REFUSED</b>	8				BANK	BUSINESS
					BOOTS	SHOPPING
					CATTLE MARKET	SHOPPING
					COOKSON CLINIC	HEALTH
					DAMART	SHOPPING
					EYE CLINIC	HEALTH
					GLOUCESTER ROYAL	HEALTH
					HOME	SOCIAL
					HYPER VALUE	SHOPPING
					LIBRARY	SOCIAL
					MARKS & SPENCER	SHOPPING
					POST OFFICE	BUSINESS
					RAVEN	SOCIAL
					SAFEWAY	SHOPPING
					SAINSBURY'S	SHOPPING
					SALVATION ARMY	SOCIAL
					SHOPMOBILITY	SHOPPING
					SPORTS CENTRE	LEISURE
					TESCO	SHOPPING
					WILKINSONS	SHOPPING

<b>TOPIC</b>	<b>PASSENGERS FEEDBACK</b>	<b>ORGANISATION FEEDBACK</b>
<b>Frequency of service</b>	Like Saturday service Like Saturday service every week Like Sunday service Like Bank Holiday service	Like Saturday service Can manage running 2 a month for now To be part of 2005 organisational review To be part of 2005 organisational review
<b>Type of service</b>	Like Gloucester Many want 'something special on a Saturday'	Want to continue this Happy to run an 'out of Gloucester' trip every operating Saturday 2 buses running every operating Saturday
<b>Bookings</b>	Like to book same day Like to book for Monday to Friday as well on a Saturday	To be part of 2005 organisational review
<b>Fares</b>	2001 survey respondents indicated that happy to pay higher amount	Funding available until early 2006. Subject to Council funding levels (other funding streams) increased fares may need to be imposed
<b>Publicity</b>	From survey 84 members indicated would use Saturday service – to date 72 different people have used service (11 are new members)	Not been overrun due to increased publicity but has been a steady increase in activity. Further publicity action to form part of 2005 organisational review
<b>Office staffing</b>	Would like for cancellations and bookings	Office staff believe some level of passenger support needed although phone calls minimal on a Saturday. Drivers prefer to have office support until at least 12-1pm and member of office staff has radio beyond those hours
<b>Buses</b>	Current demand means 2 a Saturday is adequate	Manage to provide 2 regularly but more driver cover needed
<b>Drivers</b>	Current demand means 2 a Saturday is adequate	Organisation reviewing driver rota; resource and potential for volunteers
<b>Passenger Assistants</b>	No demand from passengers to date	Review to take place through 'Carers project' and assessment of 'additional funding needs'



- **Passenger feedback**

Betty Frost a frequent user of Gloucester Dial-a-Ride for the last 5 years feels the new service is a real bonus saying “Before this it was difficult to make plans for the weekends and always had to rely on friends and family. This new Dial-a-Ride service gives me even more independence and means I can really look forward to doing something on a Saturday now – great for breaking up the weekend!”

Pamela Brown supports this saying “Because of my MS I need to use a wheelchair – without Dial-a-Ride I couldn’t get out and this new service really makes a difference to my weekends.”

- **Club feedback**

Members of the Phoenix Club, which supports people with learning difficulties and mental health issues, have really taken to the extra service and their manager, Donna Marshall is delighted saying “The weekend trips are going down a storm at the Phoenix and it really has made a difference to a number of our clients who are socially isolated.”

- **Gloucester Dial-a-Ride feedback**

“.....has been increased activity but not excessive. The Saturday service itself has proved to be a simple extension of the weekly service and is clearly valued by a good number of our members.”

