

Transport Access Project

Stage 1 - Background Analysis

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1 Introduction

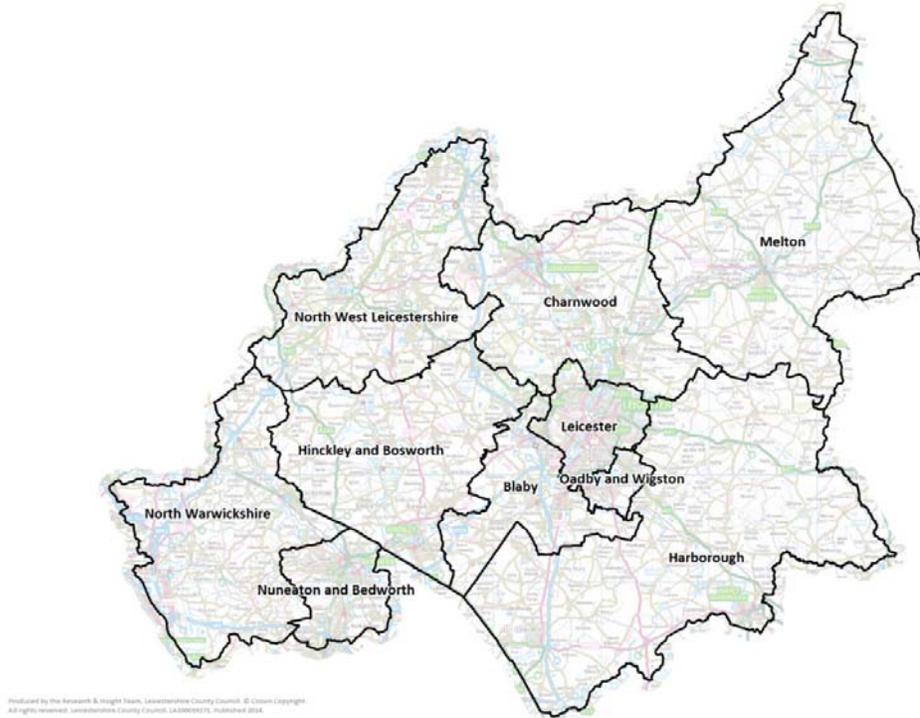
1.1 Overview of the study

The aim of this research project is to better understand the degree to which transport issues are a barrier to labour market entry within the project area where access is understood to be an issue for various reasons. The study focuses on large employment sites and the cross-border area along the A5, between Leicestershire and Warwickshire. It is proposed that the research will lead to recommendations which will improve transport access for all job seekers to both the study sites and employment sites within the project area in general.

The project area consists of:

- Leicestershire County;
- Leicester City;
- Nuneaton and Bedworth Borough; and
- North Warwickshire Borough.

Map 1 - The study area



The research will consist of 3 Stages:

- **Stage 1** - Background analysis of relevant data and shortlisting of employment sites with transport access issues;
- **Stage 2** - Analysis and engagement with employment sites identified in Stage 1. Conclusions and development of possible solutions;
- **Stage 3** - Exploration of additional sites as required.

This report will cover the collection of relevant background information with which to shortlist potential sites for further analysis.

- Analysis of secondary data on unemployed population (locations, socioeconomic characteristics etc);
- Analysis of job seeker and vacancy (including harder to fill vacancies) data from JCP if available;
- Contextual information (e.g. ONS classification, 2011 Census car ownership data);
- Literature review of existing transport related research (e.g. employment access support schemes, how far job seekers are willing to travel by different modes of transport etc);
- Analysis of current public transport provision (incorporating Leicestershire public transport modelling);
- Shortlist of selection of employment sites.

2 Background Analysis - Secondary Data

2.1 Introduction

This section summarises relevant existing data and analysis on employment, population and transport. It attempts to highlight hotspots of employment within the study area, the types of jobs in these areas, areas with high levels of unemployment and information from the 2011 Census on commuting patterns. It is worth pointing out that data from the census on travel to work flows is forthcoming, which makes it difficult to say with any certainty where people travel to employment. This would be particularly interesting as it would enable us to explore the employment catchment of locations identified as part of this stage in the study.

In general there is a disconnect between our understanding of employment sites and the populations that serve them. While it is useful to understand where there may be pockets of populations that experience employment and transport barriers (e.g. claimant counts, no car in the household), it is important to note that this is only so helpful in identifying employment locations that have transport barriers. By their very nature, larger employment sites are in more peripheral, out of town locations, which mean they are not necessarily close to their target populations. In fact, the employee catchment for these sites may be very large, with people travelling from a wide area to access employment. Their peripheral location and access to major transport interchanges (motorway junctions and rail hubs) often results in easy access for those employees with cars, but these sites are less well served by public transport.

2.2 Employment

The following data comes from the Business Register and Employment Survey (BRES), which provides numbers of jobs held by employees broken down by industry. BRES is based on a sample survey so estimates are subject to sampling errors which need to be taken into account when interpreting the data. Although the data becomes less robust the smaller the level of geography used, it is useful to highlight specific wards with high numbers of employees, which may contain employment sites relevant to the study.

2.3 BRES Data by Local Authority

The table below shows the number of employees located in each local authority in the study area. The study area is home to almost half a million jobs, with nearly a third (30.9 percent) located in Leicester City. Outside the city, 58,000 jobs are located in Charnwood Borough (11.6 percent), with approximately 51,000 located both Blaby and North West Leicestershire Districts.

Table 1 - Employees by local authority

Local Authority	Employees	Percent
Blaby	50,800	10.1
Charnwood	58,000	11.6
Harborough	34,100	6.8
Hinckley and Bosworth	38,500	7.7
Leicester	154,600	30.9
Melton	18,100	3.6
North West Leicestershire	51,000	10.2
Oadby and Wigston	17,500	3.5
North Warwickshire	37,100	7.4
Nuneaton and Bedworth	40,800	8.2
Study Area Total	500,500	

Source: BRES, 2012. Figures have been rounded to nearest 100.

The table below breaks down the employee figures by broad industrial group. Leicester City dominated by health, education and public and business administration, as well as manufacturing. Charnwood, Hinckley and North West Leicestershire experience high numbers of jobs in manufacturing. Harborough, North West Leicestershire and North Warwickshire home to high numbers of jobs (between 6,000 and 8,000 each) in transport and storage.

Table 2 - Employees by industry and local authority

Industry	Blaby	Charnwood	Harborough	Hinckley and Bosworth	Leicester	Melton	North West Leicestershire	Oadby and Wigston	North Warwickshire	Nuneaton and Bedworth
Agriculture, forestry and fishing	~	200	200	100	~	200	100	~	0	~
Mining, quarrying and utilities	2,000	600	500	1,500	3,400	200	1,400	0	1,000	100
Manufacturing	4,300	9,200	2,900	8,200	20,400	4,400	7,700	3,400	5,200	4,500
Construction	2,900	2,600	1,400	1,500	4,300	800	2,400	700	2,100	1,800
Motor trades	800	1,400	900	900	2,500	300	1,300	200	1,400	1,200
Wholesale	2,300	3,300	3,000	2,100	6,700	800	4,200	1,100	2,100	2,500
Retail	5,800	6,100	2,700	3,400	13,700	1,700	3,300	2,300	1,900	5,200
Transport and storage	3,400	2,100	6,500	1,800	4,000	700	8,300	500	7,200	3,600
Accommodation and food services	2,500	3,200	2,200	2,300	6,700	1,300	2,600	800	3,700	1,800
Information and communication	700	1,000	900	700	2,700	300	800	100	1,400	600
Financial and insurance	2,600	600	400	700	3,500	200	500	300	200	600
Property	300	600	300	200	1,400	200	600	200	200	300
Professional, scientific and technical	8,100	4,900	2,500	3,100	6,700	1,200	5,100	800	1,700	1,400
Business administration and support services	3,400	2,700	2,500	3,600	15,300	900	4,500	1,300	3,000	3,100
Public administration and defence	4,000	1,600	700	600	10,200	400	800	600	400	1,500
Education	1,800	9,100	2,600	3,100	18,500	1,600	3,200	1,800	2,200	4,300
Health	4,300	5,700	2,600	2,900	28,300	1,800	2,500	2,600	2,100	7,000
Arts, entertainment, recreation and other	1,600	3,200	1,300	1,700	6,400	1,300	1,600	900	1,200	1,400
Study Area Total	50,800	58,000	34,100	38,500	154,600	18,100	51,000	17,500	37,100	40,800

Source: BRES, 2012. Figures have been rounded to nearest 100. Small counts have been suppressed (~).

The table below shows the percentage of the total employees by industry, located within each local authority within the study area. Looking at the percentages of the total jobs in each local authority, Leicester City (18.3) and Nuneaton and Bosworth (17.2) have high percentages in the Health sector. Charnwood (15.9 percent), Hinckley and Bosworth (21.3), Melton (24.3), North West Leicestershire (15.1) and Oadby and Wigston (19.4) have high percentages in Manufacturing. Harborough (19.1), North West Leicestershire (16.3) and North Warwickshire (19.4) have high

percentages in Transport and Storage. Blaby has high percentages in Professional, Scientific and Technical and Charnwood has high percentages in Education.

Table 3 - Percentage of employees by industry and local authority

Industry	Blaby	Charnwood	Harborough	Hinckley and Bosworth	Leicester	Melton	North West Leicestershire	Oadby and Wigston	North Warwickshire	Nuneaton and Bedworth	Study Area Total
Agriculture, forestry and fishing	~	0.3	0.6	0.3	~	1.1	0.2	~	0.0	~	0.2
Mining, quarrying and utilities	3.9	1.0	1.5	3.9	2.2	1.1	2.7	0.0	2.7	0.2	2.1
Manufacturing	8.5	15.9	8.5	21.3	13.2	24.3	15.1	19.4	14.0	11.0	14.0
Construction	5.7	4.5	4.1	3.9	2.8	4.4	4.7	4.0	5.7	4.4	4.1
Motor trades	1.6	2.4	2.6	2.3	1.6	1.7	2.5	1.1	3.8	2.9	2.2
Wholesale	4.5	5.7	8.8	5.5	4.3	4.4	8.2	6.3	5.7	6.1	5.6
Retail	11.4	10.5	7.9	8.8	8.9	9.4	6.5	13.1	5.1	12.7	9.2
Transport and storage	6.7	3.6	19.1	4.7	2.6	3.9	16.3	2.9	19.4	8.8	7.6
Accommodation and food services	4.9	5.5	6.5	6.0	4.3	7.2	5.1	4.6	10.0	4.4	5.4
Information and communication	1.4	1.7	2.6	1.8	1.7	1.7	1.6	0.6	3.8	1.5	1.8
Financial and insurance	5.1	1.0	1.2	1.8	2.3	1.1	1.0	1.7	0.5	1.5	1.9
Property	0.6	1.0	0.9	0.5	0.9	1.1	1.2	1.1	0.5	0.7	0.9
Professional, scientific and technical	15.9	8.4	7.3	8.1	4.3	6.6	10.0	4.6	4.6	3.4	7.1
Business administration and support services	6.7	4.7	7.3	9.4	9.9	5.0	8.8	7.4	8.1	7.6	8.1
Public administration and defence	7.9	2.8	2.1	1.6	6.6	2.2	1.6	3.4	1.1	3.7	4.2
Education	3.5	15.7	7.6	8.1	12.0	8.8	6.3	10.3	5.9	10.5	9.6
Health	8.5	9.8	7.6	7.5	18.3	9.9	4.9	14.9	5.7	17.2	11.9
Arts, entertainment, recreation and other	3.1	5.5	3.8	4.4	4.1	7.2	3.1	5.1	3.2	3.4	4.1

Source: BRES, 2012. Figures have been rounded to nearest 100. Small counts have been suppressed (~).

2.4 BRES Data by Ward

As BRES data is based on a survey of employees, it is open to sampling error. However, it is still a useful indicator of where the main employment sites are located and useful in terms of this research. BRES data is less robust at smaller levels so this analysis will use ward level data in order to identify key areas of employment within the study area.

In terms of the overall number of employees located in an area, Leicester City dominated the study area, with almost 64,000 employees based in the Castle ward,

covering the city centre. The next largest employment area is Enderby and St John's ward in Blaby, which covers the Fosse Park and M1 Junction 21 area, with over 17,500 employees located in this ward. This is followed by Beaumont Leys ward in Leicester City, with just over 14,000 employees. Elsewhere in the study area there are key employment areas in Castle Donington Ward (approximately 11,000 employees), Loughborough Lemyngton (9,500), Abbey (9,200) and Rushey Mead (8,800) Wards in Leicester City and Arbury and Abbey Wards (both 7,600) in Nuneaton and Bedworth.

In terms of more peripheral locations which may be of interest to this study, there are also noticeable employment locations in and around Ashby de la Zouch, Atherstone, Ibstock, Lutterworth and Coleshill.

BRES data is also available broken down by broad industrial sector. Leicester City (specifically Castle Ward) is obviously a key employment centre across a range of industrial sectors, but it is also well-served by transport links. Outside of the city and main towns (which have better transport access), this data can be used to identify more peripheral wards which may have transport access issues, especially by non-car modes.

There are large numbers of employees in the Accommodation and Food Services industry located in Newton Regis and Warton Ward and Curdworth Ward. Pockets of employment relating to Business Administration and Support can be found in Exhall and Ashby Holywell Wards and to a lesser extent in Castle Donington, Curdworth and Hurley and Wood End Wards. Construction employees are located in Coleshill and Hugglescote Wards while there are a large number of employees in the Information and Communication industry in Coleshill, Atherstone and Ashby Holywell Wards. Castle Donington and Ullesthorpe Wards are hotspots for Transport and Storage employment, with high numbers also in Hugglescote, Dordon, Curdworth, Arbury and Atherstone Wards.

For additional economic information on the study area, please see the Leicester and Leicestershire and Warwickshire Economic Assessments at the links below.

Leicester and Leicestershire:

http://www.lsr-online.org/reports/leicester_and_leicestershire_economic_assessment_2011

Warwickshire:

<http://www.warwickshire.gov.uk/economicassessment>

2.5 Population Data

While one part of the initial analysis is to understand where employment is located, another aspect of the study is to understand where populations exist that may have employment and transport access issues. As mentioned above, flow data from the

2011 Census is not yet available. Data from the 2001 census is available for Leicestershire as part of the LTP3 Evidence base at the link below, although the findings of this work should be treated with caution given the age of the data. Data from the 2011 Census does provide information on car and van availability and method of travel to work, cross tabulated by different variables such as age and industry.

Delivering a Sustainable Transport System in Leicestershire
http://www.lsr-online.org/reports/delivering_a_sustainable_transport_system_in_leicestershire

2.6 Car and Van Availability

Unsurprisingly, residents aged 16 and over in employment without access to a car or van are less likely to travel to work by car or van; 26.3 percent of residents without access travel to work by car, compared to 72.8 percent of residents with one or more car or van in the household. In comparison, over two thirds (67.3 percent) of residents without access to a car or van travel to work by non-car modes, compared to 17.3 percent of residents with access.

In the study area in 2011, there were 102,010 households without access to a car or van, out of a total of 469,082 (22 percent). Across local authorities in the study area, Leicester City has the highest proportion of households without access to a car or van (36.9 percent), followed by Nuneaton and Bedworth (22.4) and Charnwood (18.1).

Table 4 - Car and van availability by local authority

Local Authority	All Households	No Cars or Vans in Household	
		Count	Percent
Blaby	38,686	5,041	13.0
Charnwood	66,516	12,017	18.1
Harborough	34,898	4,127	11.8
Hinckley and Bosworth	45,377	6,618	14.6
Leicester	123,125	45,375	36.9
Melton	21,490	3,251	15.1
North Warwickshire	25,812	4,001	15.5
North West Leicestershire	39,128	6,121	15.6
Nuneaton and Bedworth	52,711	11,813	22.4
Oadby and Wigston	21,339	3,646	17.1
Total	469,082	102,010	21.7

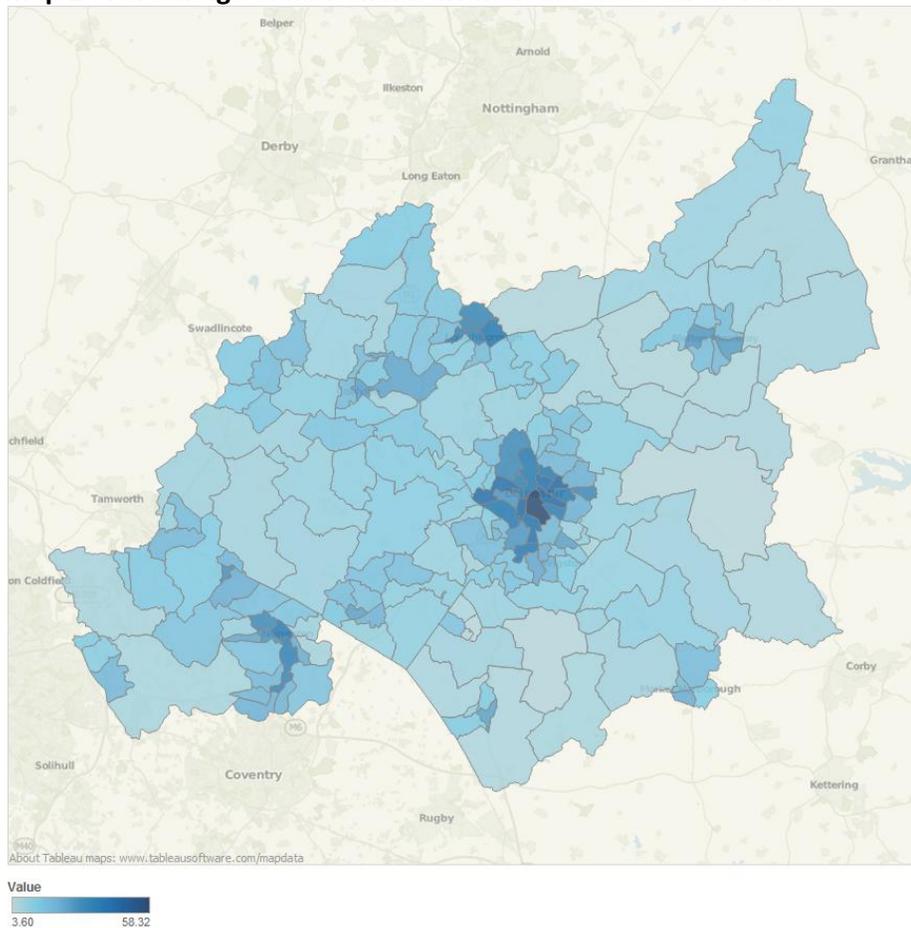
Source: 2011 Census. Office for National Statistics, ONS, 2014.

At a ward level, the wards with the largest numbers of household without access to a car or van are located in Leicester City, specifically Castle ward (almost 5,500), although this may be due to the higher number of households, the city centre

location and less need for a car due to employment and services located nearby and better transport links. Outside of the city, no one area stands out as exhibiting particularly high numbers of households without access to a car or van in comparison to Leicester City, although higher numbers are more likely to be in or around the main towns, again due to larger numbers of households and better access to employment and services.

