

additional papers 1



Overview and Scrutiny Committee

Mon 2 Sep
2024
6.30 pm

Oakenshaw Community
Centre,
Castleditch Lane,
Redditch
B98 7YB



www.redditchbc.gov.uk

**If you have any queries on this Agenda please contact
Mat Sliwinski / Jess Bayley-Hill**

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Overview and Scrutiny

Monday, 2nd September, 2024

6.30 pm

Oakenshaw Community Centre

Agenda

Membership:

Cllrs:	Matthew Dormer (Chair)	Joanna Kane
	Craig Warhurst (Vice-Chair)	Sachin Mathur
	William Boyd	David Munro
	Claire Davies	Rita Rogers
	Andrew Fry	

9. Exclusion of the Press and Public

Should it be necessary, in the opinion of the Chief Executive, during the course of the meeting to consider excluding the public from the meeting on the grounds that exempt information is likely to be divulged, it may be necessary to move the following resolution:

“That, under S.100 (A) (4) of the Local Government Act 1972, the public be excluded from the meeting for the following matter(s) on the grounds that it/they involve(s) the likely disclosure of exempt information as defined in the relevant paragraphs (to be specified) of Part 1 of Schedule 12 (A) of the said Act”.

These paragraphs are as follows:

Subject to the “public interest” test, information relating to:

- Para 1 – any individual;
 - Para 2 – the identity of any individual;
 - Para 3 – financial or business affairs;
 - Para 4 – labour relations matters;
 - Para 5 – legal professional privilege;
 - Para 6 – a notice, order or direction;
 - Para 7 – the prevention, investigation or prosecution of crime;
- and may need to be considered as ‘exempt’.

10. Shopmobility Future Options (Pre-Scrutiny) (Pages 5 - 58)

This supplementary pack contains the report for pre-scrutiny.

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REDDITCH BOROUGH COUNCIL**Executive Committee**
20243rd September**Report title Redditch Shopmobility Future Operating Model**

Relevant Portfolio Holder	Councillor Stringfellow
Portfolio Holder Consulted	Yes
Relevant Head of Service	Judith Willis
Report Author	Job Title: Tara Day – Community Services Manager Contact tara.day@bromsgroveandredditch.gov.uk email: Contact Tel: 0787648279
Wards Affected	All
Ward Councillor(s) consulted	N/A
Relevant Strategic Purpose(s)	Living independent, active and health lives Value for Money
Non-Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	
This report contains exempt information as defined in Paragraph 3 of Part I of Schedule 12A to the Local Government Act 1972, as amended	

1. RECOMMENDATIONS**The Executive Committee RESOLVE that**

- 1) Redditch Borough Council provide the Shopmobility service from a rented retail unit within the Kingfisher Centre as set out as Option 3 in the report.**

The Executive Committee RECOMMENDS that

- 2) The additional costs of £46,835 the Shopmobility Service in 2024/25 are met from balances; and**
- 3) The ongoing position be integrated with the Medium Term Financial Plan (MTFP) 2025/26 process to reflect the additional ongoing costs of £28,835 thereafter.**

2. BACKGROUND

- 2.1 The Redditch Shopmobility Service was one of the first such schemes to be launched in the country. The service used to have over 15,000

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customer visits each year, however the service now has approximately 3,000 customer visits per year.

- 2.2 The Shopmobility service is available 9.00am to 4.00pm Monday to Saturday (closed on Bank Holidays). There is greater demand for the service in the mornings and mid-week.
- 2.3 The majority of customers use the Shopmobility service to access shopping facilities, cafes and appointments in the town centre, particularly within the Kingfisher Shopping Centre.
- 2.4 The service operates from car park 3 and provides motorised scooters, power chairs and manual wheelchairs. The service is staffed by 1 part time supervisor, 4 part time staff, 1 casual employee and 1 volunteer.
- 2.5 The service has been jointly funded by Redditch Borough Council and the Kingfisher Shopping Centre since 1989. This was originally 50:50 split of the direct running cost but this was capped at £40,000 for 2009/10 (paid to RBC by Kingfisher), a reduction of £26,000 on previous arrangements. This was further reduced in 2010 to £30,000 per annum. The Kingfisher Shopping Centre provides the accommodation at a peppercorn rent and covered the cost of utilities. This changed on 01/07/24 and the utility bills are now the responsibility of Redditch Borough Council.
- 2.6 The Shopmobility scheme is a discretionary service that currently operates at an annual cost to the Council, excluding support services costs as follows:

Direct service costs	£144,165
Income & Contributions	£ 66,000
Actual cost to the Council	£ 78,165

- 2.7 The Kingfisher Shopping Centre has changed ownership and they are looking to reduce costs. (See confidential Appendix 2) Officers have therefore considered various options for the future delivery of the Shopmobility service.

3. OPERATIONAL ISSUES

- 3.1 Shopmobility operates from the lower level of Car Park 3, which is quite isolated, and staff need to work in pairs for safety reasons. The building is exceptionally cold in winter, and the heating system is outdated and ineffective. As a result, utility costs are continually rising.

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- 3.2 All equipment is old, worn out and is in need of replacing - there are frequent equipment breakdowns with rising service and maintenance costs.
- 3.3 Shopmobility customer service needs have significantly diminished in recent years resulting in fewer customers, reduced income and rising costs. It is unlikely that the demand will increase in future due to:
- Increased online shopping options.
 - More people have their own scooters they can use and are reluctant to hire one.
 - Remaining in the current site makes it difficult to promote and limits users to those who only use car park 3 or Dial A Ride.
- 3.4 Due to health and safety reasons of operating out of car park 3, two members are required on every shift. However often there is not enough demand for two members of staff per shift with the current number of customers.
- 3.5 Statistics showing the number of customers, frequency of use and income has evidenced a continuing downward trend over the last 10 years. There is significantly less demand from customers **15826** in 2013/14 and less than 20% of those customers, **3231**, in 2023/24.
- 3.6 A Shopmobility survey was undertaken at the end of 2023. Some comments / suggestions were:
- Shopmobility would be better more centrally located so that those using public transport could access.
 - Wasn't clearly signposted so no idea where it is.
 - The service helps with independence.
 - Cost was too high as the equipment needs upgrading.
 - Helpful and friendly staff.
- 3.7 83 people completed the survey – 51.8% currently use it; 20.5% used to use it; and 27.7% have never used it. Out of those who do use it 52.5% use it once per week; 16.9% use it once a month; and 20.3% use it occasionally. The majority of responses are very satisfied or satisfied with the booking system, opening hours and service accessibility.
- 3.8 The survey asked if Shopmobility was to relocate within the Kingfisher Shopping Centre would this help to make the service more accessible – 82 responses - 30.5% said yes; 40.2% said maybe; and 29.3% said no.

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3.9 Officers have considered 5 possible future operating models for the service (with a 6th option of no longer providing the service) and these are set out below:

Option 1 – Remain in Car Park 3

To remain in the current site would not enable the opportunity to promote the service and make it more visible – feedback from the recent survey suggested potential customers were not aware of the service or it was too far to get to from a bus stop. However if the service remained in Car Park 3 there would be no rental costs but the utility costs are approximately £12,000 per annum as the site is cold all year round and particularly during the winter months. The utility costs are now the responsibility of RBC since July 2024. The site is old and the electronic doors need replacing, again at a cost to the Council.

The first year cost of improving the facility and service cost would be £150,000. The future annual cost to the Council would be approximately £135,000.

Option 2 - Provide the service from The Canopies

To move to the units within the canopies would result in extensive work being undertaken to make the units fit for purpose and to have enough electricity to charge the scooters – the cost to do this would be approximately £67,000. The site is isolated and like with the Car Park 3 unit would be extremely cold during the winter and very isolating for staff and difficult to promote the service from this site. We would look to provide a cashless service (this would create a saving. It would be a challenge to promote the assisted shopping service or to take scooters to pick up points to be more accessible to customers as lone working would be an issue here as the site is remote, similar to Car Park 3.