## **SECTION 5**

### **MARKETING ACTIVITY AND IMPACT**

When	What	Where	How	Target
<b>Apr-04</b>	Gloucester Citizen Newspaper	Gloucester	Resale	All
	Gloucestershire Independent Newspaper	Gloucester	Door-to-door	All
	Severn Sound - Classic Gold advert	Gloucestershire	Radio	Young
	Radio Gloucestershire	Gloucestershire	Radio	All
	Presentation - Black Elders	St Catherine Court	Talk	BME
	Display - Sainsbury	Gloucester	Staffed display	All
	Flyers	Gloucester	Community Groups	All
<b>May-04</b>	Severn Sound - Classic Gold advert	Gloucestershire	Radio	Young
	Presentation - Asian Elders	Great Western Court	Talk	BME
	Presentation - Age Concern	Gloucester	Talk	Main
	Presentation - Phoenix Club	Gloucester	Talk	Young
	Flyers - Gloucestershire Lifestyles	Gloucester	Door-to-door	Young
<b>Jun-04</b>	Flyers	Quedgeley, Hardwicke, Abbey	Door-to-door	All
	Gloucester Citizen Newspaper	Gloucester	Resale	All
	Gloucester Citizen Newspaper	Gloucester	Resale	All
	Gloucestershire Independent Newspaper	Gloucester	Door-to-door	All
	Newsletter - Partnership News	Gloucester Community Groups and Councillors	City Council	All
	Posters	Gloucester	Retail, GPs, Libraries, Community Groups	All
	Severn Sound - Classic Gold advert	Gloucestershire	Radio	Young
	Display - Carers Gloucestershire	Gloucester	Staffed display	Main
	Presentation - PHD Forum	Gloucester	Talk	Young
	Flyers - Shopmobility	Gloucester	Shopmobility	Main
<b>Jul-04</b>	Newsletter - Barton and Tredworth News	Barton and Tredworth	Door-to-door	BME
	Posters	Gloucester	Retail, GPs, Libraries, Councils, Homes	All
	Gloucester FM	Gloucester	Radio	BME
	Severn Sound - Classic Gold advert	Gloucestershire	Radio	Young
	Flyers - LIGS	Gloucester	Door-to-door	Young

When	What	Where	How	Target
<b>Aug-04</b>	Flyers	Longlevens, Abbey, Saintbridge	Door-to-door	All
	Posters	Gloucester	Retail, GPs, Libraries	All
	Newsletter - Coney Hill NP	Coney Hill	Door-to-door	All
	Presentation - Hindu Elders Group	Gloucester	Talk	BME
	Flyers - Muslim community	Gloucester	Door-to-door	BME
	Flyers - Art Shape	Gloucester	Door-to-door	Young
	Display - Neighbourhood Needs Conference	Gloucestershire	Staffed display	Main
<b>Sep-04</b>	Newsletter - Quedgeley News	Quedgeley	Door-to-door	All
	Gloucester Citizen Newspaper	Gloucester	Resale	All
	Display - Quedgeley After Retirement	Quedgeley	Staffed display	Main
	Presentation - Asian Elders (Women)	Gloucester	Talk	BME
	Newsletter - Caring Matters	Gloucestershire	Door-to-door	Main
<b>Oct-04</b>	Newsletter - White City CP	White City	Door-to-door	All
	Gloucester Citizen Newspaper	Gloucester	Resale	All
	Display - Health event	Gloucestershire	Staffed display	Main
<b>Nov-04</b>	Flyers - Chinese Women's Guild	Gloucester	Door-to-door	BME
<b>Dec-04</b>	Plasma screen advertising	Gloucester	Advert	All
	Presentation - Star College	Gloucester	Talk	Young
	Display - Neighbourhood Partnership AGM	Kingsholm and Wootton	Staffed display	All
NOTE 1 Flyers have been available in English, Gujarati and Chinese to date				
NOTE 2 Flyers were targeted at areas of Gloucester where the service appeared to be underused				

# Weekend boost for Dial-a-Ride users

A GLOUCESTER charity that helps tackle social exclusion with a door-to-door minibus service has expanded to include Saturdays.

The expansion was in response to a survey calling for a Saturday daytime service.

And the new facility has been met with a huge response from residents with more than 70 already signed up to take advantage of the bus.

Betty Frost, a frequent user of Gloucester Dial-a-Ride's week day services for the last five years, said: "Before this it was difficult to make plans for the weekends and I always had to rely on friends and family.

"This new Dial-a-Ride service gives me even more independence and means I can really look forward to doing something on a Saturday now - great for breaking up the weekend."

Another user, Pamela Brown, said: "Because of my MS I need to use a wheelchair - without Dial-a-Ride I couldn't get out and this new service really makes a difference to my weekends."

The charity decided to go ahead with the twice-monthly Saturday service after carrying out a poll of residents which found 50% of all those questioned wanted help at weekends.

Members of the Phoenix Club, which supports people with learning difficulties and mental health issues, have really taken to the extra service and their manager, Donna Marshall is delighted.

She said: "The weekend trips are going down a storm at the Phoenix and it really has made a difference to a

by Citizen reporter

news@gloscitizen.co.uk

number of our clients who are socially isolated."

Initially the charity planned to run two buses in Gloucester but demand showed residents wanted something different and organisers now run one "Gloucester bus" and one "Touring bus" which runs trips to a variety of locations around the area.