The map below shows the percentage of households without access to a car or van, by ward.

Map 2 - Percentage of households without access to car or van



Source: 2011 Census. Office for National Statistics, ONS, 2014.

Wards with higher percentages of households without access to a car or van are focused in and around the main towns, although there are relatively high rates in more peripheral areas such as Atherstone and Lutterworth Springs Wards.

2.7 Travel to Work

In the study area in 2011, there were 120,491 people of working age who travelled to work using non-car or van modes¹, out of a total of 859,954 (14 percent) people. Across local authorities in the study area, Leicester City has the highest proportion of households travelling to work by non-car or van modes (20.4 percent) followed by Oadby and Wigston (14) and Charnwood (13.6).

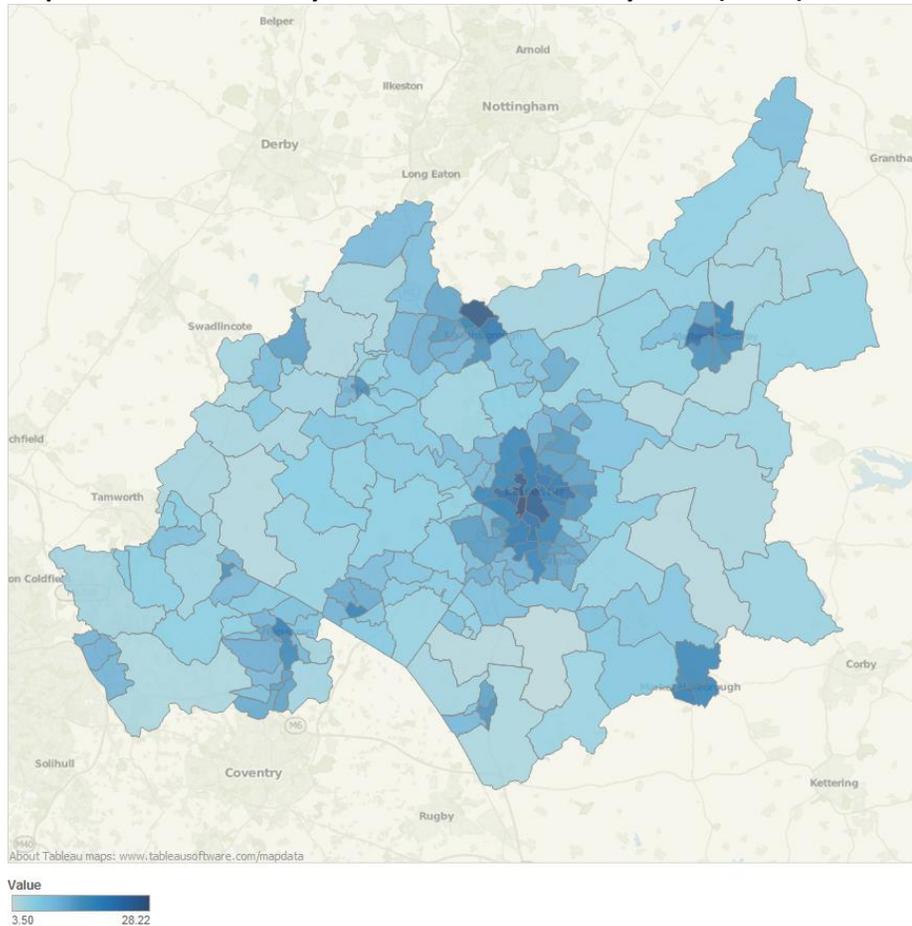
Table 5 - Travel to work by non-car or van modes by local authority

Local Authority	Working Age Population	Non-Car Travel	
		Count	Percent
Blaby	68,558	7,657	11.2
Charnwood	124,967	16,999	13.6
Harborough	61,913	6,698	10.8
Hinckley and Bosworth	77,716	7,942	10.2
Leicester	242,232	49,392	20.4
Melton	36,955	4,788	13.0
North Warwickshire	46,170	4,186	9.1
North West Leicestershire	68,556	6,175	9.0
Nuneaton and Bedworth	92,090	10,929	11.9
Oadby and Wigston	40,797	5,725	14.0
Total	859,954	120,491	14.0

Source: 2011 Census. Office for National Statistics, ONS, 2014.

¹ Not driving or a passenger in a car or van.

Map 3 - Travel to work by non-car or van modes by ward (count)



Source: 2011 Census. Office for National Statistics, ONS, 2014.

As with car ownership, wards with high percentages of the working age population travelling to work by non-car or van modes are focused in and around Leicester City and main roads, most likely due to the shorter distances to employment opportunities, higher congestion and better transport links in general (more and more frequent bus services, better cycling provision etc). However, there are relatively high rates in more peripheral areas such as Atherstone Central Ward (16.2 percent), Lutterworth Springs (15.8 percent) and Ashby Holywell Ward (14.5).

The following sections provide a broad overview of the trends in car and van availability and commuting within the study area, cross tabulated by additional census questions such as age and social grade. Additional data is available from the Office for National Statistics website and can be explored in more detail if requested. In addition, the data is available at smaller levels of geography in order to pinpoint specific areas which may experience barriers to employment based on their population.

2.8 Car Access and Commuting by Age

Looking at data for the study area by age, the 16-24 age group is more likely to live in a household without access to a car or van (20 percent compared to 16 percent of the 25 and over population). Residents aged 16-24 are also much less likely to travel to work in a car, either as the driver or the passenger (58 percent compared to 70 percent of those aged 25 and over) and are much more likely to travel to work using non-car or van modes (38 percent compared to 19 percent).

2.9 Car Access and Commuting by Social Grade

Working age (16-64) residents in higher social grades have increased access to cars and vans; only 6 percent of the AB group, 27 percent of the C1 group and 53 percent of the DE group have no access to a car or van. Interestingly, only 14 percent of the C2 group do not have access to a car or van. This may be connected to the types of employment that this social grade is employed in and the location of employment. Links with literature review - higher skilled jobs located in more central locations with better access.

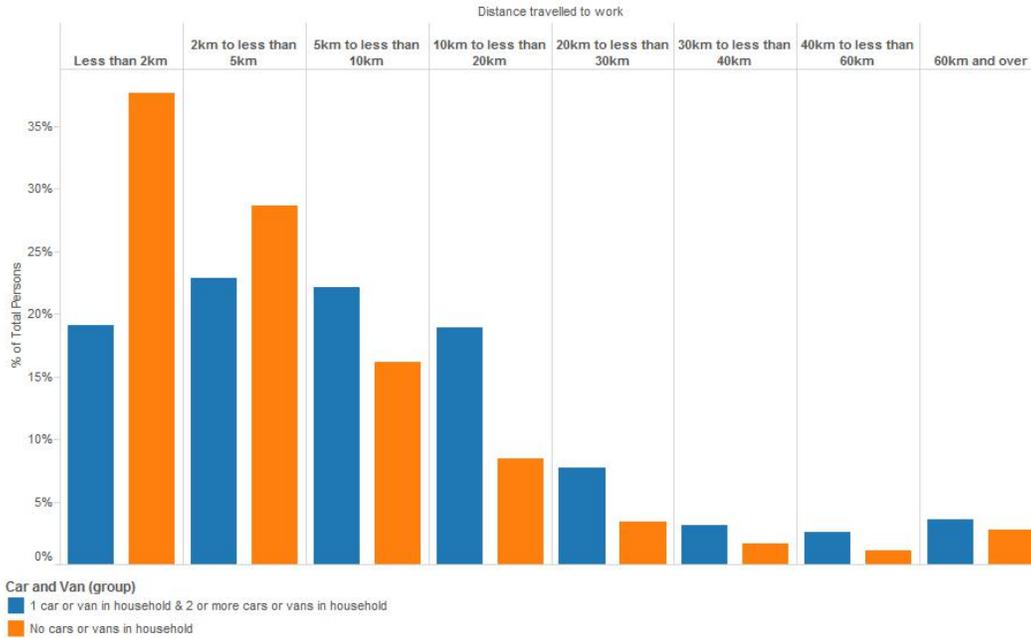
2.10 Car Access and Commuting by Industry

Looking at the 16 plus population in employment by industry, employees in certain industries have lower rates of non-car or van travel to work. Those employed in construction (7.5 percent), Agriculture, Energy and Water (13.4) and Transport and Storage (16.4) are less likely to travel to work by car or van compared to Accommodation and Food Services (38.4 percent), Education (25.8) and Other Industries (25.7).

2.11 Car Access and Commuting by Distance Travelled to Work

Employees aged 16 or over without access to a car or van in the household are more likely to shorter distances to their place of work. The chart below illustrates this point.

Chart 1 - Car or van availability by distance travelled to work

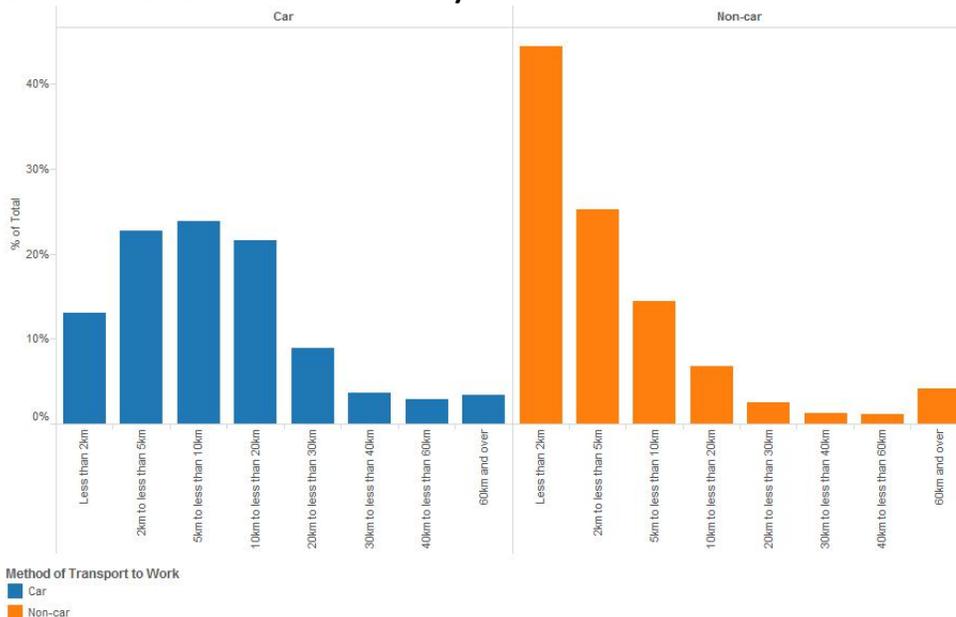


Source: Office for National Statistics, ONS, 2014.

Just under a fifth (19.1 percent) of residents living in a household with access to a car or van travel less than 2 kilometres to their place of work, compared to 37.7 percent of residents without access. Two thirds (66.4 percent) of employees without access to a car or van travel under 5 kilometres to their place of work, compared to 42 percent of employees with access.

The chart below shows the distance travelled by residents aged 16 and over to their place of work.

Chart 2 - Method of travel to work by distance travelled



Employees without access to a car or van are much more likely to travel shorter distances to their place of work; over two thirds (69.7 percent) of employees without access travel under 5 kilometres to their place of work, compared to 35.8 percent of residence with access.

2.12 Distance Travelled to Work by Industry

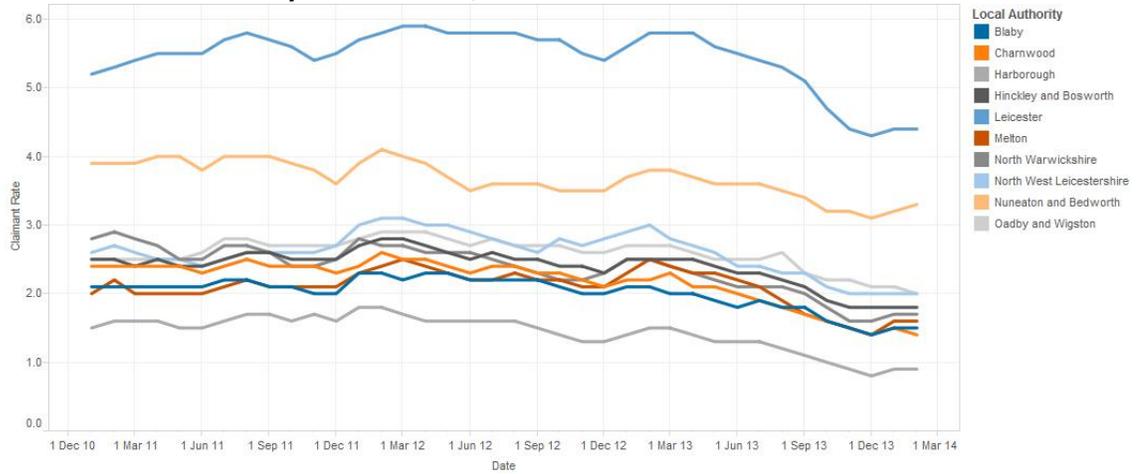
Looking at data on distance travelled to work by industry, the majority of employees travel less than 5 kilometres to their place of work. Employees in the Accommodation and Food Service Activities are more likely to travel up to five kilometres (60 percent) and are less likely to travel over 20 kilometres (10.1 percent). In comparison, only 28 percent of employees in Information and Communication are likely to travel less than 5 kilometres while 37.4 percent travel over 20 kilometres.

2.13 Unemployment

Looking at the number of JSA claimants in Local authorities within the study area, the area is dominated by Leicester City. The city has recorded over 11,500 claimants since January 2011, passing 13,000 on a number of occasions. Since March 2013, the number of JSA claimants has fallen steadily to just under 10,000 in February 2014. In comparison, Nuneaton and Bedworth exhibits the highest claimant count in the study area outside of the city, with just over 2,500 people claiming JSA in February 2014. Charnwood is next highest, with just over 1,500 claimants. Melton and Harborough have the lowest number of claimants, with around 500. Across the board, the number of JSA claimants has followed the pattern of Leicester City, falling steadily since March 2013.

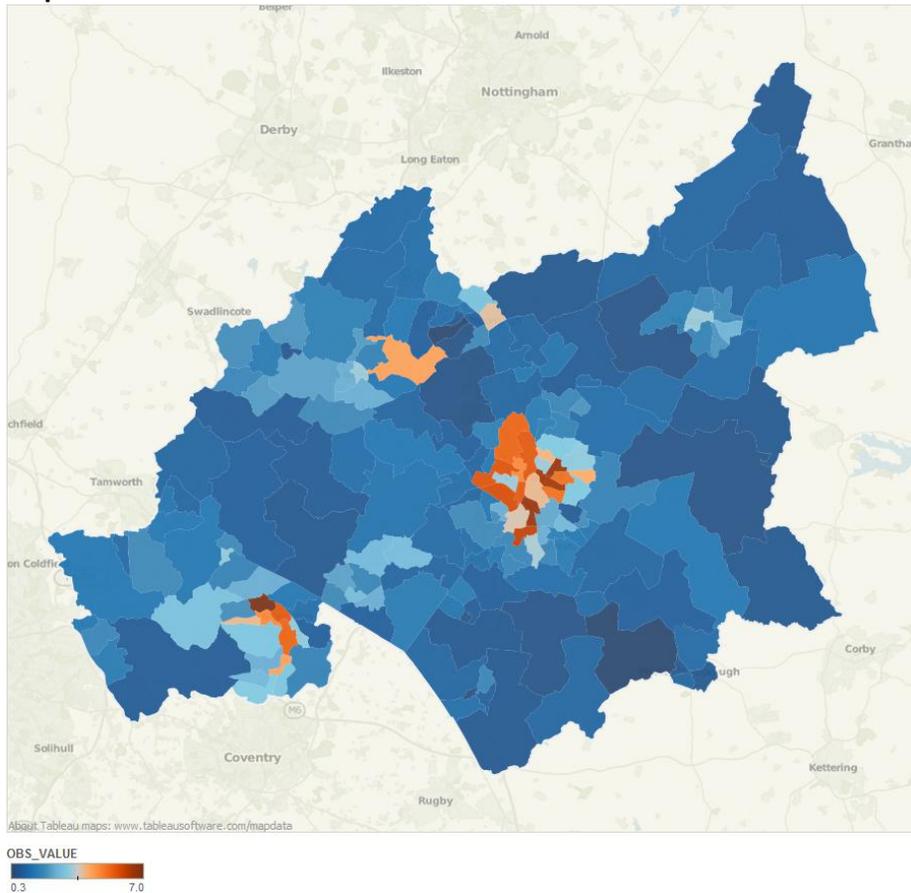
In terms of the claimant rate (the percentage of working age people claiming JSA), Leicester has by far the highest rate of all local authorities in the study area. As of February 2014, the rate for the city was 4.4 percent, although it has fallen steadily since April 2013. Elsewhere, Nuneaton and Bedworth has the next highest rate (3.3 percent) while Harborough has the lowest rate (0.9 percent). All local authorities in the study area have experienced the same steady fall in the claimant rate since early 2013, although not quite as noticeable as Leicester City.

Chart 3 - Local authority claimant rate, 2011-14



Source: NOMIS, February 2014.

Map 4 - Ward claimant Rate



Exploring Ward based claimant count data for February 2014, the study area is dominated by Leicester City in terms of the numbers of people claiming JSA. Spinney Hills Ward in the city has the highest overall clamant count, with almost 900 people claiming JSA. Removing Leicester City from the analysis, Abbey and Camp Hill wards

in Nuneaton and Bedworth district have the highest claimant count figures, with just over 500 and 300 people claiming JSA respectively.

Using the percentage of working age population, the study area is once again dominated by Leicester City, with a number of wards in the city exhibiting a claimant rate of over 6 percent. Outside of the city, Camp Hill Ward has a claimant rate of 7 percent, and a number of other wards in and around Nuneaton exhibit high values in comparison to other parts of the study area. Greenhill Ward in North West Leicestershire also stands out as having a comparatively high rate within Leicestershire County (4.4 percent), followed by Loughborough Hastings Ward (3.9).