The first year cost of moving to this site and service costs would be approximately £168,000. The future annual cost to the Council would be approximately £98,000

Option 3 - Kingfisher Retail Unit – 9 George Walk

To move to a site within the Kingfisher would result in further operational costs (see confidential Appendix 3). From this site there would be the ability to promote the service more; a warmer and welcoming environment; review hours and staffing/opening times; look to a cashless service (this would create a saving); promote the assisted shopping service; taking scooters to points more accessible to customers; and engage with the local retailers to promote further.

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The Dial A Ride service takes customers to Shopmobility at Car Park 3 – they could continue to use this as a drop off point with the DAR staff liaising with the Shopmobility staff about booking times to ensure equipment could be taken to the customers.

The first year cost of improving the facility and service cost would be approximately £125,000. The future annual cost to the Council would be approximately £107,000.

Option 4 - The service was to transition to Kingfisher Shopping Centre

The service would be transferred to the Kingfisher Shopping Centre to run on a much reduced service. The Council would no longer manage or control the service.

The Kingfisher would require the Council to purchase 5 new scooters. There would be one off costs relating to the transfer of the service of **£54,000**.

There would be the initial expense of the new scooters and the redundancy costs. A reduced service would continue to be available for customers and RBC will make a saving of £95,000 per annum in future years. However it would lose control of the service and its future sustainability.

Option 5 – Commission the service to a third party

A local business or charity could elect to take over the management and delivery of the service. A procurement exercise would need to be authorised and subsequently a new provider of the Shopmobility Service is appointed, there will be direct TUPE implications. Given the predicted costs of the service, the chances of securing an alternative supplier is unlikely, particularly given the current conditions of Car Park 3 and the equipment, however it could be an option to explore.

Option 6 – The Council cease operating the Shopmobility Service

The service would cease operating with initial closure costs of approximately £50,000 if Shopmobility staff cannot be redeployed. Potential annual financial savings of between £98,000 - £135,000. The Shopmobility Survey and Equality Impact Assessment would suggest there are no other providers of the service locally and there could be social inclusion decline.

4. FINANCIAL IMPLICATIONS

- 4.1 If Redditch Borough Council continue to provide the service the option of procuring a leasing contract for the equipment needs to be considered as there is no capital money available to purchase new

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equipment. The option to lease the equipment would include all servicing and replacement of any equipment, as well as the option to increase the fleet during busier periods such as Christmas. The additional cost of approximately £15,000 per annum has been included in the costings for options 1,2 & 3.

- 4.2 Impact of IFRS16 from 2024/25 for Local Authorities would need to be considered as to how we account for leases.
- 4.3 Redditch Shopmobility was free of charge up until April 2017 – current charges for 2024 can be found in Appendix 4. Research on charges by other Shopmobility services as follows:

Shopmobility Comparable Data (August 2024)

Provider	Annual Fee	Hire Costs
Redditch Borough Council	Yes £15	Yes Residents £4.70 Non-Residents £6.25
DIAL West Cheshire	Yes Residents £30 Non-Residents £35	Yes Members £4 Non-Members £12.00
Coventry City Council – operated by Mobility Pathways	No	Free of charge
Touchwood Shopping Centre – Solihull	No	No
Horsham District Council via Parking Services	No	Free of charge – donations welcome
Stratford Council transferred service to Active Mobility	No	Free of charge donations welcome (local residents only)
Stoke-on-Trent Council	Yes £24	Yes £2 for members £5 for non-members
Leominster Shopmobility (charity)	No	Free of charge – donations welcome
Age UK Merry Hill Dudley	Yes	£6 for 4 hours

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	£12 annual £4 daily	
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5. LEGAL IMPLICATIONS

- 5.1 There is no statutory requirement for a local authority to provide/operate a Shopmobility service. Any decision however to discontinue a service, that has been previously provided, could be subject to challenge.
- 5.2 In addition to the general need to ensure that any decision is lawfully (i.e. an authority has the lawful power to make the decision, the decision is reasonable and fairly made) made, an authority has a more specific duty to ensure it complies with its duties under the Equality Act 2010.
- 5.3 Before taking a decision that may impact on persons with Protected Characteristics an authority must have 'due regard' for advancing equality which involves: (a) removing or minimising disadvantages suffered by people due to their protected characteristics (b) taking steps to meet the needs of people from protected groups where these are different from the needs of other people and, (c) encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

6. OTHER – IMPLICATIONS**Relevant Strategic Purpose**

- 6.1 Value for Money – the leasing option and the lower utility bills – opening times could support value for money as providing the service when it is most needed.
Living independent, active and health lives – the service would continue to promote this if options 1,2,3 or 4 are chosen.

Climate Change Implications

- 6.2 All alternative options to that of the service remaining in car park 3, would bring about reduced carbon emission as heating requirements would be significantly reduced. All options provide for a reduced fleet which would also bring about carbon reduction.

Equalities and Diversity Implications

- 6.3 The service is primarily used by customers with restricted mobility to access shops and appointments in the town. Many of the service's customers are elderly and/or have physical disabilities and may rely on the service in order to maintain personal independence.

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- 6.4 Due to the potential vulnerable nature of the users any proposed changes may cause some distress. Therefore, Officers will ensure there is clear communication with users and their family/carers about any changes to the service.
- 6.5 An equality impact assessment has been undertaken and shows that options 1 to 3 have no adverse impact compared to the current delivery model. Option 4 would provide a reduced service and could result in the service not meeting demand at certain times. Option 6 would impact on persons possessing a protected characteristic.

7. RISK MANAGEMENT

- 7.1 The recommendation of option 3 includes an initial investment of £18,000 to make the rented unit suitable for the service. There is a risk that the Kingfisher Shopping Centre does not renew the lease after 3 years. The service has always been reliant on the Kingfisher Shopping Centre and the Council has undertaken ongoing repairs, so this risk is no greater. Officers will regularly meet with the Kingfisher Management to promote its benefits and achieve a satisfactory lease renewal in the future.

8. APPENDICES and BACKGROUND PAPERS

Appendix 1 – Shopmobility Survey

Appendix 2 – Costings from Kingfisher (This advice is exempt as it relates to the financial or business affairs of any particular person (including the authority holding that information))

Appendix 3 – Costings for 9 George Walk (This advice is exempt as it relates to the financial or business affairs of any particular person (including the authority holding that information))

Appendix 4 – Redditch Shopmobility Charges

REDDITCH BOROUGH COUNCIL**Executive Committee**
20243rd September**9. REPORT SIGN OFF**

Department	Name and Job Title	Date
Portfolio Holder	Councillor Stringfellow	19 August 2024
Lead Director / Head of Service	Judith Willis Head of Community & Housing Services	13 August 2024
Financial Services	Debra Goodall Head of Finance & Customer Services	13 August 2024
Legal Services	Claire Felton Head of Legal & Democratic Services	13 August 2024
Policy Team (if equalities implications apply)	Rebecca Green Policy Manager	19 August 2024
Climate Change Team (if climate change implications apply)	N/A.	