Malcolm Dunn, a development worker with Gloucester Dial-a-Ride, said: "The improved access opportunities offered by this new service cannot be underestimated. It can really make a difference to both physical and mental well-being.

"This addition to Gloucester Dial-a-Ride's standard Monday to Friday service has been made possible through generous funding from both the European Social Fund's ACE Project and Barnwood House Trust.

"We now hope that the success of the service to date will attract new backers from next year to ensure that this proves to be a sustainable and effective development of this essential service."

Gloucester Dial-a-Ride was launched in 1986 with one bus. The service has since gone from strength to strength and now operates five buses.

The service runs between 9am and 5pm, between Monday and Friday, and then twice a month on a Saturday. It costs just £3 for a lifetime membership and then members pay £3 for each return journey anywhere in Gloucester.

27 October 2004  
GLOUCESTER CITIZEN



creative

Client	Dial-a-Ride	Job Number	
Title	Solution	Writer	Alun Robbins
Station(s)	Classic Gold (Gloucester)	Executive	Susan Curran
Duration	30 Seconds	Date	05/04/2004
Req. By		TX Date	

**MVO: If you... or someone you know, aren't as mobile as they used to be, using public transport in Gloucester, might pose a problem. But there is a solution, simply call SFX; Tone phone beeps under VO . Dial a ride. Dial-a-Ride can help you get to the shops... the doctor's... the library... or visit family and friends. It's a door to door service in Gloucester... and costs just £3. To find out more dial SFX; Tone phone beeps under VO Gloucester \*502 100... and book your ride. SFX: Bus moving away at speed. Gloucester 502 100.**

*\*Five, Oh, Two - One-Hundred.*

I have approved the contents of the above script and authorise the stations detailed above to proceed with production. I understand that I will be invoiced for this work immediately and that script amendments, requested after production, will incur an extra charge. This production is licensed on the stations detailed above for a period of twelve months from the first transmission.

Agreed Cost of	£195.00	Client Signature	<i>Malcolm Owen</i>
VAT	£34.13	Name in Capitals	MALCOLM OWEN
Total	£229.13	Date	5/4/04

A signed order confirmation will be deemed as acceptance of Terms and Conditions (available on request). All work copyright GWR Group plc.

# FINDING IT DIFFICULT TO GET AROUND?



## LET DIAL-A-RIDE BE YOUR GUIDE



## NOW ALSO RUNNING ON SATURDAYS!

FOR DETAILS CALL **GLoucester** **DIAL-A-RIDE** ON 01452 502100

## IS THIS SERVICE FOR ME?

**WHO** ---- Gloucester residents unable to use public transport.  
A relative, friend or carer can also travel with you!

**WHAT** ---- Door-to-door minibus service.

**WHEN** ---- Daily, Monday-Friday.  
Saturdays, 1st & 3rd each month.

**TIMES** ---- 9am-5pm.

**WHERE** ---- Gloucester.

**COST** ---- £3 return (concessionary travel tickets accepted).

FOR MORE INFORMATION CALL

**GLOUCESTER DIAL-A-RIDE**

**01452 502100**

*“Linking our passengers with the community, so Gloucester is open to all”*

Kindly Supported By:



82 Eastgate Street • Gloucester • GL1 1QN • Tel: 01452 504198 • Fax: 01452 504199



<b>MEMBERSHIP FORMS ISSUED SINCE 1 JUNE 2004</b>	216		
<b>NEW REGISTRATIONS SINCE 1 JUNE 2004</b>	149		
<b>NEW USERS SINCE 1 JUNE 2004</b>	100		
	<b>June to November 2003</b>	<b>June to November 2004</b>	<b>% CHANGE</b>
<b>PASSENGER TRIPS</b>	11621	13756	18.37%
<b>PASSENGER CALL BOOKINGS (COMPLETED)</b>	10900	12953	18.83%
<b>HIGHEST DAILY CALLS (EXCLUDE REGULARS) - MONDAYS</b>	1149	1421	23.67%
<b>LOWEST DAILY CALLS (EXCLUDE REGULARS) - THURSDAYS</b>	488	596	22.13%
<b>REFUSALS (MEMBERS / STANDARD REQUEST) - note 1</b>	281	431	53.38%
<b>REFUSALS (NON MEMBERS / NON STANDARD REQUEST) - note 2</b>	NOT RECORDED	98	N/A
<b>CANCELLATIONS</b>	2154	2660	23.49%
	<b>NOTES</b>		
	1 - Refusals largely increased due to driver resources as a result of leavers, sickness and recruitment process.		
	2 - See analysis below for 2004. Not recorded previously.		
<b>ANALYSIS OF REFUSALS (NON MEMBERS / NON STANDARD REQUEST)</b>		<b>OUT OF AREA DESTINATIONS</b>	<b>CHELTENHAM DESTINATIONS</b>
OUT OF AREA	43	(ordered by frequency of request)	
GROUP BOOKING	21	CHELTENHAM	HOSPITAL
SAME / NEXT DAY BOOKING	16	CHURCHDOWN	STAR CENTRE
NOT DETAILED	4	NEWENT	
ELIGIBILITY	3	OVER	
OUT OF NORMAL HOURS	3	STANDISH	
SCHEDULE FULL	3	STONEHOUSE	
HOSPITAL DISCHARGE	2	STROUD	
TIME NOT SUITABLE	2	COTSWOLD WATER PARK	
RISK ASSESSMENT	1	STAUNTON	