2.14 People claiming for over 12 months

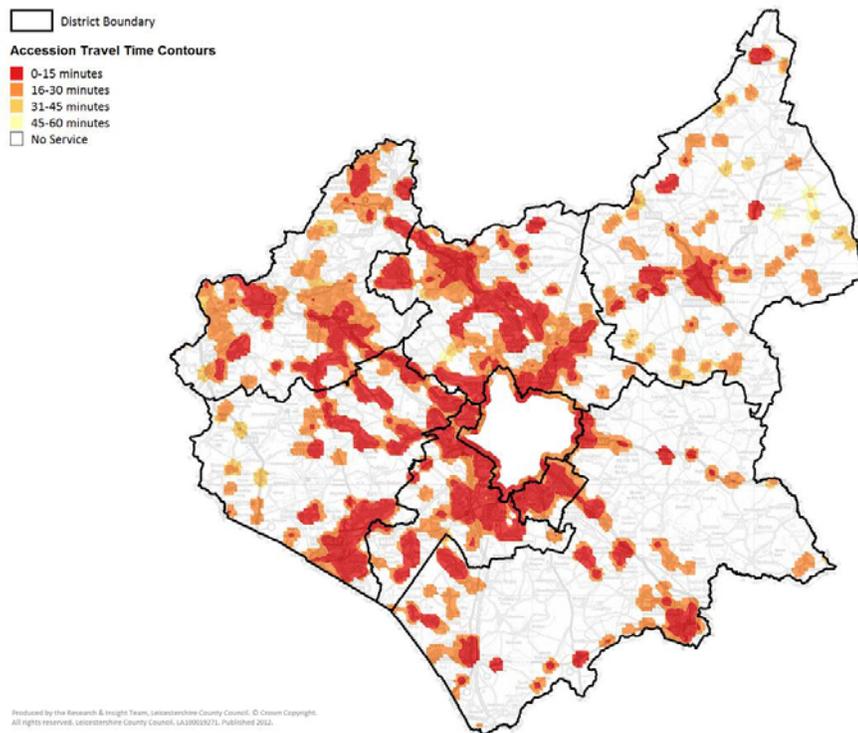
Across the wards in the study area, the highest numbers of people claiming JSA for over 12 months can be found in Leicester City, specifically in Spinney Hills Ward (310 claimants). Outside of the city, Abbey Ward in Nuneaton has the highest number of people claiming JSA (165 claimants), followed by Camp Hill Ward (115). Using the percentage of the working age population (16-64), Leicester City still dominates the study area, with Freeman (2.7) and Eyres Monsell (2.7) Wards exhibiting the highest claimant rates for people claiming over 12 months. However, using the percentage rate, Nuneaton become a more noticeable hotspot, with three wards (Camp Hill, Abbey and Wem Brook) displaying rates of 1.8 percent and above.

JSA claimant numbers for people under 24 years of age, claiming for more than 12 months follows a similar pattern, with Leicester City dominating and Nuneaton showing up as a secondary hotspot. In the city, Castle and Spinney Hills wards have the highest number of claimants (both 45) while Camp Hill ward is home to 25 claimants under 25 claiming for more than 12 months. Given the small numbers involved, it is not possible to obtain rates for these figures.

2.15 Accession Data

The map below uses Accession data to show the bus travel time to the nearest centre.

Map 5 - Bus journey travel contours to nearest centres



Source:

Leicestershire County Council, 2012

N.B. Data from warwickshire County Council forthcoming.

The map illustrates the short travel times to the nearest centre in areas close to main centres or well served by bus services. More rural areas are increasingly isolated, with large expanses of areas without a bus service, especially in parts of Harborough, Hinckley and Bosworth and Melton boroughs.

2.16 Conclusions

The data presented above provides important insight into the location of employment centres and the population of the study area in terms of their access to transport options and the distance travelled to employment. However, without access to flow data from the 2011 Census, it is difficult to link the two sets of data.

Employment centres are located in Leicester City and the main towns as well as more peripheral locations close to main transport links, such as around the M1 Junction 21a area, East Midlands Airport and along the A5 corridor at sites such as MIRA, Birch Coppice and Magna Park.

Areas with high rates of residents without access to a car tend to be focused in Leicester City and the main towns, although it is unclear if this is by choice, given the better public transport links and employment opportunities within a shorter distance, or a result of economic factors. Certainly unemployment appears to be closely linked to areas commuting by non-car modes.

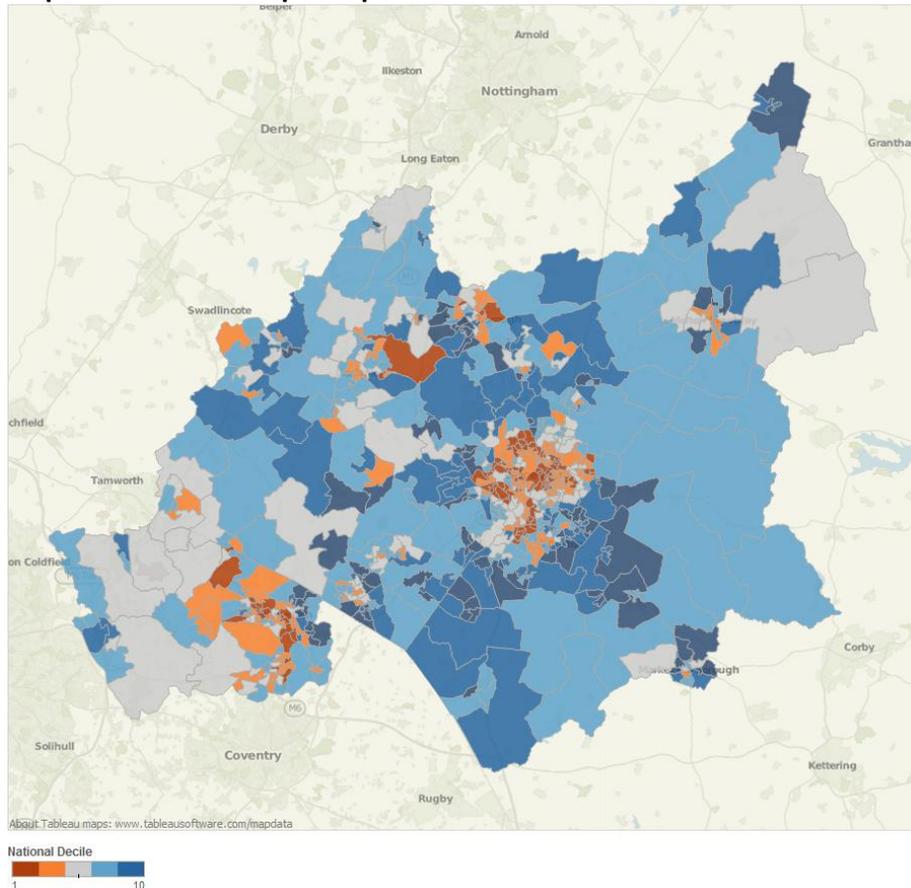
3 Additional Contextual Data

3.1 Indices of Deprivation 2010

The following analysis uses data available at lower super output area (LSOA) level. LSOAs are small units of geography created for the dissemination of census data. They are population-based, with an average population of 1,500 people. As such, more densely populated (predominantly urban) areas appear smaller than more sparsely populated (predominantly rural) areas.

The following analysis explores the 2010 Indices of Multiple Deprivation (IMD2010) domains and sub domains relevant to the research study. It uses national deprivation rankings for all LSOAs in England, to place in LSOA within a national decile, where the first decile is the top 10 percent most deprived LSOAs, with the bottom 10 percent the least deprived.

Map 6 - Index of Multiple Deprivation 2010



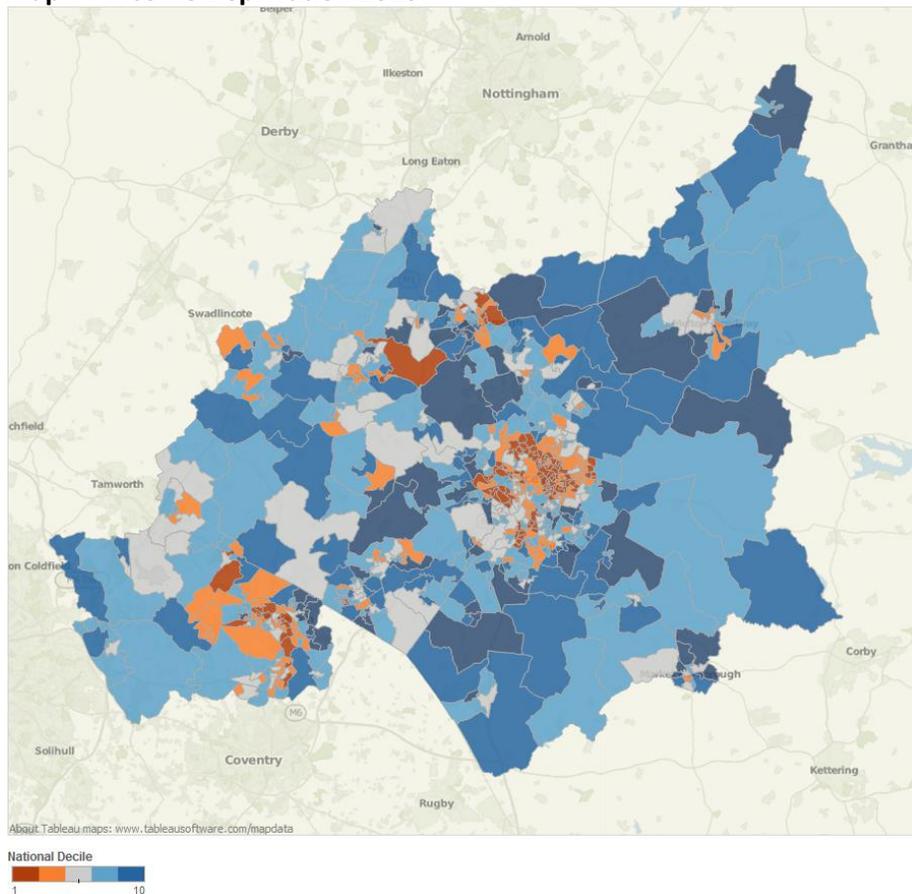
Source: Communities and Local Government, 2010.

In terms of the Index of Multiple Deprivation (IMD), which combines all deprivation domains, the most deprived areas (top 20 percent in England) are located in and around the main urban areas of the study area, specifically Leicester City, Loughborough, Coalville, Nuneaton and Bedworth.

These areas include the majority of Leicester City, the Warwick Way and Hastings areas of Loughborough, Atherstone, Mancetter and Hartshill in North Warwickshire, Greenhill in North West Leicestershire. There is a large number of LSOAs running in a crescent from Stockingford, through Nuneaton and down into Bedworth. In comparison, the least deprived areas, falling within the bottom 20 percent nationally are in the more rural areas of Leicestershire, such as Harborough and Melton districts and to the east of Bedworth, around Whitestone and Horeston Grange.

3.2 Income Deprivation

Map 7 - Income Deprivation 2010



Source: Communities and Local Government, 2010.

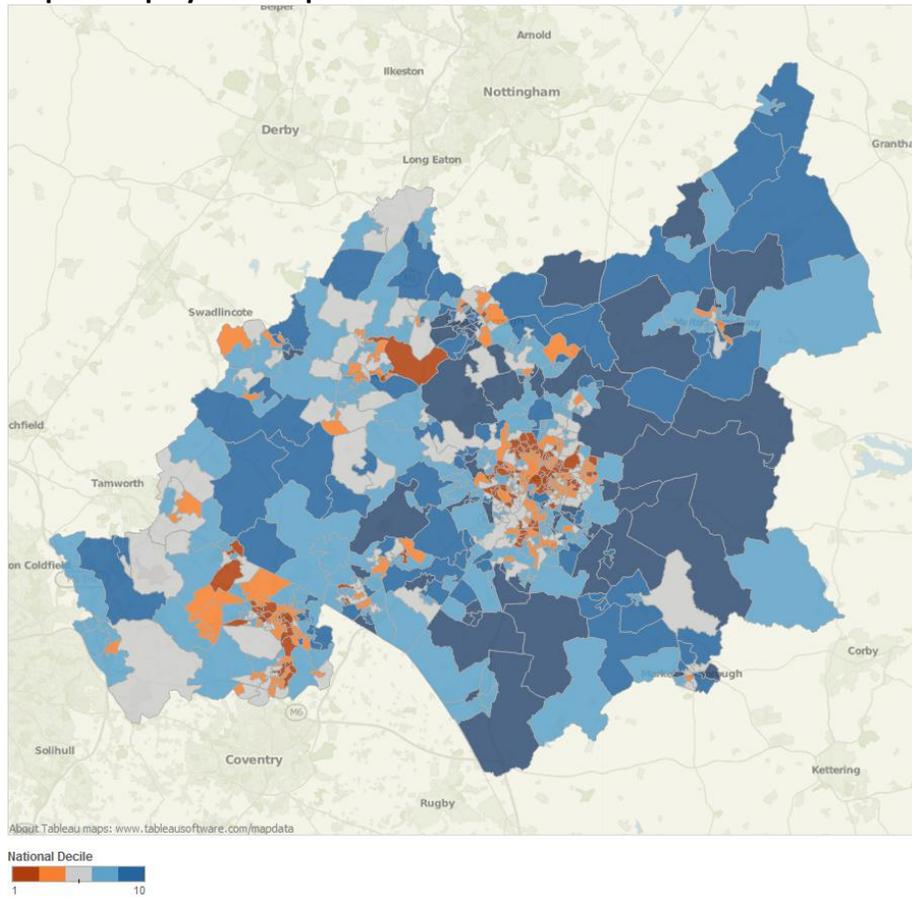
Income deprivation across the study area follows a similar pattern to overall deprivation, with LSOAs falling within the top 20 percent nationally located mainly in Leicester City, Loughborough, Coalville, Nuneaton and Bedworth and Atherstone.

More specifically, these areas cover parts of Leicester City to the north and east of the city centre, as well as to the west, around Braunstone and south around Saffron Lane, as well as the far eastern part of the city around Scraftoft and Thurncort Road. Elsewhere in the study area, LSOAs falling in the top 20 percent nationally can be found around the Warwick Way, Hastings and Meadow Lane parts of Loughborough,

in Hinckley, around Westfield Junior School, Atherstone in North Warwickshire, Greenhill in North West Leicestershire and the Stockingford - Nuneaton - Bedworth crescent as described above.

3.3 Employment Deprivation

Map 8 - Employment Deprivation 2010

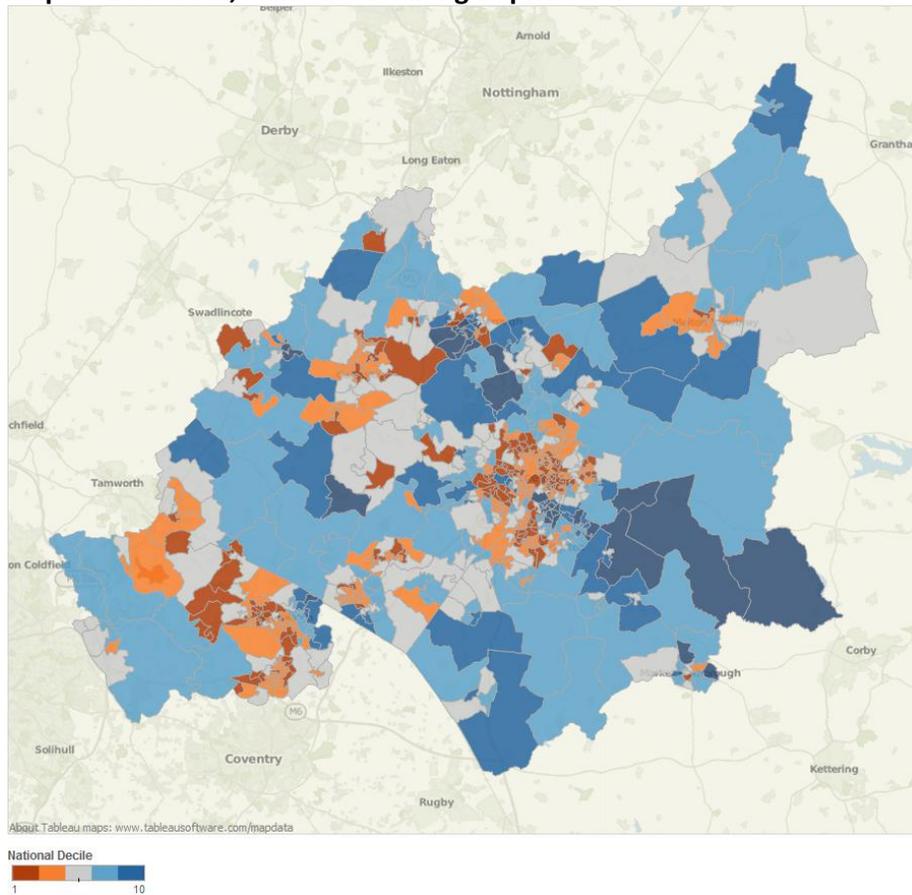


Source: Communities and Local Government, 2010.

Employment deprivation across the study area follows a similar pattern to overall and Income deprivation, as described above, with LSOAs in the top 20 percent nationally focused around Leicester City, Loughborough, Coville, Atherstone, Nuneaton and Bedworth. In addition, there are three LSOAs in Hinckley and Bosworth district in the top 20 percent most deprived; one in Earl Shilton and two to the west of Hinckley town centre.

3.4 Education, Skills and Training Deprivation

Map 9 - Education, Skills and Training Deprivation

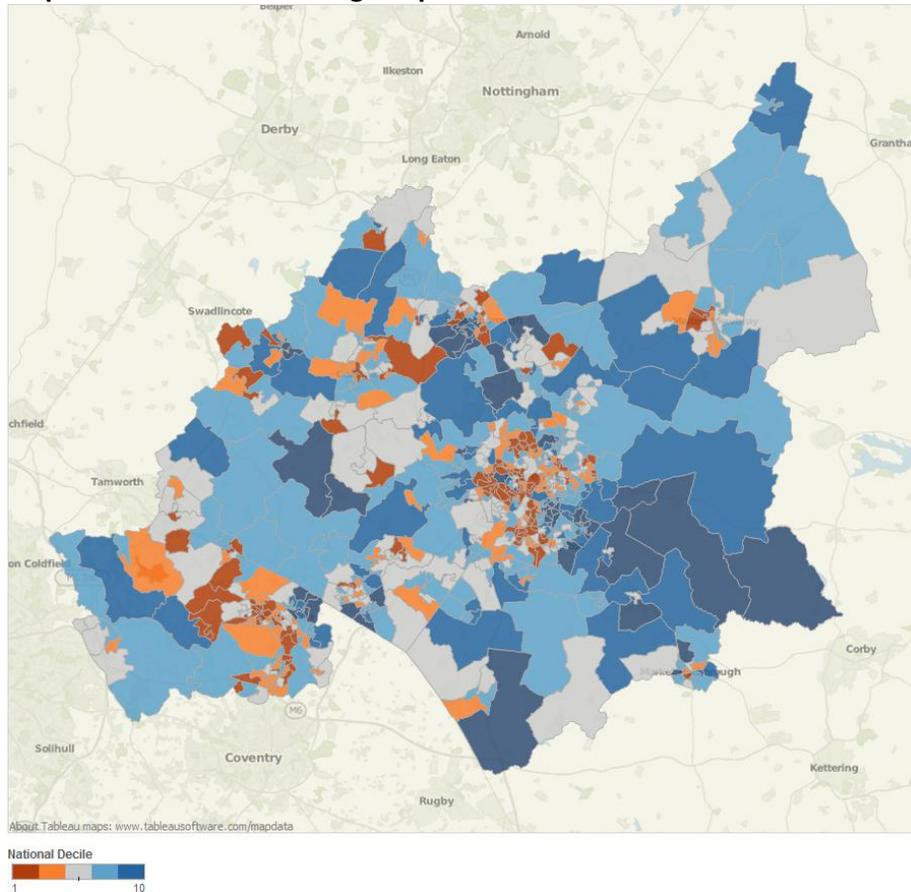


Source: Communities and Local Government, 2010.