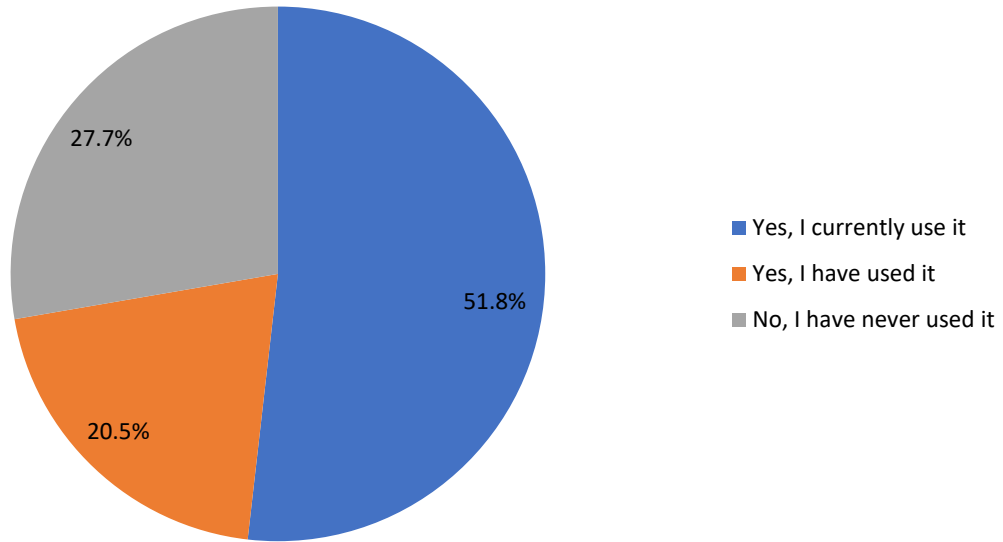
Question 1

Redditch Shopmobility Survey 2023

Are you or have you been a Redditch Shopmobility service user?			
Answer Choice		Response Percent	Response Total
1	Yes, I currently use it	51.8%	43
2	Yes, I have used it	20.5%	17
3	No, I have never used it	27.7%	23
Comments:			27
		answered	83
		skipped	0

Comments:
Helps me get around the shops alot easier
I haven't personally used the service except in the capacity of a carer to someone who has used it
Mother in law uses it
My grandparents use this service to keep their independence.
I do not drive and if I get bus, the walk from the walk to Shopmobility is too far for me to walk.
Now live in Catshill but would use the service if visiting The Kingfisher & Town Centre.
Will need one soon.
I would like to use it but not sure how to find it, when I checked it was in a car park that I don't use ???
But I plan to soon as my illness is worsening.
I have used shopmobility in other places, didn't know it was available here
Parent does
It's invaluable to me. It gives me freedom and enables me to shop. My scooter at home cannot be transported so I need one to borrow in town.
Without shopmobility I would have been unable to get around Redditch Town centre. I was a regular
From day one many moons ago then I acquired my own power chair - quite a few years ago now I also did a survey for RBC but the management of the Kingfisher Centre at the time Scottish Widows introduced charges and charges for parking and more or less killed the scheme. Why should a disabled person on limited income pay full price for parking as a non disabled person? It takes me a good 10 minutes to vacate my vehicle which will not fit into Redditch Car Parks so ergo disabled people are paying more to park than non disabled people.
No, but have older parents & friends with disabilities
SHOPMOBILITY IS A REALLY GREAT SERVICE AND EQUIPMENT NEEDS UPGRADING ASAP
VERY GOOD AND HELPFUL SERVICE
GREAT SERVICE BUT COST IS £6.00 BEFORE I DO ANY SHOPPING.
I HAVE BEEN A SHOPMOBILITY USER FOR SEVERAL YEARS AND LIKE A LOT OF OTHER PEOPLE WOULDN'T BE ABLE TO DO MY SHOPPING WITHOUT THIS SEVICE.
NICE SERVICE VERY PLEASANT.
EVERYTHING GOOD - WITHOUT SHOPMOBILITY I WOULD NOT GET TO GO OUT.
Brilliant service!! I would be lost without it.
THE STAFF ARE FRIENDLY, HELPFUL AND PROFESSIONAL
SHOPMOBILITY IS MY ONLY WAY TO GO TO TOWN. IT'S VERY IMPORTANT TO ME.
USED FOR A VERY LONG TIME

Are you or have you been a Redditch Shopmobility service user?

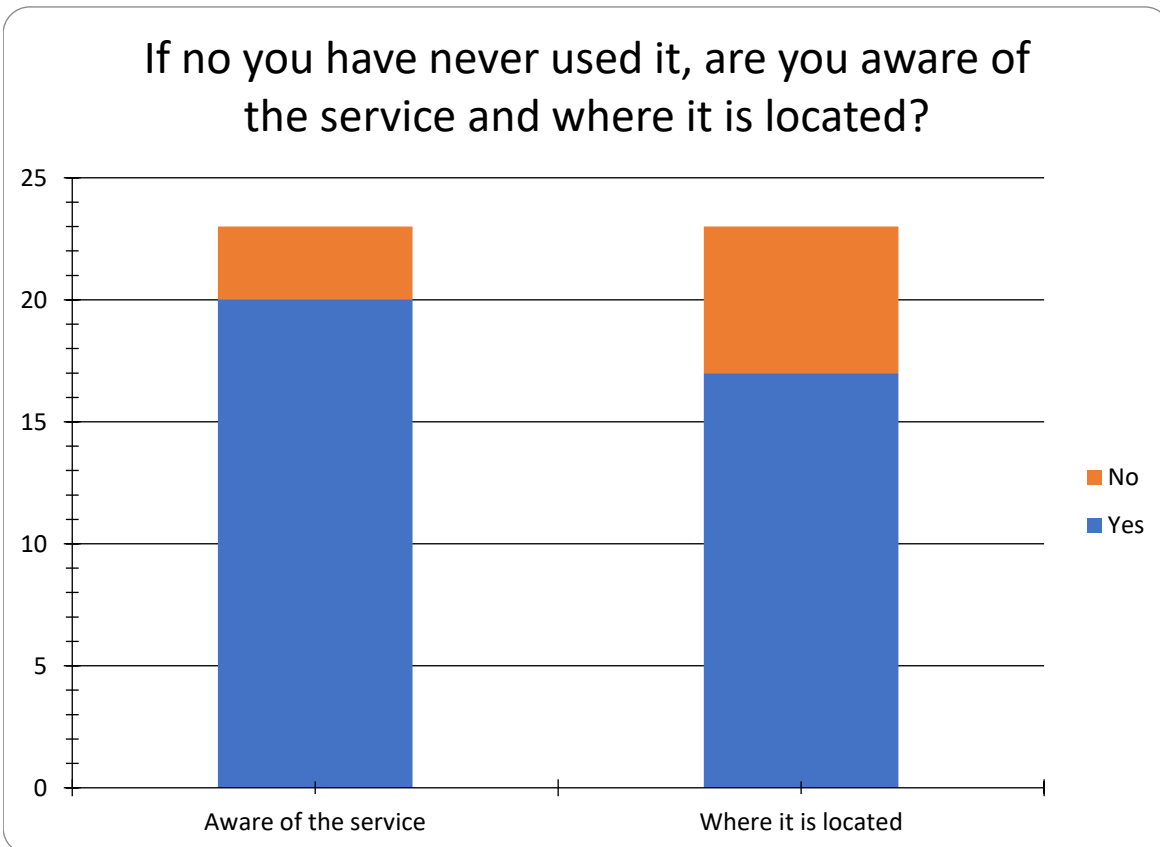


Question 2

Redditch Shopmobility Survey 2023

If no you have never used it, are you aware of the service and where it is located?				
Answer Choice		Yes	No	Response Total
1	Aware of the service	20	3	23
2	Where it is located	17	6	23
Comments:				6
				<i>answered</i> 23
				<i>skipped</i> 60

Comments:
Would be better located in the car parks attached to the town centre as people have to go out in all weathers
Possibly car park 1? Not sure.
I know where it's located, I direct guests to it.
I feel wheelchairs should be available at customer service for those that arrive by
In the Kingfisher Car Park



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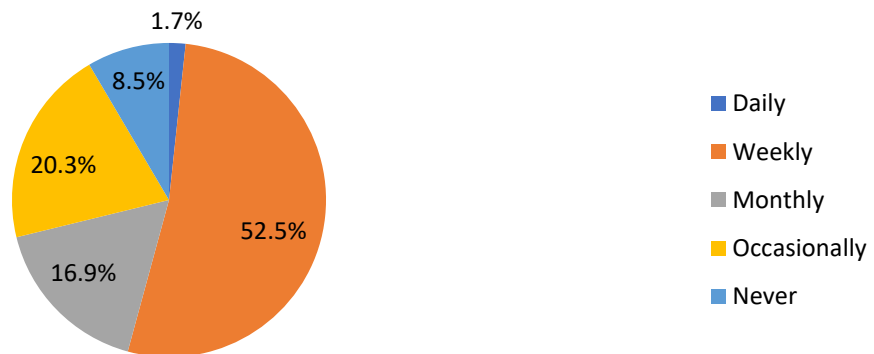
Question 3