### EQUAL OPPORTUNITIES COMPARISON

	GDAR USERS	SATURDAY USERS	NEW MEMBERS		GDAR USERS	SATURDAY USERS	NEW MEMBERS
<b>Ethnic Origin</b>	(% disclosed)	(% disclosed)	(% disclosed)		(% of total)	(% of total)	(% of total)
ASIAN	1	None	2		1	None	2
BLACK	2	2	1		1	1	1
CHINESE	3	None	1		2	None	1
OTHER	1	2	0		1	1	0
WHITE EUROPEAN	92	95	95		55	54	80
UNDISCLOSED	Not applicable	Not applicable	Not applicable		41	43	16
<b>Age ranges</b>	(% disclosed)	(% disclosed)	(% disclosed)		(% of total)	(% of total)	(% of total)
< 18	None	None	None		None	None	None
18-30	1	None	4		1	None	3
31-45	4	None	8		3	None	6
46-60	7	5	9		5	4	7
61-75	19	22	32		15	17	24
75+	69	73	47		52	58	35
Undisclosed	Not applicable	Not applicable	Not applicable		25	21	25
<b>Gender</b>	(% disclosed)	(% disclosed)	(% disclosed)		(% of total)	(% of total)	(% of total)
Male	20	14	31		19	13	31
Female	80	86	69		78	84	68
Undisclosed	Not applicable	Not applicable	Not applicable		3	3	1



**SECTION 6**  
**FINANCIAL ANALYSIS**

	05/06/2004	19/06/2004	03/07/2004	17/07/2004	07/08/2004	21/08/2004	04/09/2004
	GLOUCESTER	GLOUCESTER	GLOUCESTER	GLOUCESTER	GLOUCESTER	GLOUCESTER	GLOUCESTER
PASSENGERS	9	14	11	10	8	8	9
CARERS	2	2		1		3	
FARES	£28.56	£36.30	£25.30	£27.88	£17.68	£24.36	£21.36
TICKETS	7	20	32	6	17	12	12
					TEWKESBURY	HAZELFIELD GARDEN	TEWKESBURY
PASSENGERS					9	6	10
CARERS					3	2	2
FARES					£60.00	£40.00	£60.00
<b>TOTAL FARES</b>	£28.56	£36.30	£25.30	£27.88	£77.68	£64.36	£81.36
<b>TOTAL TICKET INCOME</b>	£3.29	£9.40	£15.04	£2.82	£7.99	£5.64	£5.64
<b>TOTAL INCOME</b>	<b>£31.85</b>	<b>£45.70</b>	<b>£40.34</b>	<b>£30.70</b>	<b>£85.67</b>	<b>£70.00</b>	<b>£87.00</b>
STAFF (1)	£50.70	£50.70	£50.70	£50.70	£50.70	£50.70	£50.70
DRIVERS (2)	£81.48	£78.56	£52.08	£52.08	£105.76	£106.72	£105.76
OTHER (3)	£62.91	£62.91	£62.91	£62.91	£62.91	£62.91	£62.91
<b>TOTAL EXPENDITURE (4)</b>	<b>£195.09</b>	<b>£192.17</b>	<b>£165.69</b>	<b>£165.69</b>	<b>£219.37</b>	<b>£220.33</b>	<b>£219.37</b>
<b>DEFICIT</b>	<b>-£163.24</b>	<b>-£146.47</b>	<b>-£125.35</b>	<b>-£134.99</b>	<b>-£133.70</b>	<b>-£150.33</b>	<b>-£132.37</b>

Notes 1,3 & 4 – figures based on 2003/04 data. Note 2 – figures based on actual pay.