The distribution of LSOAs in the top 20 percent nationally for Education, Skills and Training deprivation across the study area is more dispersed than other domains. While the main areas of concentration are still focused around Leicester City (moving south into Wigston and South Wigston), Loughborough, Coalville, Nuneaton and Bedworth, there are more peripheral areas such as Atherstone, Ashby de la Zouch, Kegworth, Ibstock and Bagworth. These areas are of interest to the study given their proximity to key logistics employment areas.

3.5 Education, Skills and Training Deprivation - Children and Young People Sub domain

Map 10 - Children and Young People Sub domain

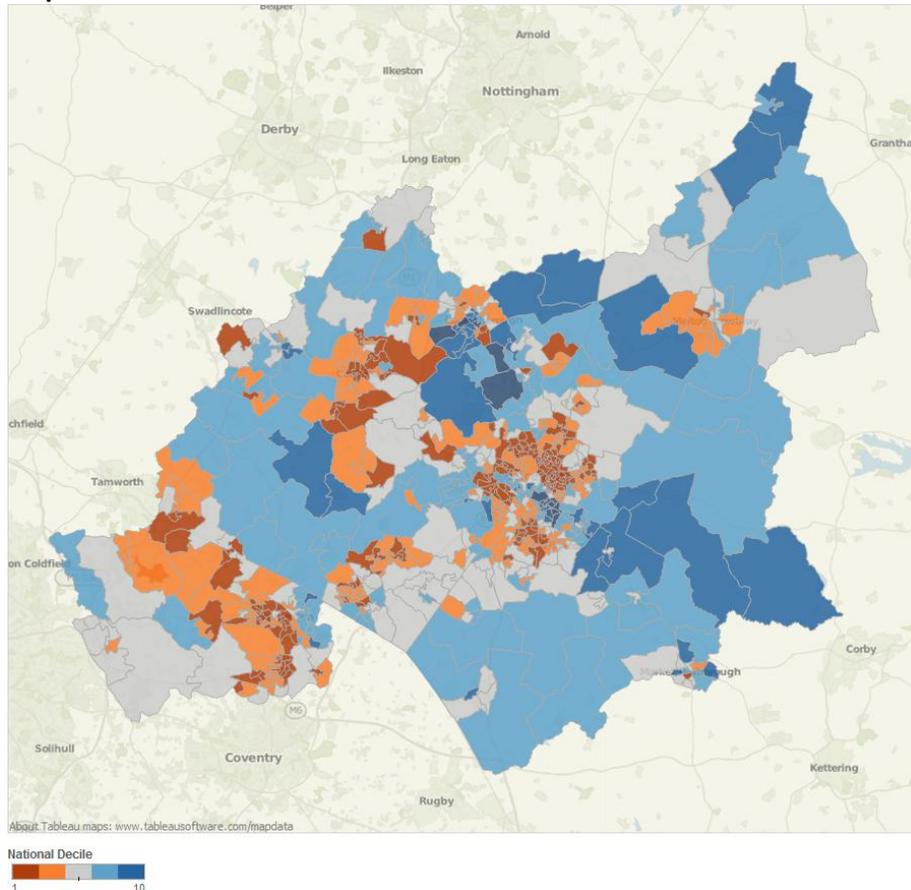


Source: Communities and Local Government, 2010.

The Education, Skills and Training deprivation domain can be analysed at a lower level which specifically looks at education, skills and training deprivation in relation to children. The LSOAs falling within the top 20 percent of this sub domain nationally follow a similar pattern to the Education domain itself, predominantly clustered around the main towns, but with some LSOAs located in more peripheral areas in larger villages such as Dordon, Baddesley Ensor, Earl Shilton, Barwell, Measham and Moira. Again these areas are close to more isolated employment sites focused around the logistics sector.

3.6 Education, Skills and Training Deprivation - Skills Sub domain

Map 11 - Skills Sub domain



Source: Communities and Local Government, 2010.

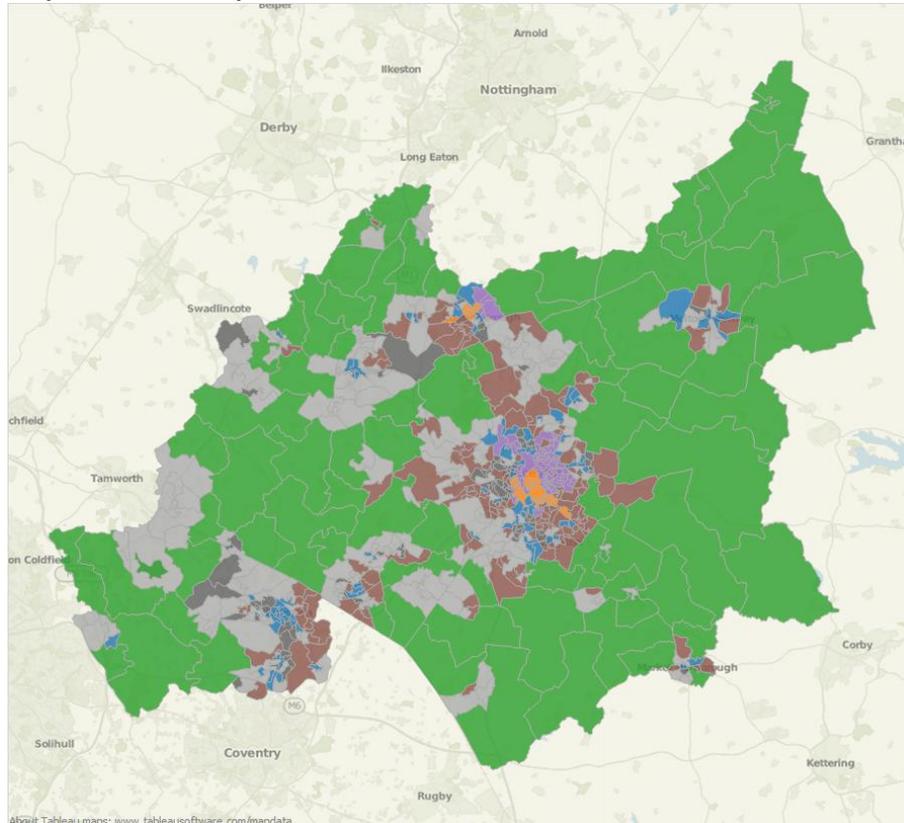
The Education, Skills and Training domain is constructed from another sub domain that focuses on skills. Skills were noted in the literature review as being linked to transport access, with higher-skilled employment tending to be located in main centres and other areas well-served by transport links. In comparison, lower-skilled employment was often found in more peripheral areas, served by The distribution of LSOAs in the top 20 percent nationally for this sub domain is even more noticeably focused in more peripheral locations. While the majority of LSOAs still fall within Leicester City and main towns, there are noticeable clusters of high-ranking LSOAs in the area around Coalville (covering Thringstone and Whitwick), Ibstock, Thurmaston, Earl Shilton and Barwell, Dordon, Baddesley Ensor and west of Bedworth, along the M6 around Keresley End.

3.7 2001 Output Area Classification

The 2001 Output area Classification was created using 2001 Census data and as such, the information contained within it dated and should be treated with caution (an updated classification is due for release during 2014). However, it is still an

important tool for understanding the general population in an area. The classification uses smaller areas called output areas that are nested within LSOAs. These areas contain on average 300 people.

Map 12 - 2001 Output Area Classification



About Tableau maps: www.tableausoftware.com/mapdata

Source: Office for National Statistics, 2001.

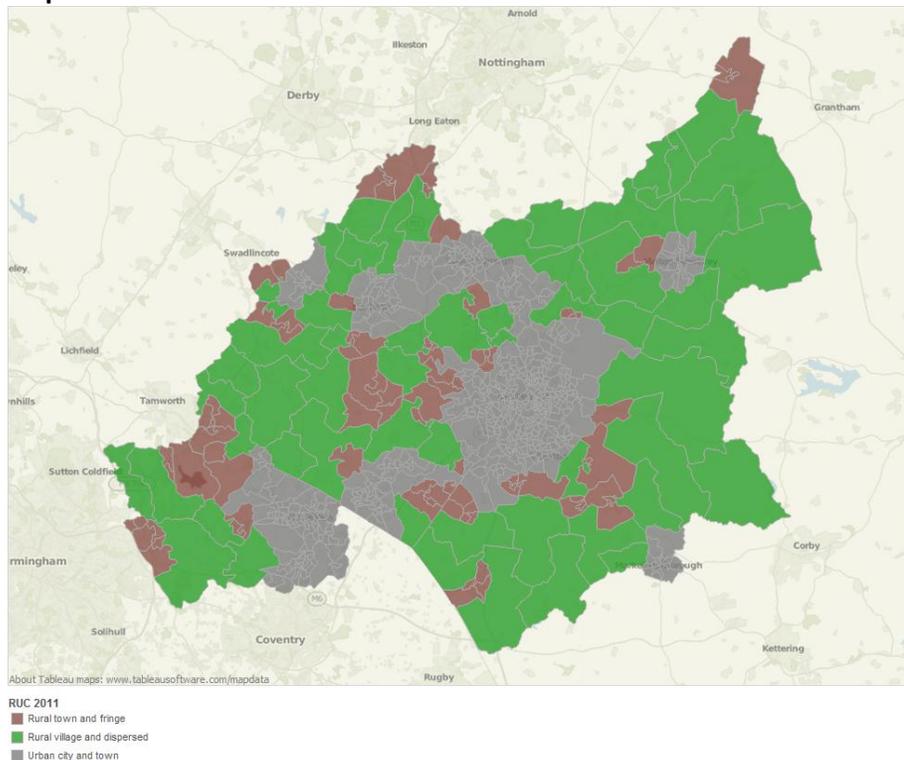
Across the study area, areas are mainly classed as a mixture of 'Countryside', 'Urban Fringe' and 'White Collar Urban'. There exist pockets of areas classed as 'Professional City Life' within Leicester City, stretching into Oadby and parts of Loughborough. There are large areas of 'Multicultural City Life' across Leicester City, mainly towards the north and east as well as in the northern and eastern parts of Loughborough.

There are pockets of 'Disadvantaged urban Communities', most noticeably around the outskirts of Leicester City (including Braunstone, Beaumont Leys and New Parks), the south of Loughborough, Coalville and the surrounding area, South Wigston, Atherstone, Nuneaton and Bedworth.

3.8 2011 Rural Urban Classification

The 2011 Rural Urban Classification is used to identify areas as either rural (Rural Village or Dispersed), fringe (Rural Town and Fringe) or urban (Urban City and Town). The study area is characterised by an urban core, comprising of Leicester City, which stretches north to Loughborough and Coalville and south west towards Hinckley and on to Nuneaton and Bedworth. In comparison, the market towns of Melton Mowbray and Market Harborough are relatively separate urban areas.

Map 13 - 2011 Rural Urban Classification



Source: Office for National Statistics, 2013.

This urban core is surrounded by pockets of fringe areas, covering smaller settlements such as Castle Donington, Anstey, Boughton Astley, Polesworth and Coleshill. The literature review conducted as part of Stage 1 identified rural populations as experiencing particular transport barriers to employment due to longer distances to travel to employment centres and the reduced provision of bus services.

3.9 2011 Census Data

The 2011 Census contains a range of datasets on topics relating to the subject of the study. The analysis below uses census data at LSOA level.

3.9.1 Qualifications

Areas with the highest number of residents with no qualifications can be found in Leicester City and a few other, more peripheral locations such as Ibstock and the Whittleford area of Nuneaton. Area with the highest number of residents holding a Level 1 or 2 qualifications as their highest level of qualification can be found in Glen Parva, the westernmost part of Hinckley next to the A5 and around Hurley and Wood End in North Warwickshire.

LSOAs with the highest numbers of residents holding an apprenticeship as their highest level of qualification can be found in more peripheral areas such as Shepshed, Sileby, and the outskirts of Melton, Harborough, Countesthorpe and Bedworth. In comparison, Leicester City has very low numbers of residents holding a holding an apprenticeship as their highest level of qualification.

3.9.2 Long Term Sick and Disabled

As part of the Stage 1 analysis, a literature review was conducted, exploring issues around transport barriers. The literature highlighted disabilities as a potential transport barrier to employment. The 2011 Census contained a question on long term sickness and disability. Areas with the highest numbers of residents classed as long term sick and disabled can be found in Leicester City, specifically the Abbey Lane, Aylestone, New Parks and Braunstone areas of the city. Elsewhere in the study area, higher numbers can be found in Loughborough, Coalville, Nuneaton and Bedworth.

3.9.3 Part Time Employment

According to the 2011 Census, the highest concentrations of part time employees can be found in parts of Birstall, Lutterworth and the southern part of Harborough district, the westernmost part of Hinckley next to the A5 and around Hurley and Wood End in North Warwickshire.

3.9.4 NS-SEC

High numbers of residents employed in Lower Supervisory and technical Operations can be found in and around Coalville, Loughborough and Melton Mowbray, Ibstock, Hurley and Wood End in North Warwickshire, Atherstone, Glen Parva and Lutterworth. High numbers of people employed in Routine and Semi-routine Occupations can be found in Leicester City, the northern part of Loughborough, Glen Parva, Nuneaton and Atherstone. Clusters of relatively high numbers of residents can be found in Coalville, Lutterworth, Ibstock, Melton Mowbray, Bedworth, Wood End and Polesworth.

4 Transport Access Scoping Report

4.1 Background

The following section covers a systematic literature search conducted between the 3rd and 10th March 2014, which sets out to answer the following questions:

- What information or studies exist that cover transport barriers to employment?
- What solutions currently exist that attempt to help overcome transport barriers to employment

From these questions, a number of keywords and search terms were developed. Only articles published since 2004 were included and while international articles were considered, the focus was predominantly on relevant examples from the UK. These criteria were used to systematically search the following databases:

- IDOX Information Service;
- OAlster; and
- Google Scholar.

Searches were conducted and refined until a manageable number of results (less than 50) were returned. The article abstracts were then assessed for their relevance and if they were considered relevant to the study, the details were recorded. Article hyperlinks (where available) were also recorded in case the article full text needed to be assessed later in the study. The findings below attempt to summarise the contents of the article abstracts.

4.2 General

Lucas (2004a) outlines the **importance of transport in the welfare of citizens**. Tochtermann and Clayton (2011) explore spatial patterns in job supply and demand and what influences commuting patterns, how they differ between different socio-economic groups and what policy levers exist to increase **individuals' commuting horizons**. Suggests that:

- **Higher skilled jobs are increasingly concentrating in cities, along main transport corridors and city centres, while lower skilled jobs are dispersing out of city centres;**
- The shift towards a knowledge-intensive, service-based economy has increased employer demand for qualifications and skills, reducing both the number and share of lower skilled, entry-level jobs, which in turn makes **spatial mobility, qualifications and skills increasingly important at the lower end of the labour market;** and
- **Lower skilled workers' spatial mobility is more constrained than higher skilled workers,** disadvantaging this group in the contemporary labour market.

Thomas (2012) describes the market and policy pressures leading to poorer access for some people, and indicates that the **general culture of transport planning is focused on promoting more mobility, which does not always lead to greater accessibility**. Suggests that **public funding of transport may be growing travel demand rather than improving accessibility**, and indicates that transport investment and delivery tends to **emphasise market pressures**, such as road congestion, rather than market failures, such as the ability of people and businesses to meet their travel needs.

Melo et al (2012) finds that **larger, less circular labour markets, with a less urbanised spatial structure and a greater jobs–housing imbalance are associated with a flatter distance–decay of commuting trips**. The authors highlight similar effects for labour markets with a more specialised industrial structure and better access to rail transport.

In terms of specific methods of transport, Lewis (2010) stresses the danger in the general default **assumption that everyone has access to a car**, with CAB and CBT (2010) noting that few people on low incomes or benefits have access to a car.

The **role of buses** was mentioned in a number of articles, Haigh (2012) notes the role of the bus in supporting the workforce, business reliance on buses, the need for access to bus services for individuals in education and training. CBT (2013) looks at **supported buses** which serve communities where no alternative route or provider exists. Looks at those affected by bus cuts, including:

- Older people;
- Young people and those in full or part time education;
- People on low incomes and job seekers; and
- Disabled people.

CBT goes on to suggest that these groups suffer disproportionately and are more likely to experience transport isolation. Finally they consider **the role of supported bus services in mitigating social exclusion** and note that there have been some examples of good practice and innovative partnership working between operators and local authorities found in places such as Nottingham, Sheffield, Hertfordshire and Northamptonshire.

4.3 Barriers to Employment

4.3.1 General

The scoping report returned a wide range of articles that highlight the role of transport as a barrier to employment (e.g. GEN, 2005; DfT, 2007; Abrams, 2013). CAB and CBT (2010) consider how **transport affects people's ability to find and retain jobs**, arguing that **without reliable bus services, people struggle to find and hold on to jobs** and that cuts to services would hit the poorest hardest. Explores ways in which targeted support has helped people overcome transport problems and get back into long-term employment.

Abrams (2013) notes UK's increasing reliance on car transport and the transport deficit suffered by vulnerable members of society, such as older people, jobs seekers, young people and low-income groups. They contend that the needs of **marginalised groups are only occasionally considered** when determining the provision of public transport to isolated communities and consider the potential to encourage more community-run transport initiatives.

IER (2004) discusses research on the role played by **area perceptions** in shaping access to employment. Outlines policy initiatives concerned with **breaking down spatial barriers to employment**. Summarises the results of research undertaken in Belfast to find out what disadvantaged young people knew about the geography of labour market opportunities in the city. Considers the possibilities of **bringing 'jobs to workers' and 'workers to jobs'** in order to reduce unemployment. Explores the following policy initiatives employed to enhance the mobility of workers and increase the accessibility of jobs:

- Transport projects;
- Fare reduction schemes;
- Discretionary funds and enhanced flexibility; and
- Personal development programmes.

Other issues mentioned briefly across the literature include:

- **Women** face disproportionate problems accessing services and job opportunities (Hamilton et al, 2005);
- Barriers to participating in paid work for **single mothers** in Australia, including availability of public transport, cost of fuel etc (Branigan, 2008);
- Changing **barriers to employment** across UK cities, including the barriers facing those with the lowest skill levels (Tochtermann and Clayton, 2011);
- Transport links and commuting and **travel to work patterns** (LDA, 2005)

A number of other barriers linked closely with transport were identified across the literature and should be considered when exploring the links between transport and employment;

4.3.2 Disabilities

Disabilities are obviously closely linked to transport in terms of accessibility, ease of use and support. A number of articles note the **links between disability and transport access and the transport barriers faced by disabled people** (e.g. Coleman et al, 2013; Vine, 2011; OFMDFM, 2009). Ferrie and Hansen (2006) and ONS (2010) note the importance of **understanding disability in terms of the social barrier to participation**, noting access restrictions around transport, education and training, employment and economic life. The report also goes on to describe the **impact of illness or disability on respondents' employment situations and access to education**.