Redditch Shopmobility Survey 2023

On average, how often do you use the Redditch Shopmobility Service?			
Answer Choice		Response Percent	Response Total
1	Daily	1.7%	1
2	Weekly	52.5%	31
3	Monthly	16.9%	10
4	Occasionally	20.3%	12
5	Never	8.5%	5
Comments:			12
			answered 59
			skipped 24

Comments:
I don't go out as much as I used to
Too far away from bus station.
Would like to see it more accessible to the other car parks as no idea 🤖 about where it is based?
To do my banking, use the library and to do some shopping.
Sometimes more than once a week
Not now due to owning my own power chair - if you require a mobility product to shop how do you get to the Town Centre now that one of the two taxi services for disabled people have ceased to exist. So it is more difficult for disabled people more than ever - it is never understood that disability costs!
MIGHT USE IT MORE OFTEN IF LESS COSTLY AND SCOOTERS WERE MORE RELIABLE
VERY GOOD AND HELPFUL SERVICE
I DO USE THE REDDITCH MOBILITY SERVICE MORE THAN MONTHLY
WOULD OF BEEN HOUSEBOUND IF NO SHOPMOBILITY.
MAYBE TWICE A WEEK IF I NEED TO.
Mostly every 2 weeks; occasionally once a week

On average, how often do you use the Redditch Shopmobility Service?



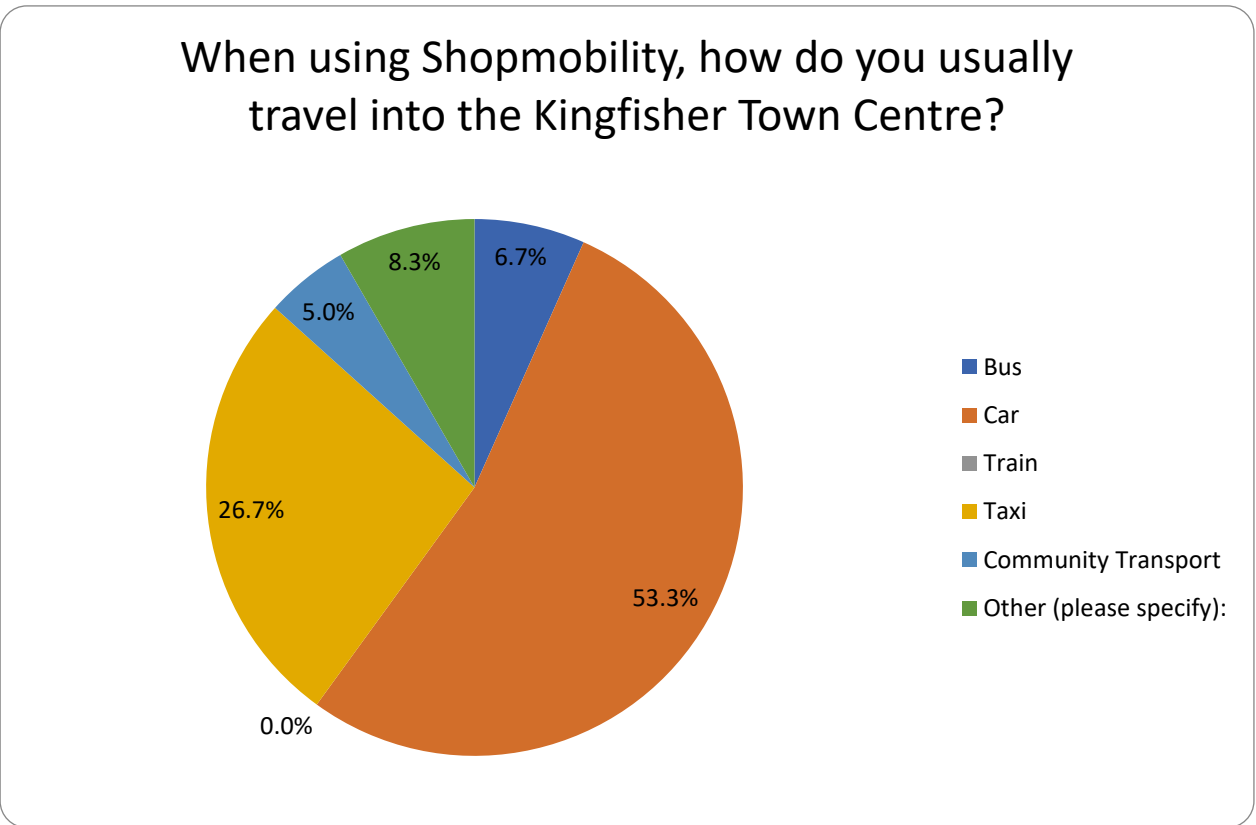
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Question 4

Redditch Shopmobility Survey 2023

When using Shopmobility, how do you usually travel into the Kingfisher Town Centre?			
Answer Choice		Response Percent	Response Total
1	Bus	6.7%	4
2	Car	53.3%	32
3	Train	0.0%	0
4	Taxi	26.7%	16
5	Community Transport	5.0%	3
6	Other (please specify):	8.3%	5
		answered	60
		skipped	23

Other (please specify):
n/a
No wheelchair taxis in redditch
TAXI
DAR
TAXI



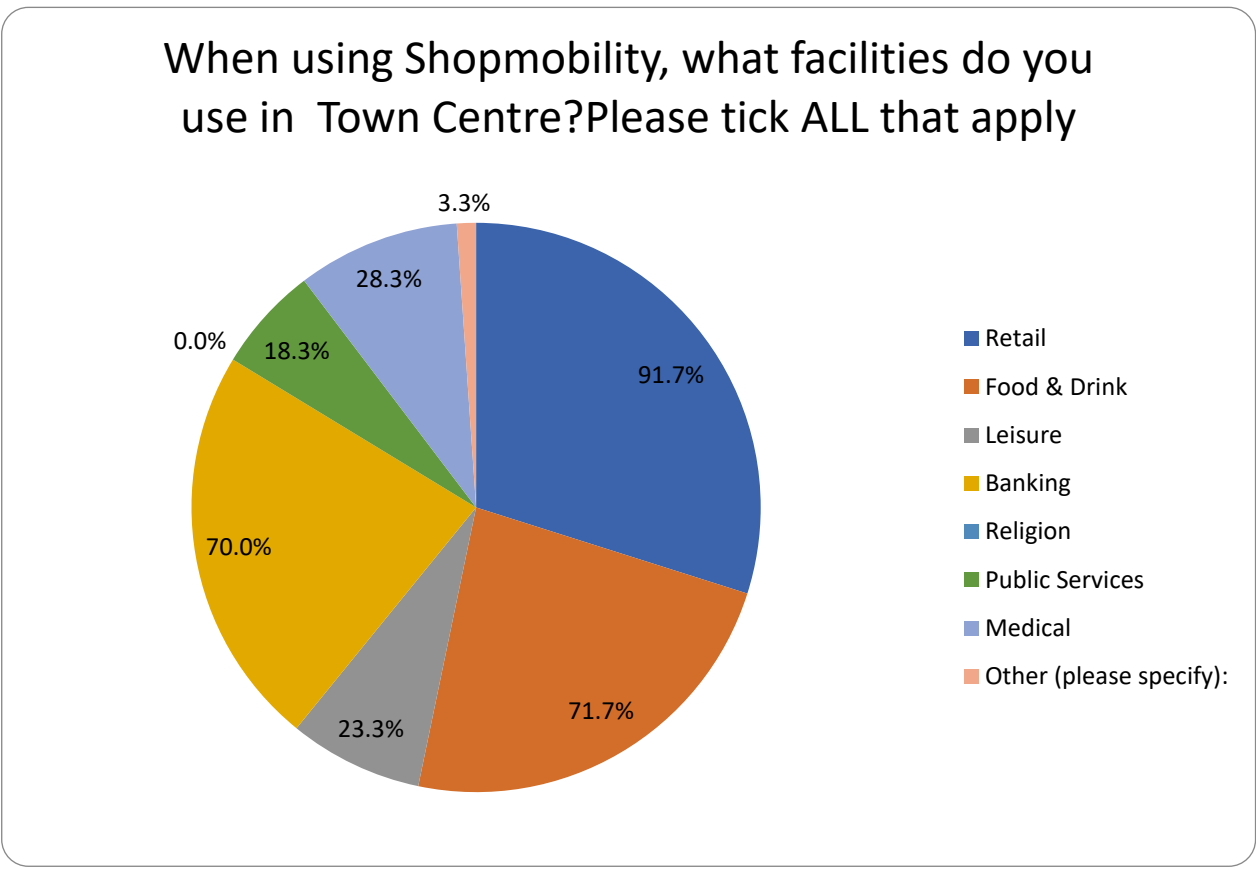
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Question 5

Redditch Shopmobility Survey 2023

When using Shopmobility, what facilities do you use in Town Centre? Please tick ALL that apply			
Answer Choice		Response Percent	Response Total
1	Retail	91.7%	55
2	Food & Drink	71.7%	43
3	Leisure	23.3%	14
4	Banking	70.0%	42
5	Religion	0.0%	0
6	Public Services	18.3%	11
7	Medical	28.3%	17
8	Other (please specify):	3.3%	2
		answered	60
		skipped	23

Other (please specify):
Volunteer work
LIBRARY



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Question 6

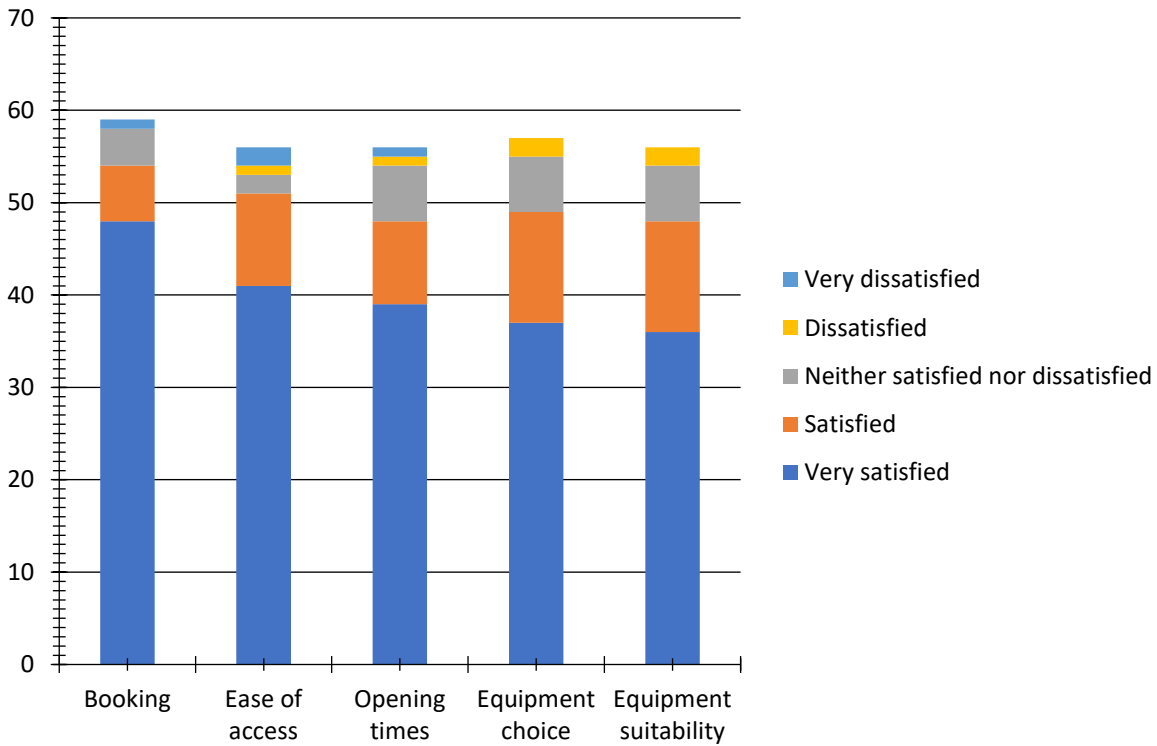
Redditch Shopmobility Survey 2023

Please tell us how you would rate your Shopmobility experience in the following areas:								
Answer Choice		Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Response Total	
1	Booking	48	6	4	0	1	59	
2	Ease of access	41	10	2	1	2	56	
3	Opening times	39	9	6	1	1	56	
4	Equipment choice	37	12	6	2	0	57	
5	Equipment suitability	36	12	6	2	0	56	
Comments:							16	
							<i>answered</i>	59
							<i>skipped</i>	24

Comments:		
Would be nice if they opened just before 9am as we have booked appointments for 9am before and had		
On a couple of occasions the battery has run down		
Equipment tends to be old & last time we used the		
I feel the amount of time you can hire the scooter		
Not used it yet		
Why is mobility situated in a car park where you		
There's always been a scooter available when I've		
I'm a big lady and the Beast was the scooter they got for me, I started with a wheel chair which was		
I believe you will have seen a massive drop in usage due to covid and the lack of decent transport systems. I personally would not travel on Diamond Buses; the drivers go too fast, break too hard and it causes pain believe me I have been there, done that. Also the maintenance of ramps on the buses is very dodgy so I feel that disabled people will be reliant on family and friends - amd with the demise of the Kingfisher Centre there isn't enough "interest" for people now. No supermarket as such for food and if memory serves me right you are not allowed to go over to trafford park plus Lidl have		
OLD, TATTY		
ALWAYS VERY HELPFUL AND CARING STAFF		
I WOULD JUST LIKE TO ADD THAT YOUR OPERATIVES AT REDDITCH SHOPMOBILITY ARE		
VERY GOOD AND HELPFUL SERVICE		

SCOOTER BROKEN DOWN A COUPLE OF TIMES		
ITS ALWAYS EASY TO BOOK AND I USUALLY BOOK FOR THE NEXT WEEK AS I FINISH EACH SHOP; THE		
VERY FRIENDLY STAFF		

Please tell us how you would rate your Shopmobility experience in the following areas:



Question 7

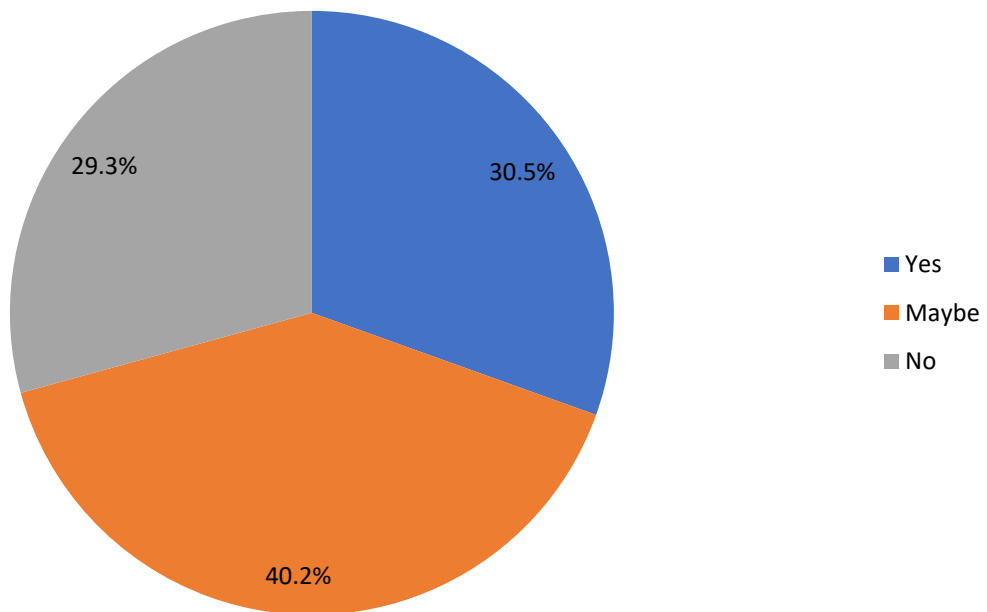
Redditch Shopmobility Survey 2023

If the location of Redditch Shopmobility was to move to be within the Kingfisher Centre, would this help make the service more accessible?			
Answer Choice		Response Percent	Response Total
1	Yes	30.5%	25
2	Maybe	40.2%	33
3	No	29.3%	24
Comments:			34
			<i>answered</i> 82
			<i>skipped</i> 1