ONS (2011) explores the main barriers which adults with impairments experience across a range of 'life areas', including accessibility of transport, within the context of seven life areas including employment. They find that adults with impairments were

more likely to experience seven of the **eight main barriers** than adults without impairments. Cole (2013) surveyed disabled people claiming JSA, IB or ESA, looking at the support they were receiving to help find employment, current job seeking activity and the barriers and the types of support that would be helpful to find work. The most commonly reported barriers to work were a lack of job opportunities, difficulty with transport and attitudes of employers.

Williams et al (2008) looks at the experiences and perceptions of civic participation and social networks, including barriers to participation;

- **Discrimination**, including accessing goods and services;
- **Employment**, including interventions that would have helped them to stay in work;
- **Education**, including barriers to learning;
- **Economic well-being**, including concerns about future financial situation and additional costs of disability;
- **Transport**, including use of transport-related concessions for disabled people; and

In conclusion, Williams et al highlights the importance of **choice and control** in the lives of disabled people.

4.3.3 Young People

A number of articles note the problems young people have in terms of transport access to employment (e.g. Abrams, 2013; Russell et al, 2013). Bourn (2013) argues that **cost and reliance on bus networks** are the main influencing factors for young people (see also Jones, 2012). As a result, the **location of employment opportunities** is important. Young people in more remote areas therefore, experience greater difficulties in accessing employment (CFC, 2010). Barker (2008) builds on this, suggesting **six barriers** that prevent young people from using bus services, including;

- Cost,
- Safety,
- Availability,
- Attitudes of bus drivers,
- The condition of buses and
- Access problems for specific groups of young people.

Tunstall et al (2012) describes the challenges facing young jobseekers in the UK labour market, particularly those from disadvantaged neighbourhoods with limited education and skills. They found that **since the recession, the labour market has become increasingly competitive, with a reduction in vacancies and those available being filled more quickly**. A large proportion of low-skilled vacancies are for mostly low-paid jobs that are part-time and/or involve non-standard hours, meaning that **jobseekers are less likely to travel a long way for them**. Concludes that **very active job searching is important; job seekers need help with job applications, and require access to good intelligence about their local labour market; and those with no internet at home or who rely on public transport are likely to be at a disadvantage**.

Jones (2012) suggests that **some employers prefer to recruit employees from within a five mile radius** as they view employees who have to travel long distances as unreliable, and contends that this acts as a particular barrier to young unemployed people who are unlikely to have access to a car. Jones also argues that **transport policy does little to address the disadvantage** faced by young jobseekers.

4.3.4 Older People

While the focus of access to employment tends to fall on younger age groups, a range of articles highlighted access issues for older people. Harrop et al (2011) looks at ways in which **the market fails to meet the needs of older people as consumers** and examines issues of particular concern to older people, such as public transport, and access to local services and advice.

Talbot et al (2011) note that **transport difficulties are one of the barriers to employment experienced by people aged 50 plus**. Difficult conflicts may arise for older workers regarding **work location, travel arrangements, mode of travel, family or caring commitments, and the need for leisure time and a well-earned degree of freedom and flexibility**. More focussed interviews then contribute towards design solutions and strategies which will support personally sustainable travel and well-being, not just for older people but for all employees.

Shergold and Parkhurst (2012) consider the interactions between transport-related exclusion and older age, particularly in a rural context. Notes that, although few respondents reported feeling excluded within their communities, more reported **difficulties in accessing services and activities**. The authors indicate that, **while car availability is not a strong indicator of overall inclusion, non-availability is important in limiting access to particular types of location**. Finally, Shergold and Parkhurst suggest that the car-dependent nature of travel overall means that there is a **risk of mobility-related exclusion** in rural areas, and that greater consideration needs to be given to more formalised lift-giving as a transport solution, along with greater attention to mobility needs by sector-specific service providers.

4.3.5 Poverty and Social Exclusion

Poverty is obviously a key defining factor in transport access to employment in terms of being **able to pay for transport** (e.g. Abrams, 2013) and one that is interlinked with other issues (for example, young people lacking financial resources). Poverty influences access to employment opportunities, which in turn impacts on a household's financial situation, creating a vicious circle.

EKOS (2009) highlights specific problems experienced such as **fuel poverty, transport problems and availability of services/access to support services, childcare, employment opportunities and costs of living**.

Whittle (2008) notes that **people living in disadvantaged communities often encounter barriers to accessing jobs, training and public services**. The article also investigates **attitudes and perceptions of transport provision** and the link between

social exclusion, transport and access to economic opportunity within South Yorkshire.

Lucas (2004b) explores the extent to which the concept of social exclusion and the links between transport and social exclusion are accepted and recognised. The author then examines the transport policies being put in place to promote greater social inclusion by **sharing the benefits of transport mobility**. Siraut and Gay (2009) Examines the ways in which socially excluded groups are further disadvantaged by **low travel horizons** - the inability or unwillingness to travel beyond the boundaries of the known local area. Focuses on a case study of barriers to travel in London, and looks at the attitudes and experiences of study participants in relation to:

- The cost of transport;
- Physical accessibility;
- Staffing;
- Journey experience;
- Safety and security;
- Interchange;
- Regularity and reliability;
- Travel information;
- Family responsibilities; and
- Limited mental geographies.

Adults in lower socio-economic groups use public transport more frequently than those in higher socioeconomic groups (DfT, 2007; Lewis, 2010; CBT, 2012). CBT note that half of the poorest fifth of the population, and **two-thirds of jobseekers do not have access to a car** and that a **lack of affordable and accessible public transport is having a serious effect on low-income households** and reducing people's ability to find work.

DfT (2004) describes the relationship between transport, social exclusion and the location of jobs and key services, and provides a cross-government strategy for reducing social exclusion by improving access to jobs and key services. The report goes on to explain that accessibility planning seeks to put in place a more systematic approach for identifying and tackling the barriers that disadvantaged people and areas face in accessing jobs and services. Case studies and examples of good practice are also included.

SCIE (2009) considers the barriers in the fight against child poverty and possible methods to overcome them. Notes that the strategy should work to **maximise and manage incomes and could involve training, childcare, employment opportunities and transport**.

4.3.6 Rural Communities

Rural communities experience access issues given their often peripheral location, resulting in **increased travel distances across the board**, not just in terms of accessing employment opportunities. In addition, the concentration of employment in and around more urban areas results in a **potential mismatch in terms of supply**

and demand for employment. A number of article highlight issues around **transport in rural areas** (Wright et al, 2008; OFT, 2012; McQuaid, et al, 2007). Specific transport issues include the **price of and access to road fuel; access to public transport; the reliance on private car transport** (as mentioned above).

CFC (2012) highlight a rural dimension to NEET, identifying a number of uniquely rural barriers, particularly concerning access to transport, employment and training support, and youth services and makes a series of recommendations. IDeA (2010) addresses the challenges for local authorities and their partners in tackling unemployment in rural areas. Identifies transport issues as the main barrier to effective employment and skills delivery in rural areas. Offers advice on:

- The use of **information and communication technology (ICT)** to overcome barriers;
- Integration of services and funding streams;
- Working with dispersed and smaller employers;
- Combining private, public and third sector provision;
- Seasonal and self-employment; and
- Addressing rural issues at regional level.

4.4 Possible Solutions

4.4.1 General

A number of articles make general recommendations for overcoming barriers to employment and services more generally (e.g. DfT, 2007).

ERS (2005) review effective interventions to reduce worklessness across the UK and looks at the main barriers to employment problems and notes accessibility and transport. Highlights the characteristics of successful interventions (**targeting, engaging individuals, financial support** etc), and discusses the conditions that assist and enable worklessness interventions to be effective. CAB and CBT (2010) also highlight **targeted support** as a method of helping people overcome transport problems and get back into long-term employment.

Other issues noted in the literature include increasing **inclusion and reducing isolation** (Abrams, 2013; Lucas, 2004a) and **improving equality of access** (Hamilton et al, 2005; DfT, 2007). Lucas (2004a) provides case studies of transport initiatives designed to enhance social inclusion, including;

- **linking major areas of regeneration with areas of high unemployment**
- **development of new bus services to provide access to employment in Leicester**

McIntosh (2008) describes five Beacon award-winning schemes which address the problem of accessibility planning - making sure that there are transport solutions available to help people access jobs and services;

- Workwise project in Merseyside which aims to help people in deprived areas to travel to areas where they can find jobs, through **travel card assistance, scooter and cycle hire and journey-planning advice**;
- Lancashire CC which is looking at issues facing rural residents dependent on public transport;
- Joint work between Nottingham City Council and Nottinghamshire CC who introduced a **bus service to take elderly and disabled people from deprived areas to shopping and healthcare facilities**;
- Peterborough City Council who worked with local hospitals and the PCT to offer a **door-to-door bus service** to help people reach local hospitals and reduce pressure on non-emergency ambulance services; and
- Greenwich LBC which has opened integrated centres offering learning, fitness and council services in one location.

There are obviously practical issues (such as **scale and cost**) around improving access to personal transport such as **cars and bicycles**. Therefore, a lot of the recommendations focus on access to public transport, specifically the bus service.

Haigh (2012) sets out recommendations and a five-point plan to **maximise the potential for the bus** to support the UK economy:

1. **Better co-ordinated bus policy and funding;**
2. **Good value fares and multi-operator ticketing;**
3. **Tax incentives for travelling by bus;**

4. **Funding and support from local bodies to boost local economies; and**
5. **Closer partnerships between bus operators, businesses and local government.**

Tyler and Lucas (2004) explore the role of transport initiatives in improving access to training and employment opportunities in the US, France and the UK. The research particularly focuses on those experiencing or at risk of social exclusion. Presents a number of examples of **job access initiatives** which have been selected as case studies as part of the research. Finally, it presents the methodology chosen to analyse the efficiency and effectiveness of the initiatives and briefly highlights some preliminary results.

Clayton et al (2011) explores the role of transport in overcoming barriers to work in UK cities and city regions and looks at past policy initiatives and the different roles of transport in relation to access to work. Suggests that transport initiatives tend to be most effective in linking people to jobs when:

- **They are designed with the needs of different individuals and places in mind;**
- **They integrate and assist individuals in the use of existing transport provision; and**
- **They work alongside initiatives in other policy areas.**

Anon (2005) provides good practice examples, cover projects dealing with:

- **The availability and physical accessibility of transport:**
- **The cost of transport;**
- **Services and activities located in inaccessible locations;**
- **Safety and security; and**
- **'Travel horizons'** - the distance people on low incomes are prepared to travel

There are also peripheral issues connected to transport. Skinner (2005) discusses the practicalities of **managing childcare and employment from a parental perspective focusing on the transportation from home to the place of care or education, and parents' travel to their workplace in a different location**. The article goes on to contend that policy makers need to have a greater regard for the **time and space dimensions** attached to coordination, the coordination support provided by fathers and others, transport issues.

4.4.2 Disabilities

Coleman et al (2013) finds that **modified hours or days, or reduced work hours**, was commonly reported by disabled people as something that has helped or could help them into work. House of Commons (2013) concludes that **enabling and encouraging access to transport** for disabled people will have widespread benefits, including more employment opportunities for disabled people, a reduction in the requirement for health care home visits, easier access to a wider range of education and training opportunities, and growth in consumer spending. The article focuses on three key themes:

- **Accessible transport infrastructure;**

- **Better transport information; and**
- **Staff training and awareness.**

OFMDFM (2009) explores what needs to be done to ensure the **appropriate supports** are in place so that disabled people can have choice and control over their lives, **addressing independent living, employment and employability, and information issues**. Makes recommendations on how these might be removed taking account of wider policy development. DfT (2013) concludes that **transport accessibility** is primarily a local issue, and local communities, local government and transport operators are best placed to identify practical solutions.

4.4.3 Young People

Lee et al (2012) recommends that policy should focus on six key areas including addressing **transport barriers**.

The freedom associated with travel is a key consideration when looking at younger age groups. Audrey and Langford (2014) note the **prevalence of strategies to restrict the driving activities of young people**. Links to social exclusion; research suggests the disadvantages experienced by young people in socially deprived groups are exacerbated by not having a driving licence or owning a car. These young people believed the ability to drive, and car ownership, could increase their independence, improve access to further education, widen their employment opportunities, and enable them to contribute to family or household responsibilities. Audrey and Langford argue there is a **potential conflict between some strategies seeking to promote young driver safety and the impact this may have on equity and social disadvantage** and suggest interdisciplinary work is required between professionals and researchers in transport, road safety, public health and social equity. Finally the authors note that Government policies should include **low-cost, safe, reliable and attractive transport alternatives** for young people in more deprived communities.

A major issue in terms of young people and employment is the numbers of young people classed as NEET. Cooke (2013) sets out a strategy for radically increasing the proportion of young people who are learning or earning, by fixing the **broken school-to-work transition system and establishing a distinct work, training and benefits track for those aged 18–24**. The author notes that this will require;

- **Deep institutional innovation;**
- **Strategic shifts in public spending; and**
- **The mobilisation of a range of actors spanning traditional policy and service divides.**

Cooke notes that in Norway and the Netherland (which exhibit much lower NEET rates) young people are kept out of the adult welfare system and are directed to complete their initial education before entering the workplace. This is underpinned by **conditional financial support**, with routes to inactive benefits closed off. Both countries also boast high-quality vocational training and apprenticeship systems.

Donovan (2004) draws attention to the **Wheels to Work** scheme in Coventry and explains that the projects provide 16 to 25 year olds with **cheap access to vehicles**, usually scooters, and are generally found in rural areas, where public transport is a major barrier to young people's ability to find employment or access to training and education. In conclusion, the article looks at problems to be addressed including **funding challenges**.

Tunstall et al (2012) recommends that;

- **National free bus fares** should be provided for young people and job seekers;
- **Better bus areas** should encourage bidders to improve their offer for young people;
- The planning system should support the **retention and creation of jobs in places served by public transport**; and
- **Co-operation between job centres, local authorities, schools, colleges and transport operators** is needed to give young people better information on public transport.

Jones (2012) discusses initiatives, including:

- **Transport subsidies** such as concessionary fares; and
- **Community schemes**, arguing that these are often too focused on the needs of older people.

Makes recommendations for policy, including that:

- Long-term unemployed young people should be privy to **concessionary fares** both during their job search and first month of employment;
- Work programme providers should ensure that any **transport barriers are identified and addressed**; and
- **Young people should be consulted** over the planning and provision of local transport services.

Barker (2008) identifies four projects which have attempted to encourage young people to use buses and makes recommendations for improving the planning and provision of bus services for young people.

4.4.3 Older People

Little was mentioned across the literature in terms of solutions for older people.

Talbot et al (2011) suggest design solutions and strategies which will support

personally sustainable travel and well-being

Should be included in consultation, not just for older people but for all employees.

The Welsh Government (2013) sets out the key outcomes for older people that the government wants to achieve by 2023, including: better access to transport and housing services and that those who want to continue to work are able to.

However, it could be inferred, that possible solutions for older people could be similar to those for younger people (in terms of overcoming cost barriers and increased reliance on bus travel) as well as those for disabled people (given increased mobility issues).

4.4.4 *Poverty and Social Exclusion*

A number of articles make reference to specific practical examples (EKOS, 2009; Blumenberg and Schweitzer, 2006; Lucas, 2005; SCIE, 2009). Whittle (2008) sets out the implications for **regeneration investment** and concludes that different service providers should work together to create appropriate solutions with local people.

Lucas (2004b) identifies practical initiatives that address the transport exclusion problem, noting that the UK is the only country attempting to make connections between poor transport amongst low income groups and other inequalities such as low educational attainment and poor health.

Clayton et al (2011) examine the role transport plays in helping residents in economically deprived areas access work in four case study areas. Argues that there is a need for more **joined up and effective transport policy**, both within transport as well as across other policy areas, and for more local powers and funding to give cities the flexibility to respond to their distinctive challenges. In conclusion, the article makes a series of policy recommendations for local transport policy makers and their partners.

Thakuria et al (2013) focus on an evaluation of public transportation-based employment transportation services to transport low-wage workers to jobs in the US. Present a framework to evaluate how transportation improvements, in interaction with labour markets, can affect users' short-run economic welfare, users' long-run human capital accumulation and non-users' short-run economic welfare. They found that **low wage users benefited from self-reported increased access to jobs, improvements in earnings potential, as well as from savings in transport cost and time**. Simulations show the potential of users to accrue long-term work-life benefits. At the same time, users may have accrued changes in leisure time as a result of transitioning from unemployment to employment, and generated a range of societal impacts on three classes of non-users: the general tax-paying public, the general commuting public in the service operating area and other low-wage workers in local labour markets.

Lucas (2005) notes that the poor physical access of some low-income groups and communities to employment opportunities is recognised as a **social policy problem** by the UK government. In addition, Lucas highlights the importance of **joint working between local agencies**.

Baldwin Hess (2005) explores the links between employment and transport access for low-income populations in the US, finding that despite higher numbers of low-wage jobs in the region's suburbs, job access in the city is superior due to **higher densities of employment opportunities and well developed transport networks**. Recommends **improvements to public transport in places with large concentrations of low-wage jobs**, and increased **access to cars in places with small concentrations of low-wage jobs**. The article concludes that unemployment rates in low-income neighbourhoods suggest a need to **enhance programmes to improve job readiness, placement and support services**.

4.4.5 Rural Areas

Cooper et al (2008) highlight the impact **Demand Responsive Transport (DRT)** may make to the delivery of improved access to work in rural locations. Whilst access to employment is treated as a generic issue in policy-related discussions, **transport gaps are a specific and personal issue – particularly at the local and rural scales.** Employment is thus treated as an issue to be solved across a wide range of metrics, while transport, where solved on the wide scale will often fail to deliver at the local scale, with demonstrable gaps between provision and need being visible in rural communities. The differences between the generic and the specific, and a natural concentration on larger, rather than individual solutions, have led to a **gap between needs identified on the micro-scale and solutions applied from a regional or council scale.** The Transport to Employment service (T2E) project provides an indication of alternatives appropriate to achieving rural access to work **designed with individuals' needs in mind at the local scale;** and the effects of increased access to the communities served. The authors describe the effects that the service has had on the employment markets in the areas served and conclude by comparing the costs and effectiveness of T2E with other similar access to work schemes (e.g. wheels to work, other DRT or minibus-based schemes) and with the costs of more traditional transport services. It is identified that, when considering access to employment, **significant benefits may be achieved by the use of focused DRT in preference to more traditional responses to increasing access in rural communities.**

OFT (2012) also set out some potential solutions to transport access issues in rural areas.

4.5 Summary and Conclusions

The literature search returned a range of articles relating to transport access to employment from a range of sources and highlighted some of the specific groups impacted by barriers to employment. Overall, the literature covered barriers in more depth than the possible solutions. Although the time constraints meant that only the abstracts of these articles could be assessed at the present time, a number of the articles returned would benefit from a more in-depth exploration in order to uncover additional details relating to barriers and potential solutions. In addition, the literature touched upon some of the wider issues such as employment opportunities, educations and skills and social influences of employment.

Generally speaking, the importance of travel in terms of the welfare of citizens was stressed by a number of articles, as was the role of accessibility planning in maximising the potential benefits. However, it was noted that success must be measured not just in the number of passengers using a service, but also whether they can get to the places they need to get to. A point supported by the argument that transports planning is too focused on promoting more *mobility*, which does not always lead to greater *accessibility*. This is obviously a key concern of this research project.

Various articles discussed the spatial pattern of job supply and demand and the relationship between where people live and where they work, as well as people's perceptions of travel, including their general geographical knowledge and how far they were prepared to travel to access employment as well as other key services. It was also noted that there existed an imbalance between the locations of different types of jobs and the transport links to these locations; higher skilled jobs were found to be located in more urban areas with good transport links, with lower-skilled jobs in more remote or peripheral locations. This is a major concern given the constrained spatial mobility of lower skilled workers. It was suggested that planning should explore the potential for bringing jobs to workers, instead of assuming that workers are able to travel to jobs. Specific concern should focus on linking major areas of regeneration with areas of high unemployment. The benefits of transport access improvements are not limited to employment; having the potential to reduce social isolation and increase inclusion across society.

The role of public transport, specifically buses was mentioned across the literature. It was stressed that there is an obvious bias towards car transport, and an assumption that people have access to a car. The groups discussed below were found to be particularly reliant on buses, but were only occasionally considered when determining the provision of public transport. It was suggested that the potential for bus transport could be maximised through:

- Better co-ordinated bus policy and funding;
- Good value fares and multi-operator ticketing;
- Tax incentives for travelling by bus;
- Funding and support from local bodies to boost local economies; and
- Closer partnerships between bus operators, businesses and local government.

Job access initiatives were mentioned as a possible solution as they are designed with the needs of different individuals and places in mind and they integrate and assist individuals in the use of existing transport provision. In addition, they work alongside initiatives in other policy areas. When considering transport access solution, the literature made reference to the following factors; availability and physical accessibility, cost, services and activities located in inaccessible locations and safety and security. Other general solutions include better targeting and engagement of individuals and financial support. Specific solutions mentioned across the literature included; travel card assistance, scooter and cycle hire, journey-planning advice and door-to-door bus services.

4.5.1 Disabilities

A range of articles focused on the experiences of disabled groups in terms of accessing transport and employment and the more general social barriers they experience in terms of participation across the board. Wider issues such as the importance of choice and control employment opportunities and attitudes of employers were also noted. In terms of public transport, obvious issues such as getting to transport interchanges and accessing transport were mentioned.

Possible solutions mentioned in the literature include:

- Modified hours or days, or reduced work hours
- Enabling and encouraging access to transport
- Accessible transport infrastructure;
- Better transport information; and
- Staff training and awareness.
- Appropriate supports
- Addressing independent living, employment and employability, and information issues

4.5.2 Young People

The literature noted that transport policy does little to address the disadvantage faced by young jobseekers. Young people often have financial constraints which limit their potential to utilise personal transport such as a car or motorcycle without first securing employment, creating a vicious circle. In addition, one source drew attention to strategies aimed at safety and limiting the driving of young people, acting as a further deterrent. As such, young people are often reliant on public transport in order to access both employment and other key services. The literature identified six barriers that prevent young people from using bus services, including;

- Cost;
- Safety;
- Availability;
- Attitudes of bus drivers;
- The condition of buses; and
- Access problems for specific groups of young people.

In addition, young people are often less well travelled, which results in low transport horizons. Very active job searching is important; job seekers need help with job applications, and require access to good intelligence about their local labour market; and those with no internet at home or who rely on public transport are likely to be at a disadvantage.

The attitudes of employers is also highlighted within the literature, with one source suggesting that employers see people reliant on bus service as unreliable and reluctant to recruit jobseekers from outside a certain catchment.

General solutions to transport barriers for young people included addressing the “broken school-to-work transition system and establishing a distinct work, training and benefits track for those aged 18–24” as well as the mobilisation of a range of actors spanning traditional policy and service divides. One source also suggested that work programme providers should ensure that any transport barriers are identified and addressed. There was also a strong argument for young people to be better consulted in the designing of transport solutions, with better co-operation between job centres, local authorities, schools, colleges and transport operators.

Specific solutions mentioned within the literature included:

- Deep institutional innovation

- Strategic shifts in public spending;
- Wheels to Work;
- Conditional financial support, subsidies and free or concessionary bus fares;
- Cheap access to vehicles;
- Better bus areas;
- Retention and creation of jobs in places served by public transport;
- Community schemes

4.5.3 Older People

The literature notes that transport difficulties are one of the barriers to employment experienced by people aged 50 plus. Difficult conflicts may arise for older workers regarding work location, travel arrangements, mode of travel, family or caring commitments, and the need for leisure time and a well-earned degree of freedom and flexibility. In a similar way to young people, older people may experience barrier to employment in terms of the cost implications of running a car and the isolation associated with living in more rural areas.

The literature did not mention any possible solutions to transport barriers specific to older people.

4.5.4 Poverty and Social Exclusion

Poverty and social exclusion impact on transport access to employment in obvious ways, not least the ability to afford transport, be it personal or public. The literature also mentioned that people living in disadvantaged communities often encounter specific barriers to accessing jobs, training and public services and socially excluded groups suffering from low travel horizons.

Possible solutions include:

- Joined up and effective transport policy between local agencies;
- Increased access to jobs through improvements in earnings potential, as well as from savings in transport cost and time;
- Improvements to public transport in places with large concentrations of low-wage jobs;
- Access to cars in places with small concentrations of low-wage jobs; and
- Enhance programmes to improve job readiness, placement and support services.

4.5.5 Rural Communities

Given their more isolated location, job seekers in rural areas experience longer travel distances across the board. The literature highlights the potential mismatch in terms of supply and demand for employment, although it has been mentioned that lower skilled positions are more likely to be located in peripheral locations, which may be of potential benefit. People in rural areas are also more likely to experience barriers in terms of the reliance on private car transport, the price of and access to road fuel and access to public transport. The literature also identified a gap between needs identified on the micro-scale and solutions applied from a regional or council scale.

Possible solutions for rural populations include:

- Demand responsive transport (DRT)
- Services designed with individuals' needs in mind at the local scale
- Significant benefits may be achieved by the use of focused DRT in preference to more traditional responses to increasing access in rural communities
- Information and communication technology

5 Call for Evidence

5.1 Introduction

The following section summarises submissions from a call for evidence conducted between the 26th February and 17th March 2014. This was the first time a call for evidence had been conducted by staff in the Research and Insight team at Leicestershire County Council. The call for evidence provided an opportunity for any interested parties to comment on the process, and specifically to feed in any relevant information which may have been overlooked as part of the initial information gathering process, including:

- Anecdotal evidence;
- Local data sources; and
- Local research.

An initial email was circulated to contacts at:

- The research project sub-group;
- The Economic Research Partnership;
- The Strategy, Partnerships and Communities Branch at Leicestershire County Council;
- The Transport Department at Leicestershire County Council;
- Loughborough, Leicester and DeMontfort Universities;
- Other relevant contacts.

Recipients were invited to forward the email to any interested parties and to circulate more widely as necessary. The email contained a link to the submission form on Leicestershire Statistics and Research Online website.² A copy of the initial email sent out to partners, and the submission form are included in the appendices of this report.

5.2 Findings

Apex Works³ presented findings of an internal survey of 188 new registrations in January 2014. The survey found that:

- 68 percent do not have access to a car;
- 25 percent do have access to a car;
- 62 percent do not have a full valid driving licence;
- 34 percent have a full valid driving licence;
- 54 percent are willing to travel more than one bus journey to work; and
- 18 percent are not willing to travel more than one bus journey to work.

² http://www.lsr-online.org/reports/transport_barriers_to_employment_research_project

³ <http://www.apex-works.co.uk/about/>

The following area selection of quotes from a service user forum consisting of

Enabled service users:

- “I am totally reliant on public transport”
- “There is an unreasonable distance to nearest bus stop”
- “I am limited by the bus route when looking for work – the work location may not be on my bus route, within reasonable walking distance or in isolated area”
- “Funding for bus passes is limited and restricted to specific routes”
- “I am constantly reliant on family to provide transport when the bus doesn’t show, is late or is cancelled”
- “Some rural routes are limited service on Saturdays and some do not operate on a Sunday”

In addition to the above, Apex Works submitted a number of case studies to highlight some of the issues facing job seekers:

- An ex-offender was unable to accept a post at Magna Park in Lutterworth as he did not have his own transport to get there. There was no direct bus meaning the job seeker would have had to get a bus to Lutterworth and then walk a long distance to get to work;
- An Apex learner studying a qualification in English with an aim to start their own business found it difficult and expensive to use the bus to travel to Apex and pick up their children from school. They also found cycling impractical. As a result, the learner had to drop out of their class; “I don’t get any help financially with my transport costs to help me get my qualifications so that I can get into work.”
- Another learner who found bus travel to Apex from Eyres Monsell prohibitive to completing the course and moving on with their career. Again, travel cost support was seen as beneficial;
- A job seeker with disabilities on the Enabled programme had to turn down a position in Coalville due to the logistics of transportation being too complex and costly. The proposed job would require him to work shifts and he would have had to travel by public transport. As a result he faced the prospects of not getting into work on weekends due to a limited or absent Sunday bus service. The journey would also involve two bus companies so he could not benefit from a day ticket.

North West Leicestershire District Council highlighted information from their partners on difficulty in getting individuals, who do not have access to a private vehicle, from Coalville (and surrounding settlements) to work at Magna Park, Caterpillar in Desford, East Midland’s Airport and Marks and Spencer in Donington. At a business event in Bardon, businesses on the estate said that they found it difficult to recruit staff from Leicester due to the commute and lack of alternative modes of transport. Noted that where public transport does exist it doesn’t always coincide with shift patterns.

North Warwickshire District Council noted that the Borough Council has successfully negotiated S106 funds to provide a bus service from Atherstone to Tamworth calling

in at the major employment site of Birch Coppice. The bus timetable was introduced in consultation with the businesses on the estate. Further improvements could still be made to cover all shift patterns. This could also be further improved and linked to the transport initiatives likely to be in place at MIRA by April 2015. There is a possibility of up to a maximum of £90k for future transport initiatives (bus and cycling) depending on the delivery of further employment development at Birch Coppice. The A5 Strategy and Partnership is aiming to get the route of the A5 identified as a high quality bus route. It is trying to get businesses along the route involved but this is a very slow process as some businesses think it is the Council's issue to resolve.

North Warwickshire noted the importance of encouraging people to bike to work, as it avoids a large outlay on a car especially when just entering employment. However they noted that the A5 is seen by a barrier due to the restrictive nature of the carriage way in some parts and being extremely close to large HGV's. They highlight the fact that the A5 is used extensively by HGVs as it links the M6 to M69 as well as the logistic sites of Birch Coppice which includes the Birmingham Intermodal Freight Terminal. They also note the impact of beget cuts on rural bus services in linking many villages in North Warwickshire and how this impacts on residents ability to access jobs. Finally, they quote anecdotal evidence noting that it is easier to get out of the borough than it is to cross the borough. This therefore makes it harder for those in the borough to take jobs in another part of the Borough.

North Warwickshire and Hinckley College pointed out that they used to run a shuttle bus between its sites. It has now changed this and with a change in the route of the main bus service between Nuneaton and Hinckley the buses seem to be more economical as they attract other users as well as college students.

Leicester City Council drew attention to the stakeholder consultation on the third Local Transport Plan (LTP3) for Leicester and Leicestershire. The report notes the following evidence. Points specifically relevant to the study are highlighted in bold:

- Up until 2008 traffic flows on our roads have been rising strongly
- There is marked peak period congestion on Leicester's arterial routes and ring roads, some areas of the inter-urban network and in some of the County Towns
- Our population is growing at a faster rate than regionally or nationally
- Significant levels of housing growth are planned for Leicester and Leicestershire
- Road traffic freight is estimated to increase significantly between now and 2020
- Significant population and housing growth are planned
- Poor public transport interchange and lack of kerb space for buses in the City
- **Limited access by bus to centres of employment outside the Principal Urban Area**
- **Limited public transport provision to the most rural areas of the County**
- **Poor rail connectivity to some key strategic city centres**

- Some sectors of business community cite a lack of parking for staff and customers in Leicester City as a potential barrier to inward investment
- Only 20% of companies in Leicester City said that car parking for employees and staff was a concern
- **There are barriers to changing travel behaviour to more sustainable modes (i.e. reliability, cost, convenience, safety)**
- **36% of Leicester's commuters don't use public transport or walk or cycle when all residents of Leicester live within 400m of a bus stop and 82% of Leicester's residents work within Leicester**
- **There are a number of important employment centres throughout the county**
- **Existing journey to work patterns are not particularly efficient given often spatial mismatch between jobs, workers and skills**
- **Geographical access to key services, particularly Further Education, health care and food shopping is primarily an issue in more rural areas of the County (i.e. Melton / Harborough)**
- **The access needs of service users must be considered based on their physical ability to reach a service irrespective of potential journey distance**
- **The cost of travel can act as a barrier to accessibility, particularly for those in deprived and more rural areas**
- Only 42% of residents in Leicestershire are satisfied with public transport information
- Residents in Leicester City feel more can be done to provide information on cycling opportunities throughout the City
- Young driver casualties (16-25) in Leicestershire are falling at a slower rate than all casualties
- Personal safety and security is seen as a barrier to walking and cycling
- National research indicates that if people felt more secure, 11.5% more journeys would be made on public transport

Leicester City Council also drew attention to three relevant research projects:

1. **Independent business travel network for Leicester employers:** highlights the promotion of sustainable modes to employees of member businesses and delivering best practice for travel planning and transport sustainability through the membership. A package of travel discounts was secured to help generate an employer membership of 50, representing 50,000 members of staff. Strategic relationships have been established with the local authority, enabling collaborations to be created between the local authority and major employers. Since the original scheme was launched in 2009, there have been 10,000 discounted season tickets sold through the scheme. A major success has been the development of a travel planners group between major employers with more recent engagement with Leicester City Council.
2. **'Fit for Business' programme:** this work focused on the major travel to work area of Leicester, aiming to reduce single car occupancy. The delivery of a workplace programme to 300 small-to-medium enterprises within the

programme area by March 2015. Out of these, 30 of these employers were to have more in-depth engagement.

Campaign for Better Transport Evidence from Citizens Advice clients:⁴ from the evidence, five problems in particular are apparent:

- The location of job centres causes difficulties for those in rural areas, particularly when Jobcentre Plus offices insist on weekly or daily signing-on and when offices have closed permanently.
- Those living in rural areas without access to a car face particular difficulties in finding work due to poor transport provision and a lack of affordable social housing located nearer to employment opportunities. Those on low incomes may also be reluctant to move nearer to jobs due to their informal networks of support or family commitments in the area where they currently live
- Housing and jobs which are available to those on low incomes are often in locations that are more difficult to serve by public transport
- Weekend and evening services are being cut back due to funding cuts and this is making it very difficult for those working shifts outside the core nine to five Monday to Friday working week.
- Jobcentre Plus offices do not always recognise the difficulties that those reliant on public transport face and are imposing unreasonable sanctions on job seekers whose transport difficulties make it difficult for them to find work

Leicester College Provided details of their learner transport survey. In recent years, the College has subsidised bus passes for learners aged between 16 and 18, who live more than three miles from their main base campus and study on a full-time course. The subsidy for 2014/15 is £150* towards the cost of the bus pass. Over 1,000 learners annually have taken up this in previous years. However for this year, it may be that due to changes in the way bus companies issue bus passes, learners will have to pay the costs of the pass upfront and claim back the subsidy from the College; we expect that this may well have an impact of some learners' willingness to travel in to Leicester, particularly from the County.

The College also collects evidence on staff travel patterns including the type of transport used and again the distance travelled to work. The College has a Green Travel Plan with a wide range of initiatives to promote sustainable travel and transport including cycle to work schemes, lift share, inter campus minibus etc, and stated aims of reducing the number of single occupancy car journeys by staff.

⁴ <http://www.bettertransport.org.uk/files/Transport-barriers-to-getting-a-job.pdf>

Table 6 - Leicester College: staff travel to work, mode of transport 2009-12

	Modal Split January 2005 (All staff)	Target year 1 (All staff)	Modal Split September 2009 All staff	Target year 2 (All staff)	Modal Split September 2010 (All staff)	Target year 3 (All staff)	Modal Split September 2011 (All staff)	Target year 4 (All staff)	Modal Split September 2012 (All staff)	Target year 5 (All staff)	Modal Split September 2013 (All staff)
Car (Driver)	84.00%	80%	75.00%	76%	63.81%	72%	50.75%	68%	66.50%	64%	
Car (Passenger)	4.00%	5.00%	2.73%	6.00%	4.41%	7.00%	1.75%	8.00%	2.50%	9%	
Motorbike	0.00%	0%	0.74%	0%	1.16%	0%	3.00%	0%	1.25%	0%	
Bicycle	3.00%	3.40%	5.07%	3.80%	9.39%	4.20%	9.25%	4.60%	6.00%	5%	
Bus	5.00%	6.60%	8.69%	8.20%	11.73%	9.80%	12.25%	11.40%	15.25%	13%	
Train	0.00%	0.20%	0.72%	0.40%	1.04%	0.60%	6.00%	0.80%	0.75%	1%	
Walk	4.00%	4.80%	5.74%	5.60%	7.79%	6.40%	17.50%	7.20%	5.75%	8%	
Total	100.00%		98.69%		99.33%		100.50%		98.00%		0.00%
Equal to or better than all campus target											

N.B. 2013 data is currently being processed

Through their work with individual companies, Training Consultants report that there are vacancies for employment which have been difficult to fill. There are several apprenticeship vacancies that have had to be advertised on the National Apprenticeship Service's apprenticeship vacancy matching service several times or have not been filled because they are in rural areas and there is a lack of transport for young people to travel to work in these places. Provides details of posts that have proved difficult to fill.