Comments:
For my relative who isn't very mobile - she struggles to get to where it is now.
It depends as the service would need to be easily accessible to those users arriving by car/vehicle
Being in the car park is perfect. I can drive the mother in law to car park, she then has a few steps to office to get her scooter while I park the car.
It's dependent on the person, I think peoples mobility status needs to be taken into account and ensure ease of access.
Nearer to bus station would help.
It has to be in one of the car parks - if people are able to get a bus into town or walk they don't really need the service!!
I think so as I've no idea where it is at the moment - when I checked it's in an area i don't go too
Definitely it is too far for me to walk to from the bus station to the shop
Not sure where it is now, but certainly near the parking would help.
Moving shopmobility to a location away from ttransport links is non-sensical as it reduces mobility not improves it.
Should be inside
I find it helpful that I can get straight out of my car and straight on the scooter. I can't walk very far at all.
Depends where it was placed
This is interesting make it smaller then - because lack of interest? Lack of access to decent facilities for disabled people ie the high street. I am not surprised that there are thoughts to downsize - BUT how do people get to the Kingfisher inside? You will have to have some sort of system to meet people at their cars otherwise it is failing the people it is designed to support. Also the times are very restricted what if you wanted to go to the cinema or a restaurant in the centre after 5pm you cannot. Not very equal is it.
It needs to be by customer services
If it was a service like at Clarkes village in Somerset where you call a number and they deliver the scooter to you at the car park.
NOT FOR ME WHO CAN'T GET INTO THE CENTRE WITHOUT A SCOOTER. STAFF ARE REALLY GOOD AND MEET CUSTOMERS LIKE ME IN THE CAR PARK.
THE LOCATION IS FINE. CAN ACCESS ALL VERY FACILITIES EASILY
WITH MOBILITY ISSUES - TO GET DROPPED OFF RIGHT OUTSIDE SHOPMOBILITY IS PERFECT

VERY GOOD AND HELPFUL SERVICE
DEPENDS WHERE AS I USE DIAL A RIDE
NEED CAR PARK ACCESS
ACCESS FROM CAR
NO BECAUSE ONE WOULD HAVE TO WALK INTO TOWN EITHER USING CAR OR BUSES.
ACCESSIBILITY IS MAJOR.
ITS BETTER IN OR VERY NEAR THE CAR PARK ESPECIALLY IF YOU CAN'T WALK VERY FAR YOU ARE DEFEATING THE OBJECT OF HIRING ONE IN THE FIRST PLACE.
HOW CLOSE FROM BUS STOP.
ACCESS TO SHOP.
IF IT WAS IN THE CENTRE IT WOULD BE VERY DIFFICULT TO ACCESS IT FROM WHERE WE WOULD HAVE TO PARK THE CAR.
I AM DISABLED. I USE A TAXI TO GET TO TOWN AND IT GOES TO THE CARPARK AND DROPS ME OFF BY THE DOOR. I CAN'T WALK VERY WELL AND WOULD HAVE TO WALK INTO THE CENTRE.
DEPENDING ON LOCATION
WOULD LIKE IT TO STAY WHERE IT IS
Depends on where about in the centre and if a taxi can pull up outside the shop

If the location of Redditch Shopmobility was to move to be within the Kingfisher Centre, would this help make the service more accessible?



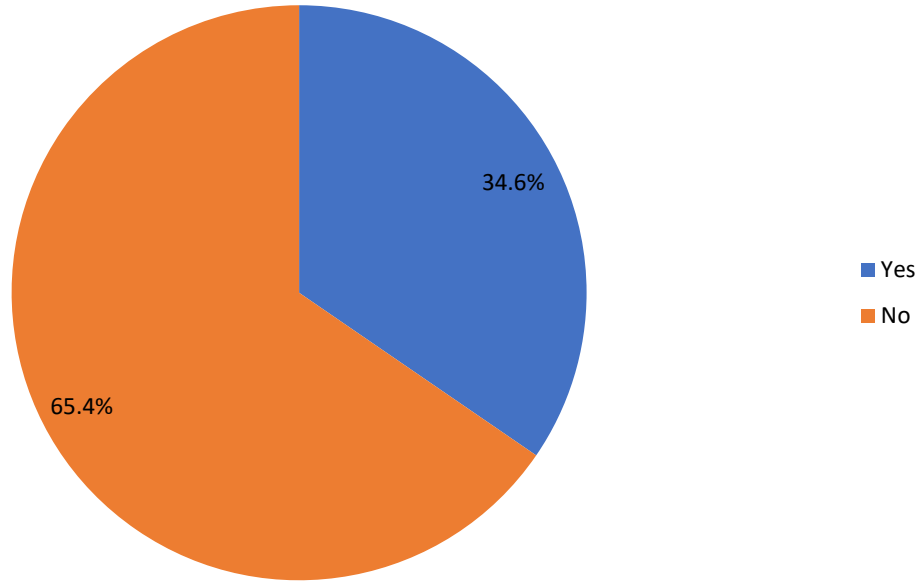
Question 8

Redditch Shopmobility Survey 2023

Do you use Shopmobility in other areas?			
Answer Choice		Response Percent	Response Total
1	Yes	34.6%	28
2	No	65.4%	53
If yes, please let us know where:			24
			answered 81
			skipped 2

If yes, please let us know where:
Bromsgrove and Stratford
When on holiday always look them up. Bromsgrove shopmobility is easier to get to from the bus stop.
Bromsgrove
Not yet but just had my knee operation so may need to now
In South Wales when on holiday
On holidays in England and in Bromsgrove
Stratford, Birmingham
On vacation
They used it in Wales on holiday
Birmingham bull ring; National trust various locations; Stratford upon Avon
Stratford upon Avon
Merry Hill as its really big and Tescos
Paignton, Clarkes village, metro centre Newcastle, Brighton.
WESTON SUPER MARE
DEVON AND PAIGNTON
STRATFORD, BIRMINGHAM, WORCESTER
KIDDERMINSTER, CHELTENHAM
TOUCHWOOD.
MY CARER AND I GO TO STRATFORD ONCE A MONTH. I DON'T HAVE TO PAY AT THEIR SHOPMOBILITY.
Touchwood; Worcester
Telford
Stratford upon Avon
Worcester

Do you use Shopmobility in other areas?