DWP Hinckley provided details of their Questions for Travel survey carried out at Hinckley Job Centre Plus offices:

Table 7 - Transport access to employment

	Yes	No	Sometimes	Not Really
Difficulty accessing work due to transport	9	32	4	1
Problems attending interviews or work experience due to travel	10	32	2	0

Table 8 - Interest in different transport access schemes

	Yes	No	Not Sure
Wheels to work - Young people loaned scooters or bikes to get to work or training	16	22	6
Walking and Cycling Improvements - New cycle ways and improved signage in your local area	22	19	7
Travel information - e.g. car sharing, transport phone apps, smarter ticketing, buses and trains	27	8	7
Personalised Travel Planning - to the workplace, to education and from home	18	9	9
Access to work grants - Help with travel costs	29	5	6

Leicestershire County Council provided details of current access schemes and information on the spectrum of schemes:

Table 9 - Current transport access schemes

Area	Scheme	Brief description
Leics	Sustainable Transport Fund	Support of over 70 employers. Used for tried and tested schemes such as: The expansion of 'Wheels to Work' – where young people are loaned scooters to go to work or training; Walking and cycling network improvements e.g. new cycle ways and improved signs; Promotion of sustainable forms of transport. E.g. car sharing, travel phone apps, smarter ticketing, buses and trains.
HBBC	Dial-a-Ride	Provided by volunteer drivers using their own vehicles and is accessible to elderly or disabled. Visits to friends or relatives, events, hospital or doctor's appointments and shopping etc. Bookings need to be made with a minimum of 48 hours notice. A zonal charge is made. Concessionary travel vouchers and bus passes are accepted.
Leics	MIRA employee bus	Provision of buses to create links with Hinckley town centre
Leics	Choose How You Move	Helps people to get fit, save money, have fun and help the environment by leaving their cars at home.
HBBC	Hinckley Outlands Drive	Developer Funded - bus improvements, traffic calming and cycle links
NBBC	Bike Week	Initiative in progress to promote push bikes as a healthy regular means of transport. Monthly/six weekly meetings or as needed. Currently working on targeting 24 needy families (sourced from diabetes groups and youth justice contacts) 12 in Bedworth and 12 in Nuneaton to give a refurbished bike (by Youth Justice workshop - run by Penny Forrest) to and train the adult of the family in bike riding and safety - in process of identifying families now - training to take place Sept Oct 2012 approximately.
Highways agency, WCC and LCC	Highways improvement works - Expansion around MIRA A5 Redgate to Dodwells	S106/278 works relating to MIRA - bus service, cycle access and junction improvements

Phase 1 NBBC and CCC	Rail link enhancemen ts from Nuneaton to Coventry	Combinations of measures improve service frequencies from hourly to half hourly service. New stations at Bermuda and Ricoh arena. Platform lengthening at Bedworth. And new / additional platform at Coventry. Subsequent phases which will link all the way through to the East Mids and Thames Valley (Phase 4) via Kenilworth (phase 2) and Leamington (phase 3) - see presentation document (Rose's file)
WCC	Walkit - Walking journey planners	Where available it is used in the Government's national journey planner (TransportDirect) for the pedestrian components of multi-modal journey plans. By commissioning walkit.com to develop a walking planner for the main towns in Warwickshire, the CC is adopting the industry standard and its use would be promoted via the link from Government's national journey planner. No other walking journey planner can offer this.
Unknown	Ocado	Car Share
Hinckley	Hinckley Hub	
Leics	Employer Travel Plans and Access to Workplaces	http://www.leics.gov.uk/index/environment/sustainability/greentravel/employer_travel.htm
	Traveline East Midlands - Local Bus Stops	For journeys in and around the East Midlands and by train or coach to or from most towns in Great Britain delivered by Traveline East Midlands.
Leics	Leics Car Share Scheme	Share scheme has been set up to help users find a match for their journey. Free to use and has been designed for both drivers and passengers.
NBBC, HBBC, NWBC	NWHC Shuttle Bus	NWHC provide a shuttle bus that runs between four campuses - Nuneaton, Harrowbrook, Hinckley Main campus and Hinckley Midland Studio College campus (Spa Lane)
NBBC, HBBC, NWBC	Bursary Fund	NWHC provides a bursary fund for eligible students (in need) to cover some college costs including transport
NNB, NWBC	Wheels to Work	Loan of a moped for anyone aged 16-65 who cannot access public transport for work or training. Monthly fee is payable. Currently funded by JCP Flexible Support Fund

Table 10 - Travel Plans in Leicestershire - Spectrum of Techniques

INFORMING	ENCOURAGING/ ENABLING	DISCOURAGING	PREVENTING
Better information e.g. <ul style="list-style-type: none"> • Bus route maps and Timetables • Walking/cycling route maps • Alternative ways to access services and work • Personalised Travel Planning • 'Flexible Working' • Local Radio travel information 	Public Transport <ul style="list-style-type: none"> • off-peak fare reductions • 'Taster Ticket' schemes • Bus priority schemes • Bus route subsidies • Bus service integration Improved travel services and facilities e.g. <ul style="list-style-type: none"> • Cycle hire networks and Cycle Training • Designation facilities (secure cycle parking racks, changing rooms and showers) 	Parking management and control <ul style="list-style-type: none"> - Off-street <ul style="list-style-type: none"> • Car parking standards in Dev Control / PNRP restrictions • Workplace Parking Levy - On-street <ul style="list-style-type: none"> • TROs/parking restrictions • Local on-street parking charging policy 	<ul style="list-style-type: none"> • Low emission zones • Vehicle emission testing
<ul style="list-style-type: none"> • Awareness campaigns (e.g. see ActTravelWise Annual Calendar) • Academic Research • Government Travel Statistics • Media reports 	Political, technical or financial support for <ul style="list-style-type: none"> • Grants/loans to develop on-site facilities • Employer no-cost loan schemes for purchase of season tickets, bikes or car modifications • Support for new car-share schemes, car clubs etc • Driver training schemes • Cleaner fuels/engines (e.g. Powershift) • 'Safe Routes' programmes • High Occ Vehicle (HOV) lanes 	Pay to drive schemes <ul style="list-style-type: none"> • Bridge and entrygate tolls • Road tolling • Congestion Charging • 'pay per mile' metering schemes Road Fund Tax <ul style="list-style-type: none"> • Different rates for 'gas-guzzlers' and enviro-friendly cars Fuel Tax Rates <ul style="list-style-type: none"> • Different rates for polluting and enviro-friendly fuels 	<ul style="list-style-type: none"> • Residents only parking schemes • Decriminalised Parking Enforcement
IT solutions <ul style="list-style-type: none"> • Real-time bus information (Startrak) • Web Based Travel Info Services e.g. Traveline and Transport Direct • Joint Ticketing and OysterCard schemes 	Travel Planning for <ul style="list-style-type: none"> • Workplaces • Public Buildings (incl Govt Offices, Hospitals and Higher Ed Campuses) • Schools and colleges • Residential estates • Shopping/sports/tourism attractors • Stations, airports and ports 	Local Traffic Management <ul style="list-style-type: none"> • Area Traffic Control schemes • Area lorry weight restrictions • Speed limits, 'school zones' • Part-time vehicle bans • Lorry routing measures • Pedestrian Priority 'Day Streets', 'Women's (or men's) space' etc 	Controlling/restricting access to network <ul style="list-style-type: none"> • By time of day • By vehicle type or trip purpose • Bus only gates • Lorry Bans • 'Ramp access' signalling
National networks and Assocs <ul style="list-style-type: none"> • ActTravelWise • Sustans and Transport 2000 • WorkWise 	Partnership working <ul style="list-style-type: none"> • Transport Management Areas • Quality Bus/Freight Partnerships • Travel Plan 'Forums', 'Transport Management Associations' & Business Improvement Districts (BIDs) 	<ul style="list-style-type: none"> • Bus lanes at congested junctions • Street design (surfaces, widths, pinchpoints, chicanes and 'humps' & vertical features) 	User priority physical schemes <ul style="list-style-type: none"> • Pedestrianisation • Dedicated Cycle priority • Bus gates/rising bollards • Lorry width or height 'gates'

A member of staff at Leicestershire County Council also shared anecdotal evidence of difficulties travelling to main centres (other than Leicester) from the villages in North West Leicestershire due to bus services ending at 6pm.

Staff from the Transport Department at the county council drew attention to the DaSTS LTP3 Evidence Base.⁵ The report highlights:

- The importance of, and links between, the manufacturing and transport and communications sectors in Leicestershire and how these industries are often located away from labour markets, leading to accessibility issues;
- The relative strength of Leicestershire in terms of output and earnings compared to Leicester City;
- Data from the 2001 Census on commuting patterns, including cross-border commuting;
- Leicester City is the most important employment destination for residents across the sub-region; there are a substantial number of flows to employment centres in the county.
- Workers commute to Leicester City from most and relatively distant parts of the county. This is also the case for Loughborough and its business parks, Coalville, Market Harborough and Melton Town Centre.
- Other parts of the county, particularly the far north and west, rural areas to the east as well as parts of south Leicestershire, have more localised labour markets.
- A relatively high proportion of routine and manual occupations commute to Leicestershire.

⁵ http://www.lsr-online.org/reports/delivering_a_sustainable_transport_system_in_leicestershire

- The importance of a cheap and efficient transport system in increasing labour supply, making business competitive etc.
- Across the sub-region, jobs are concentrated, workers are dispersed;
- Clustering of wards into four distinct groups (see page 43):
 1. self contained rural areas
 2. job-rich employment centres
 3. commuter settlements
 4. Areas of high cross-boundary movement.
- Targeted investment may serve to increase employment in some areas and boost business competitiveness in others.
- Geographical Access to employment centres (see page 56);
- More than half of the county's population, aged between 16 and 74 years, live within one mile of the nearest employment centre;
- 9 out of 10 Leicestershire residents live within two miles of their nearest employment centre;
- In some rural areas of the county the distance to the nearest employment centre is 9 miles;
- Less than 5 percent of the county population live more than 3 miles from their nearest employment centre;
- Unemployed residents, BME residents, residents with no access to a car and residents living in the 20 percent most (income and employment) deprived areas of the county are very significantly more likely to live within 0.5 miles of their nearest employment centre, compared to the rest of Leicestershire's population.
- Residents living within 'Countryside' areas are significantly less likely to live within 1 mile of their nearest employment centre.
- Place Survey respondents who think that local job prospects need improving are significantly more likely to;
 - be aged 18 to 24 years
 - live in rented accommodation
 - be in full time education or unemployed
 - have no access to a car
 - live within urban areas
 - live within a priority neighbourhood
 - live within the most employment deprived areas of the County
- In those areas where residents feel that local job prospects need improving, it is not necessarily the geographical access to employment that is the issue. Although residents in these areas are less likely to have access to a car, access to public transport is relatively good and people are generally satisfied and are using their local bus service, which provides potential access to employment in other areas.

Finally, Leicestershire County Council drew attention to the Strategic Distribution Study produced by MDS Transmodal in 2014. The report notes that:

- Locations with the best transport links are favoured by occupiers and attract the highest levels of demand. However, this falls away sharply as distance from key road junctions increases. The prime locations are those areas most accessible to the M1 Corridor (Castle Donington, East Midlands Airport and Kegworth, to the North; Leicester, Lutterworth and Hinckley to the south of the county). These areas benefit from very good road linkages and connections to the major conurbations of Nottingham, Derby, Leicester and Northampton.
- While the report provides a detailed overview of the transport and storage employment locations within the county, it provides very little detail on the accessibility of these sites for employees travelling by public transport. This is most likely because while these sites rely on good road links, the links tend to be on motorways, which are poorly served by public transport.
- There is one reference to public transport access in the report; “the wider area Leicester provides an extensive source of local labour with good access to public transport.”
- Distribution centres need to be accessed during night time hours.

North Warwickshire County Council the study should mention future major development in respect to employment and housing. In terms of Warwickshire these include:

- MIRA - Approximately £19million capital funding from the Regional Growth Fund will be directed towards highway improvements on the A5 in order to complement the development.
- Coventry and Warwickshire Gateway - The Highways Agency is in the process of delivering highway improvements on the A45 including the Tollbar End A45/A46 junction which will complement the development.
- Birch Coppice Extension
- Bermuda Park Extension Phase 1 and 2 Strategic Employment Sites
- Arbury Strategic Housing Site and Gipsy Lane Strategic Housing Site

National Grid operates a commuter buses which provides its employees based around the Solihull, North Warwickshire, Leicestershire and Coventry area with access to its regional office in Royal Leamington Spa.

Nuneaton and Bedworth Borough Council presented their Strategic Transport Assessment⁶ and Infrastructure Delivery Plan⁷, highlighting;

- The importance of maximising the use of public transport to meet new travel demand for both short and medium/longer distance journeys;

6

http://www.nuneatonandbedworth.gov.uk/downloads/file/995/strategic_transport_assessment_addendum_and_appendices_2012

7

http://www.nuneatonandbedworth.gov.uk/downloads/file/1073/infrastructure_delivery_plan_consultation_document

- The importance of maximising the overall number of trips which can be made on foot and by bike;
- Preferential business rates for those employers that can demonstrate significant shifts in employee travel behaviour.
- Subsidised employee bus shuttles from all rail stations to build on the success of the National Grid shuttle bus.
- Stresses the importance of the following three principles:
 - Inform - provide route maps, timetable information, travel advice;
 - Enable - 'taster' public transport tickets, travel training services, marketing offers
 - Promote - destination advertising, discount (e.g. 2 for 1 via rail) promotions, public transport launch events.
- The Borough provides employment for 51% of its economically active residents, with the remainder travelling out of the Borough to work. These statistics show that the Borough exists in a highly mobile labour market, with a strong functional relationship with centres of employment and sources of labour in nearby areas, particularly Coventry.
- There is a significant net outflow of people from the Borough travelling to work in areas such as Coventry (providing employment for 22% of the Borough's working population), Hinckley (5%), North Warwickshire (4%) and Rugby (4%). The main sources of labour into the Borough are Coventry (filling 10% of the jobs in the Borough), North Warwickshire (5%), Hinckley (5%) and Rugby (2%).
- Warwickshire's Local Transport Plan includes the specific objective "to seek reliable and efficient transport networks which will help promote full employment and a string, sustainable local and sub regional economy."
- Notes the potential to enhance strategic footpath and cycle links / green infrastructure routes to proposed Bermuda station, Bermuda employment areas, and the town centre and to Ashby Canal.

5.3 Conclusions

The call for evidence was a new technique applied for the first time for this project as a way for interested parties to feed in any relevant information to help inform the process. To the end it was a useful process and highlighted a range of relevant information to the sub group. The full range of information submitted as part of the call for evidence will be incorporated into the study going forward and will be used to inform the ongoing work around site selection, engagement with employment sites and the development of possible solutions.

6 JCP Survey

6.1 Introduction

The following section summarises the results of a survey circulated to Job Centre plus Staff in and around the study area. The survey was conducted between 17th and 28th March 2014. The survey was intended to collect anecdotal evidence from JCP staff in the absence of job seeker data. While not statistically robust, it was intended to highlight some of the key areas that might be included in the study based on the local knowledge of front line staff. As a result, the findings of the survey should be treated with caution and conclusions should incorporate the whole range of information included in this report.

The survey was created in SNAP and saved as an html file which was emailed out to staff. A copy of the survey is included in the appendices of this report. The file was forwarded to the JCP members of the project sub group to be forwarded to the following JCP Office managers for circulation to front line staff. The offices included were either within the study area or in adjoining areas which would cover key employment locations within the study area:

Atherstone	Leicester, New Walk
Bedworth	Leicester, Wellington Street
Chelmsley Wood	Market Harborough
Coalville	Nuneaton
Hinckley	Rugby
Leicester, Charles Street,	

6.2 Summary of Responses

A total of 32 responses were received from JCP staff. The table below breaks down the responses by office;

Table 11 - JCP survey responses by office

JCP Office	Responses
Hinckley	7
Nuneaton	7
New Walk, Leicester	6
Bedworth	3
Charles Street, Leicester	2
Chelmsley Wood	2
Atherstone	1
Market Harborough	1
Rugby	1
Wellington St, Leicester	1

N.B. One respondent did not complete the field

The high number of responses from Hinckley may be a result of staff from the Hinckley JCP office representing DWP on the Transport Study Sub Group It may also reflect the focus of the study on the cross border area along the A5.

6.2 Job Titles

The table below summarises the job titles of respondents (where included).

Table 12 - Job titles of respondents

Job Title	Responses
Work Coach	6
Employer Advisor	3
Customer Service Manager	2
Recruitment Consultant	2

Of the total respondents, only thirteen included their job title. Of those, just under half were Work Coaches and all but two were front line staff. Obviously, front line staff are in a better position to be able to comment on the issues covered by this study as they work closely with job seekers. However, managers may be in a better position to understand the range of issues across all staff in the location.

6.3 Locations with difficulties filling vacancies

The chart below highlights the individual employment locations mentioned by respondents:

Table 13 - Employment locations quoted by respondents

Employment Location	Responses	
	Count	Percent
Magna Park	22	44.9
Birch Coppice	8	16.3
Carlton Park, Narborough	3	6.1
Caterpillar, Desford	2	4.1
Fosse Park	2	4.1
Hams Hall	2	4.1
Birmingham Airport	1	2.0
Coalville	1	2.0
Coleshill	1	2.0
Coventry Airport	1	2.0
Desford	1	2.0
Dirft (Daventry International Rail Freight Terminal)	1	2.0
East Midlands Airport	1	2.0
Langtons, Medbourne And Outlying Villages	1	2.0
Meridian Business Park	1	2.0
Water Orton	1	2.0

Of the total survey respondents, 28 noted at least one employment site that, in their opinion, experienced transport access issues. Magna Park was the most commonly cited employment site, with 45 percent of respondents referring to it, with Birch Coppice the next most commonly cited employment site with 16 percent of respondents noting that they were aware of the site having difficulties filling vacancies. Again, this may be due to the high numbers of respondents from offices in Hinckley and Nuneaton. Whilst it is surprising that East Midlands Airport was only mentioned once, this is most likely a result of the lack of responses from staff at the Coalville and Loughborough JCP offices.

6.4 Transport related vacancy issues

The table below summarises locations that respondents cite as experiencing difficulties filling vacancies as a result of transport issues.

Table 14 - To what extent did these difficulties occur due to a lack of access to transport?

Employment location	To what extent did these difficulties occur due to a lack of access to transport?	
	A great deal	To some extent
Birch Coppice	4	
Birch Coppice and Hams Hall*	1	
Carlton Park, Narborough	2	1
Caterpillar, Desford	2	1
Coalville	1	
Coventry Airport	1	
DIRFT (Daventry International Rail Freight Terminal)		1
East Midlands Airport	1	
Fosse Park	1	1
Hams Hall, Coleshill, Water Orton & Birmingham Airport*		1
Langtons, Medbourne, outlying villages		1
Magna Park	15	3
Magna Park and Birch Coppice*	4	
Meridian Business Park		1

*Multiple locations included as recorded by respondents

Again, Magna Park and Birch Coppice are the most often cited employment sites with vacancy issues related to transport access and

6.5 Details of transport related issues

The table below summarises the details of transport related issues at each site cited by respondents.

Table 15 - Transport access issues by employment sites

Employment location	Details of the transport issues
Birch Coppice	Car needed to travel from Nuneaton area to Birch Coppice as only one bus service which does not run on a Sunday but Warehouses are open 24/7 - also minimum wage so travel costs are too high for customers to sign off - they are quite often worse off if they take the minimum wage option when they need to cover travel costs.
	No transport to the site
	No transport to villages in north Warwickshire after 6pm
	Unable to access public transport for shift hours
Birch Coppice and Hams Hall*	Shifts and no transport to get people in from other areas
Carlton Park, Narborough	Buses do not stop near enough to site approximately fifteen minute walk, bus times do not reflect the shift patterns especially on Sundays. some car sharing takes place
	call centre shift patterns - no public transport
	Unable to get to work for required shifts.
Caterpillar, Desford	Bus route does not stop near enough to this site which means a long walk on an unlit country lane. Some car sharing operates at this site
DIRFT	Local bus routes not matching up with shift times
East Midlands Airport	No night transport to East Midlands Airport for shift work
Fosse Park	Lack of buses for early shifts etc
	No time appropriate public transport to allow customers to get to the location for 6am starts or return from there when they finish late (midnight) no safe cycle routes either. lack of transport also from the outlying towns and villages (Earl Shilton, Barwell)
Hams Hall, Coleshill, Water Orton & Birmingham Airport*	The above areas are serviced by public transport during normal working hours; however the vacancies are often for jobs outside the usual 9 to 5 run.
Langtons, Medbourne, outlying villages*	There is little or no bus service in these areas and there are quite a few people with transport issues
Magna Park	Direct bus routes especially for shift patterns
	Lack of public transport
	Lots of jobs at Christmas at Magna Park but no bus service for the hours employers needed from Bedworth and Nuneaton area
	No buses to compliment three shift system
	No links for people who rely on public transport
	No local public transport
	No public transport
	No time appropriate public transport to allow customers to get to the location for 6 am starts or return from there when they finish late (midnight) no safe cycle routes either. lack of transport also from the outlying towns and villages (Earl Shilton, Barwell)
	Numerous times the same conversation is had regarding the lack of public transport from Hinckley to Magna Park to coincide with shift patterns. It is impossible to get there for the 6am shift.
	Restricted bus times not fitting in with shifts available

	Shift work starts at 6am but clients unable to get there in time using public transport.
	Shift work. No transport.
	The location is not on a direct bus route and especially difficult if working shifts.
	Unable to get to work for required shifts.
	Various recruitment events including Sector-based work academies for Concorde (Harvey's) and ongoing recruitment with transalpine unable to get much claimant interest due to the fact they can't get there reliably
	Without a car it is impossible to do warehouse work. due to shifts and buses
Magna Park and Birch Coppice*	Customers without transport find it difficult to get to these sites, birch coppice is virtually impossible to get to by public transport to cover all shifts- a know of a person who had to use a combination of bus, train walk and partner to manage it.
	Employers offering sought occupations for Nuneaton jobseekers but transport does not accommodate shift patterns
	Location for possible job starts but if no transport can't get there
	Public transport does not match shift patterns
Magna Park, Coalville and Desford*	No public transport links for shift patterns
Meridian Business Park	Buses not running early or late enough, no or limited Sunday service. no buses direct to meridian business park (site with Vue cinema)

*Multiple locations included as recorded by respondents

Responses to this question tended to focus on a lack of direct public transport access for job seekers, with various employment sites mentioned (e.g. Meridian, Birch Coppice, and Magna Park). Specifically, a number of respondents cited a mismatch between bus services and shift patterns, with buses not running outside normal working hours which restricted shift workers' ability to access employment sites (e.g. Birch Coppice, Magna Park, Desford, Dirft). In addition, seasonality was noted as an issue due to increased jobs, without public transport necessarily changing to accommodate the increase. A lack of safe walking and cycling routes to Caterpillar in Desford and Magna Park were also included.

Magna Park was noted as difficult to access from Hinckley and the surrounding area, Nuneaton and Bedworth, while Birch Coppice was noted as difficult to access from parts of Warwickshire. Rural parts of Harborough were also cited as experiencing particular issues with public transport access.

6.6 Difficult to fill vacancies

The table below summarises difficult to fill responses, by employment location.

Table 16 - Difficult to fill jobs, by employment location

Employment location	Which job roles were difficult to fill at this location?
Birch Coppice	All vacancies, particularly unskilled
	Warehouse operatives
	Warehouse, security
Birch Coppice and Hams Hall*	Various
Carlton Park, Narborough	Call centre staff
	Customer service & call centre
	Santander call centre vacancies.
Caterpillar, Desford	Logistics and warehouse
DIRFT (Daventry International Rail Freight Terminal)	Primarily non skilled warehouse jobs - approximately 70 percent of Rugby's claimant register.
East Midlands Airport	All
Fosse Park	Retail, warehouse
	Various unskilled
Hams Hall, Coleshill, Water Orton & Birmingham Airport*	Logistics and full range of airport activities.
Langtons, Medbourne, outlying villages*	Hospitality, care work,
Magna Park	Logistics, warehouse
	Unskilled and semi skilled warehouse type roles and home delivery.
	Unskilled warehouse
	Variety of warehouse type roles
	Warehouse
	Warehouse operative. Forklift truck driver. Picker. Packer.
	Warehouse work
	Warehouse, forklift truck driver etc
	Warehouse, logistics
Magna Park and Birch Coppice*	Unskilled e.g. pickers, goods inwards,
	Warehouse related
	Warehouse skilled and unskilled. These are major warehouse hubs with poor transport (public) links.
	Warehouse, production where shift system is in place, early starts particularly causing issues
Magna Park, Coalville and Desford*	Warehouse multi-skilled jobs, paint sprayers, electricians etc.
Meridian Business Park	Hospitality, customer service,

*Multiple locations included as recorded by respondents

The vast majority of respondents to the survey cited warehouse vacancies (e.g. pickers, packers, forklift truck drivers) as particularly difficult to fill at the locations identified. In addition, a number of sites cited call centre staff, hospitality and care vacancies as difficult to fill. In general, these roles tend to be less skilled roles which -

as identified in the literature review - are lower paid. This presents problems in terms of being able to afford transport (either public or private), either initially, or on an ongoing basis. In some cases, the ongoing cost of accessing the site (both monetary and commuting time) may make employment uneconomical.

6.7 Transport initiatives

The table below summaries transport initiatives cited by respondents at each site, and the extent to which those initiatives were successful.

Table 17 - Reported transport initiatives by employment location

Employment location	Please use the space below to provide details	To what extent have these solutions been successful?
DIRFT (Daventry International Rail Freight Terminal)	Local but company Stagecoach putting extra times - this has resolved to some extent but doesn't cover any night shift.	To some extent
Hams Hall, Coleshill, Water Orton & Birmingham Airport*	Bikes have been made available. Some time ago the employers put on transport until employees sorted their travel out - e.g. arranged lifts form fellow employees.	To some extent
Magna Park	Rugby Shuttle Bus (private company) did start operating a bus route for three weeks but due to lack of up take this stopped operating.	Not at all
Magna Park and Birch Coppice*	Warwickshire Council instigated community transport project but no longer running	Not at all

*Multiple locations included as recorded by respondents

Few respondents cites specific transport solutions implemented at the sites mentioned. Of the initiatives cited, most focused on changes or additions to the bus service to the sites in question although it was noted by one respondent that the changes haven't covered night shifts. A bus service between Magna Park and Rugby was stopped due to lack of use. Obviously understanding were current and potential future employees come from is instrumental in making these initiatives work. It would suggest that planning for additional transport based on where employees currently commute from may be of limited success as current employees will either have car access or will come from areas accessible by public transport.

6.8 Additional comments

The table below summarises the additional comments made by respondents to the survey.

Table 18 - Other suggestions by employment site and JCP office

Job Centre Plus Office	Additional Comments
Atherstone	Improved public transport or bespoke bus service for certain sites and shifts.
Bedworth	If employers in an area all participated in subsidising transport to suit their shift patterns.
	Need to provide public transport to the site - running throughout the day due to different work patterns run but companies based here.
	Supply earlier/later suitable times - buses specifically for prominent work areas.
Charles Street, Leicester	A dedicated funded shuttle service
	Certain points of travel require jobseekers to travel extra distances and for more time to get to, unreasonably. At times they required to travel to the city, change a bus and back to an area which is geographically not that far.
Chelmsley Wood	Buses, shift work starts finish times tying up across businesses
	Need to have a strategy with employers, transport agencies and employment agencies including DWP on filling these vacancies advertised outside 9 to 5 working day. E.g. see extract from Hams Hall job: "must have own transport as starts at 6.30am" and: "candidates having their own transport would be advantageous - hours of work: Monday - Friday, 06.00 - 08.30". Both vacancies are for level one jobs. Birmingham airport level one vacancy: "different shift patterns. earliest and latest." and "shift time – 0430-1430 with an average of 28 hours per week including weekend working, bank holidays and unsociable hours."
Hinckley	Better bus service to Magna Park and within Stoney Stanton
	Ensure buses run in line with late and night shifts
	Have a bus service that runs from Hinckley to Magna Park that gets people there for a 06.00 start.
	Have the bus times adjusted so they can arrive at Magna Park for a 6.00 start.
	I would like to see time appropriate travel solutions allowing customers to get to these locations for their work patterns 7 days a week.
	Perhaps a shuttle bus that covers the shift patterns available
Sort out buses	
Market Harborough	More car share opportunities, wheels to work which has been very difficult to access in this area
New Walk, Leicester	Run buses in the evening and at weekends to and from areas such as Lutterworth, Cosby etc rather than stopping buses altogether at these times
	Better public transport linked to common major employers and their local shift patterns
	Bus companies to include major employer sites as part of their routes, taking into account shift patterns/opening times etc. this would open up more job opportunities to people reliant on public transport.
	Maybe help with driving licences as the cost is expensive? Ask employers to provide a transport service? Ramp up wages so it's worth it to work in these areas??
	More public transport
	Provide a bus route.
Nuneaton	NWBC area to have evening public transport
	Put on transport to cover all days and shifts.
	Subsidised public transport options from local authorities - or a selection of employers in the area. it is short sited of la to not prioritise public transport as there are not enough jobs in the Nuneaton/ Bedworth area for the level of unemployment there.... la's that don't fight for logistics in their local area should at least make sure there residents of this la can get to the jobs at minimal cost.
	With so many companies based on the 2 sites a network bus service would be great, it doesn't need to be subsidised but just to cover the hours and cover Nuneaton, Bedworth, Atherstone, Hinckley are would be great.

	Working with stagecoach buses and agencies, to provide transport to these locations when there are later/night shifts.
	Coordinated subsidised bus service with contributions from the major recruiters and or local authority
Rugby	A more efficient reliable bus service where the employers have some financial or other interest in (as it's their work force) which is subsidised to help employees on lower income.
Wellington Street, Leicester	Three shift bus service

The majority of comments were focused on improvements to the bus services to the employment sites cited, such as Magna Park, Birch Coppice etc.

6.9 Conclusions

The response rate for the survey was relatively low given the total JCP staff in the area, and the lack of coverage in certain areas (namely Coalville and Loughborough). However, the results do provide some valuable insight into employment areas with vacancy issues, related transport issues and possible solutions to these problems.

Due to the high numbers of responses from offices covering the cross border area around Hinckley and Nuneaton, it is unsurprising that Magna Park and Birch Coppice were cited repeatedly as experiencing transport related issues for job seekers in the surrounding area. Other areas mentioned included the M1 Junction 21 area (covering Fosse Park, Meridian, Carlton Park etc), Caterpillar at Desford and Hams Hall. The fact that employment sites in Leicester City and the main towns supports the general view that transport links in these areas are sufficient to support employment opportunities for job seekers. The low number of references to East Midlands Airport and employment sites around Coalville is most likely due to low responses from JCP officers working in the Coalville and Loughborough offices.

In terms of the transport access issues, the local bus service was the main reason cited as causing difficulty for job seekers looking for employment in these areas, specifically the mismatch between bus services and shifts at these sites. As the majority of these vacancies are for lower skilled jobs, the cost of accessing these sites by public transport - when available - could be a determining factor in take up of these positions as this would eat into potential earnings.

The limited interventions implemented in the areas cited, if taken on face value, is obviously a concern, but suggests that there is scope for possible solutions. The majority of suggested solutions focus upon the bus service to specific areas. However, this would have to be based on robust evidence as it would involve understanding where *potential* employees would commute from in order to make the service viable.

7 Appendix

7.1 Call for Evidence Email

Alex Lea

Subject: FW: Transport Research Project - Call for Evidence

Dear All

The Leicester and Leicestershire Enterprise Partnership's (LLEP) Employment and Skills Strategy Board is aware of anecdotal evidence of unfilled vacancies and pockets of high unemployment in locations throughout the area. As a result, the Leicester and Leicestershire Economic Research Partnership (ERP) is undertaking a DWP-funded transport research study exploring these issues. The research study seeks to understand and identify potential solutions to issues around transport access to employment opportunities within the following areas:

- Leicester City;
- Leicestershire County;
- Nuneaton & Bedworth; and
- North Warwickshire Borough.

As part of the initial information gathering, the project group has agreed to conduct a call for evidence to allow interested parties to feed in any local information that they consider relevant to the research. This may include local studies, data or anecdotal information which may help to identify issues, possible solutions and areas of focus for the study.

Further information, guidance and the submission form can be found at the following link:

http://www.lsr-online.org/reports/transport_barriers_to_employment_research_project

The closing date for submissions is **March 17th 2014**.

Please feel free to forward this email on to other interested parties.

Regards

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For more information on a range of economic and social information about Leicestershire and the East Midlands, please visit Leicestershire Statistics & Research Online at www.lsr-online.org

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7.2 Call for Evidence Submission Form

Transport Research Study - Call For Evidence

February 2014

Call For Evidence Submission Form

Please use the form below to make your submission. Please include all relevant information, reference where possible (including links to documents, specific site locations etc).

Guidance Notes

We are particularly interested in tangible examples of effective site-based transport interventions, for example;

- Examples of pilot projects, particularly if the impacts/outcomes have been evaluated
- Good examples of collaborative solutions;
- Evidence of the benefits that have resulted, in terms of savings to a business, reductions in staff turnover and absenteeism etc.

Employer-specific issues:

- The ways in which your workforce travels to your site;
- Transport support services (e.g. car share scheme, discounted season tickets);
- Concerns or issues from workforce relating to transport to your site (e.g. shift patterns, bus times and routes, lack of cycling infrastructure);

Other relevant information may include (but it not limited to);

- Sector-based information – e.g. logistics sector (which typically operates in more isolated locations and employs unorthodox shift patterns);
- Locally-held data on employment and transport topics that can be shared as part of the research project;
- Local knowledge on employment and transport issues (including site-specific issues) that is not identified through existing data.

Submission

The closing date for submissions is **March 17th 2014**. Responses should be submitted in electronic format to;

Alex Lea
Research and Insight Manager
Leicestershire County Council
T 0116 305 5509
E alex.lea@leics.gov.uk

For more information, or for an informal discussion on the project, please use the details above.

Transport Research Study - Call For Evidence

February 2014

1. What evidence (data, reports, studies etc) are you aware of that focuses on transport access to employment opportunities within the study area?

2. What anecdotal evidence are you aware of that could help inform the research in terms of identifying issues and areas for further analysis?

Your Details (please include contact details, organisation and position where applicable)

Please attach your evidence (documents, links etc). Continue onto additional sheets as required.

7.3 JCP Survey

Transport Research Survey

The Leicester and Leicestershire Enterprise Partnership's (LEEP) Employment and Skills Strategy Board is aware of anecdotal evidence of unfilled vacancies and pockets of high unemployment in locations throughout the area. As a result, the Leicester and Leicestershire Economic Research Partnership (ERP) is undertaking a research study exploring these issues. This research study seeks to understand and identify potential solutions to issues around transport access to employment opportunities across Leicester, Leicestershire, North Warwickshire and Nuneaton and Bedworth. A map of the study area can be found by [clicking here](#).

As part of the research, we are collecting soft intelligence from staff working at local Job Centre Plus offices within the study area on locations which are experiencing issues around filling vacancies, specifically those that may be related to transport access.

These issues may include, but are not limited to:

- The employer: e.g. lack of car sharing scheme, discounted bus pass, shift patterns;
- The employee: e.g. no driving licence, don't live near a bus route, not prepared to travel;
- The infrastructure: e.g. lack of regular bus service, no bus service, no safe cycling route.

We would appreciate it if you could spend a few minutes providing us with the following information in order to help us identify areas of focus for additional research.

The closing date for responses is 5pm on Friday 21st March 2014.

1.1. In the last 6 months, have you been aware of any employment locations which have experienced difficulties in filling vacancies?

- Yes
- No
- Don't know/ can't remember

Transport Research Survey

Please use the space below to let us know an employment location where you noticed difficulties in filling vacancies (you will have the opportunity to tell us about additional locations as you progress through the questionnaire)

2.1. Employment location 1 (e.g. Magna Park, East Midlands Airport, Birch Coppice)

2.2. To what extent did these difficulties occur due to a lack of access to transport?

- A great deal*
- To some extent*
- Not very much*
- Not at all*
- Don't know/ can't remember*

2.3. Please use the space below to provide details of the issue

2.4. Which job roles were difficult to fill at this location? (Please provide job titles, occupation types, skilled or unskilled etc where known)

2.5. Are you aware of any transport access solutions that have been tried at this location?

- Yes*
- No*
- Don't know/ can't remember*

2.6. Please use the space below to provide details

2.7. To what extent have these solutions been successful?

- A great deal*
- To some extent*
- Not very much*
- Not at all*
- Don't know/ can't remember*

2.8. Would you like to specify another employment location where you have noticed recruitment difficulties?

- Yes*
- No*

N.B. Respondents had the opportunity to enter multiple employment sites if required, in which case the above sheet was replicated.

Transport Research Survey

The following questions relate more generally to your area.

- 3.1.** Please use the space below to provide any suggestions on how we can overcome transport barriers that may prevent people from accessing employment in your Jobcentre Plus area.

- 3.2.** Job Centre Plus Office (if you work at multiple locations, please use your main office)

- 3.3.** Your comments will help us understand and overcome transport barriers that prevent people from Leicester, Leicestershire, North Warwickshire, Nuneaton and Bedworth from accessing employment. If you are interested in discussing these issues further, please leave your details below:

Name	<input type="text"/>
Position	<input type="text"/>
Phone number	<input type="text"/>
Email address	<input type="text"/>

Thank you for taking the time to complete this questionnaire. Please click the "Submit" button below to submit your response.

Please note that once you have clicked "Submit" it may take a few seconds for your information to be sent.

Please do not click "Submit" more than once.

8 References

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If you require information contained in this leaflet in another version e.g. large print, Braille, tape or alternative language please telephone: 0116 305 6803, Fax: 0116 305 7271 or Minicom: 0116 305 6160.

જો આપ આ માહિતી આપની ભાષામાં સમજવામાં થોડી મદદ ઇચ્છતાં હો તો 0116 305 6803 નંબર પર ફોન કરશો અને અમે આપને મદદ કરવા યત્ન કરીશું.

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਜਾਣਕਾਰੀ ਨੂੰ ਸਮਝਣ ਵਿਚ ਕੁਝ ਮਦਦ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ 0116 305 6803 ਨੰਬਰ ਤੇ ਫੋਨ ਕਰੋ ਅਤੇ ਅਸੀਂ ਤੁਹਾਡੀ ਮਦਦ ਲਈ ਕਿਸੇ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਦਵਾਂਗੇ।

এই তথ্য নিজের ভাষায় বুঝার জন্য আপনার যদি কোন সাহায্যের প্রয়োজন হয়, তবে 0116 305 6803 এই নম্বরে ফোন করলে আমরা উপযুক্ত ব্যক্তির ব্যবস্থা করবো।

اگر آپ کو یہ معلومات سمجھنے میں کچھ مدد درکار ہے تو براہ مہربانی اس نمبر پر کال کریں
0116 305 6803 اور ہم آپ کی مدد کے لئے کسی کا انتظام کر دیں گے۔

假如閣下需要幫助，用你的語言去明白這些資訊，請致電 0116 305 6803，我們會安排有關人員為你提供幫助。

Jeżeli potrzebujesz pomocy w zrozumieniu tej informacji w Twoim języku, zadzwoń pod numer 0116 305 6803, a my Ci pomożemy.

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