Question 9

Redditch Shopmobility Survey 2023

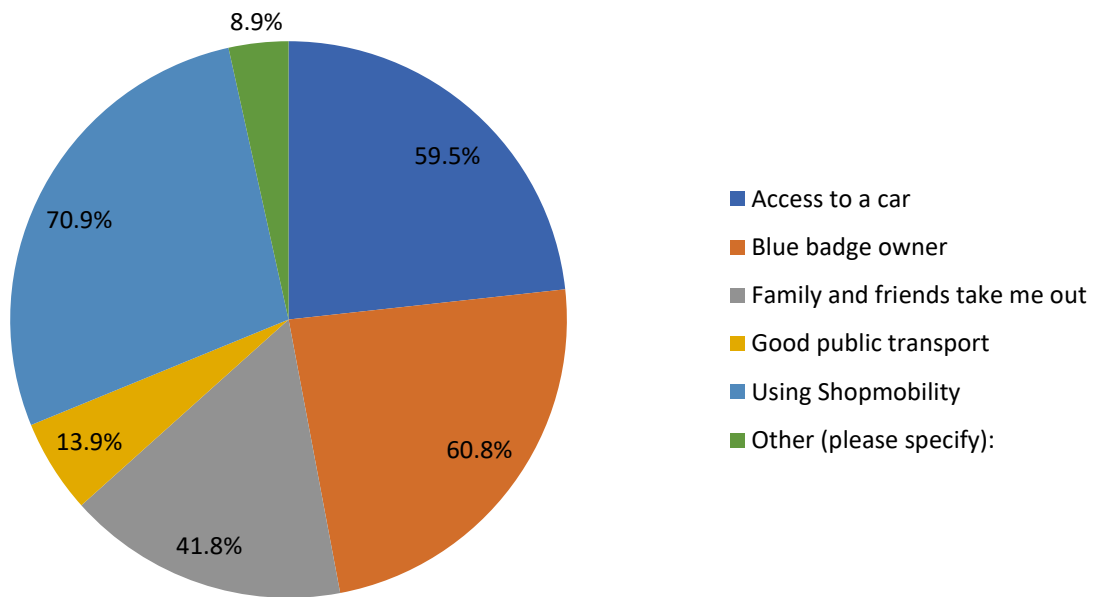
From the list below, what enables you to get out and about more easily?			
Answer Choice		Response Percent	Response Total
1	Access to a car	59.5%	47
2	Blue badge owner	60.8%	48
3	Family and friends take me out	41.8%	33
4	Good public transport	13.9%	11
5	Using Shopmobility	70.9%	56
6	Other (please specify):	8.9%	7
Comments:			11
		answered	79
		skipped	4

Other (please specify):
Taxi or Community Transport
Rent scooter when needed.
Using mobility scooter
I have a boot scooter
DIAL A RIDE

Comments:
Would maybe have to use a taxi atm as had knee surgery
My husband has a bad back so haven't used the boot scooter for a while
I have my own scooter, but it's too heavy to lift and doesn't collapse, so I can't take it with me. I felt isolated because I couldn't use the facilities at the library or do my banking without relying on my daughter. Using the scooter from shop mobility gives me my independence.
It would help tremendously if customers could access your services from within the shopping centre and not just carpark 3
My son drives me to Shopmobility
Need to rely on family when my back goes and using my crutches
I would value a dedicated parking bays for WAV vehicles (Wheelchair Adapted Vehicles)- I drive from my wheelchair I have a van with a lift at the back - those vehicles need more space than ordinary parking bay and bays need to be compliant to standards - I cannot park on a road because there are no dropped kerbs near by - the whole disabled parking bay system needs to be upgraded and the term "Specially Adapted Vehicles" means vehicles like mine not a two door ordinary car containing someone who can use a manual chair or is a passenger and a wheelchair user. There are more and more disabled people acquiring these type of vehicles I have had one for 10 years now and I can only park outside Lloyds Bank but the signage is bad and you can hardly read the sign.
WOULD NOT BE ABLE TO GET AROUND TOWN CENTRE WITHOUT SHOP MOBILITY

NO GOOD PUBLIC TRANSPORT
USING A CAR IS VERY CONVENIENT PLENTY OF PARKING AND ALSO BEING A BLUE BADGE HOLDER ITS EASY ACCESSABLE TO THE MOBILITY CENTRE.
I COULDN'T GET TO THE KINGFISHER CENTRE WITHOUT SHOPMOBILITY

From the list below, what enables you to get out and about more easily?



Question 10

Redditch Shopmobility Survey 2023

From the list below, what do you need in the community to enable you to get out and about more easily?

Answer Choice		Response Percent	Response Total
1	Community Transport	24.7%	19
2	Shopmobility in a different location	26.0%	20
3	Support from an organisation	9.1%	7
4	Someone to help me	42.9%	33
5	More ramps and accessible pathways	40.3%	31
6	Better accessibility in the shops	44.2%	34
7	Other (please specify):	6.5%	5
Comments:			16
			<i>answered</i> 77
			<i>skipped</i> 6

Other (please specify):

Accessible buses

Better bus service, one that runs into the evening

More blue badge spaces

I FIND IT SUITS ALL MY NEEDS

BETTER PUBLIC TRANSPORT.

Comments:

Some shops are inaccessible using a scooter due to how they have it set up

Blue badge parking to be free inside the centre. The few spaces on the roads around town are too far away from the centre

More options from the main car parks

Shops are overcrowded with stock so hard to move my wheelchair myself

I've used age concern to help me and had support from the council

Thank you for always being so courteous to us , you have often brought scooters to us and rescued guests when their battery on the scooter has gone flat . You're fantastic ✨

I bought my own scooter to get me to town, but I can't get to town because of high curbs, it's very frustrating. I would have to risk my life and drive on the bus lane to get to town, which I would not do.

Please don't use the word "Help" that is for when you are in danger! Support is a better word to use - language is very important and shows a level of understanding and you need to move away from the medical model of disability and look towards the social model which is "Disabled People are disabled by society not by their impairments that are personal to themselves. In other words society builds inaccessible environments thus blocking impaired people to have the right to access all areas - The Disability Discrimination Act came about in 1995 the DDA95 superseded by the Equality Act 2010 and in relation to "goods and services" reasonable adjustments must be made for disabled people. If you google "Social Model of Disability" the information is all there how to address people current terms used to describe disabled people in actual fact it's very simple Disabled Person or Disabled People who's impairments are personal to themselves as we may well have the same label BUT we are unique like everyone else and our impairments albeit the same label affects us on an individual level. I also believe you have to take note of this - more and more children who are born disabled will have multiple and complex needs this is due to the advancement of medicine. Those children will need far more support as will their parents access will be vital for them facilities such as "Changing Rooms" google it you will understand more. quiet places available - better signage also support for visually impaired deaf people neurodiverse people again google it you will understand more. The more you provide the more traffic you will get into the town centre. If people know Redditch is so switched on for access for all disabled people you have an instant customer base as most disabled people shop with their family and friends word gets around via people in the know. Good practice spreads - Redditch did have a good reputation for disabled people now it's fallen backwards - can I suggest that you really put your thinking hats on big time - use social media such as tik tok facebook facetime it's all "out there" community pages on facebook such as Redditch Spotted Redditch Past and Present - for example there is a carnival this weekend non of the events are accessible to me such as the museums ever thought of doing a virtual tour for impaired people at the actual sites - I personally don't go anywhere near them because I know it won't even consider people like me. For example Arrow Vally Park one disabled loo to be also shared with a nappy changing area just how many babies get pushed around the park loads - I haven't got a cat in hells chance and also having an impairment that means I need to "act fast" is just too dangerous for me to visit - also there isn't enough room to swing a cat in their either. Morton Stanley Park never been because there are no facilities for people like me what so ever again not able to access local events or facilities - So I go where I am welcome catered for -

I FIND SHOPMOBILITY SUITS ALL MY NEEDS AT PRESENT.

SOME OF THE PATHWAYS ARE VERY UNEVEN AROUND REDDITCH AND RAMPS WOULD HELP.

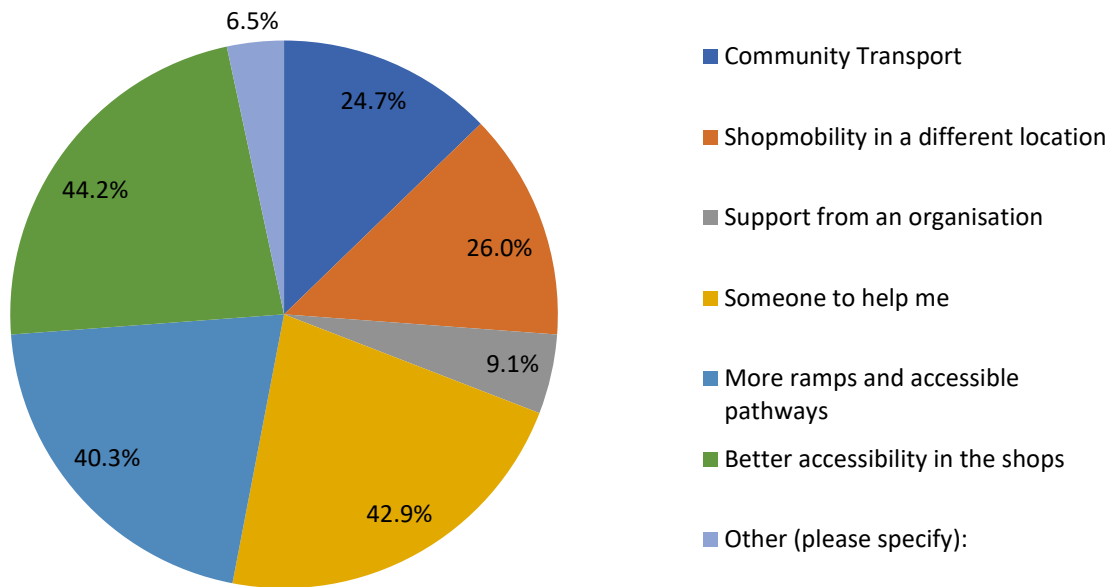
SHOPS DO NOT MAKE IT EASY TO GET AROUND WITH A SCOOTER, I.E. FILLING AISLES WITH EXTRA BUCKETS WITH STUFF IN.

TO GET TO SHOP MAINLY AND FROM CENTRE

CAN NOT GET DIAL A RIDE TO TOWN CENTRE

REDDITCH SHOPPING CENTRE HAS EVERYTHING I REQUIRE, EASY ACCESS EVERYWHERE

From the list below, what do you need in the community to enable you to get out and about more easily?



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Question 11

Redditch Shopmobility Survey 2023

Please let us know, if any, improvements you would like to see at Shopmobility?		
Answer Choice	Response Percent	Response Total
1	100.0%	23
	<i>answered</i>	23
	<i>skipped</i>	60

Comments:
None
Newer equipment
Staff are lovely but I always feel rushed due to the amount of hire time given
I haven't been in since my dad retired.
Larger premises inside
Bit more modern but the location is ideal
Just location
The fees need to be less, it has outpaced itself, people with a low income like me can't afford to pay the prices.
Location
More advertising about Shopmobility
VERY HAPPY WITH THE SERVICE AND STAFF
SATISFIED WITH THE FACILITIES
NONE
NEW SCOOTERS
NONE
VERY HAPPY WITH THE SEVICES AT SHOPMOBILITY IN REDDITCH.
WHERE I LIVE THERE ARE ONLY 3 BUSES A DAY. THEREFORE I HAVE TO PAY £25 ALL IN FOR TAXI AND MOBILITY SCOOTER
THE USE OF A PUBLIC TOILET THERE, FOR US DISABLED PEOPLE, THE OLDER WE ARE, THE MORE DIFFICULTY IN HOLDING IT IN.
NOTHING TO ADD
The only thing would be better heating and cooling system for the staff office.
New scooters

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Question 12

Redditch Shopmobility Survey 2023

Please tell us where you live.													
Answer Choice	Abbeydale	Abbey Park	Astwood Bank	Batchley	Brockhill	Callow Hill	Church Hill North	Church Hill South	Crabbs Cross	Enfield	Feckenham	Greenlands	
1	Please select area	1	0	1	5	3	1	5	5	3	1	2	4

Headless Cross	Hunt End	Ipsley	Lakeside	Lodge Park	Matchborough East	Matchborough West	Oakenshaw	Oakenshaw South	Riverside	Smallwood	Southcrest	St. Georges
Select One												
4	1	0	2	4	5	5	1	0	1	0	3	1

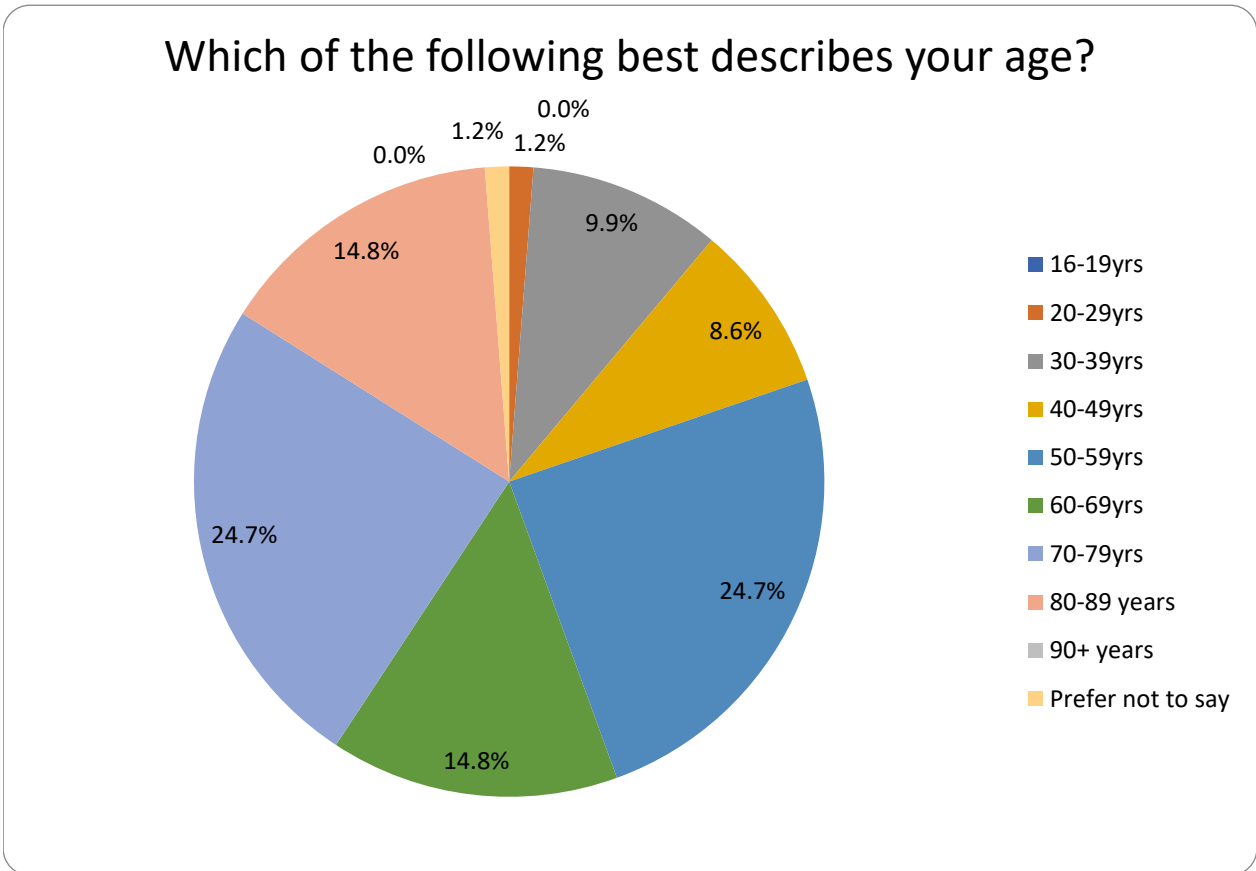
Town Centre	Walkwood	Webheath	Winyates East	Winyates Green	Winyates West	Wire Hill	Woodrow North	Woodrow South	Response Total
1	3	3	6	1	4	1	2	1	80
								<i>answered</i>	80
								<i>skipped</i>	3

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Question 13

Redditch Shopmobility Survey 2023

Which of the following best describes your age?			
Answer Choice		Response Percent	Response Total
1	16-19yrs	0.0%	0
2	20-29yrs	1.2%	1
3	30-39yrs	9.9%	8
4	40-49yrs	8.6%	7
5	50-59yrs	24.7%	20
6	60-69yrs	14.8%	12
7	70-79yrs	24.7%	20
8	80-89 years	14.8%	12
9	90+ years	0.0%	0
10	Prefer not to say	1.2%	1
		answered	81
		skipped	2



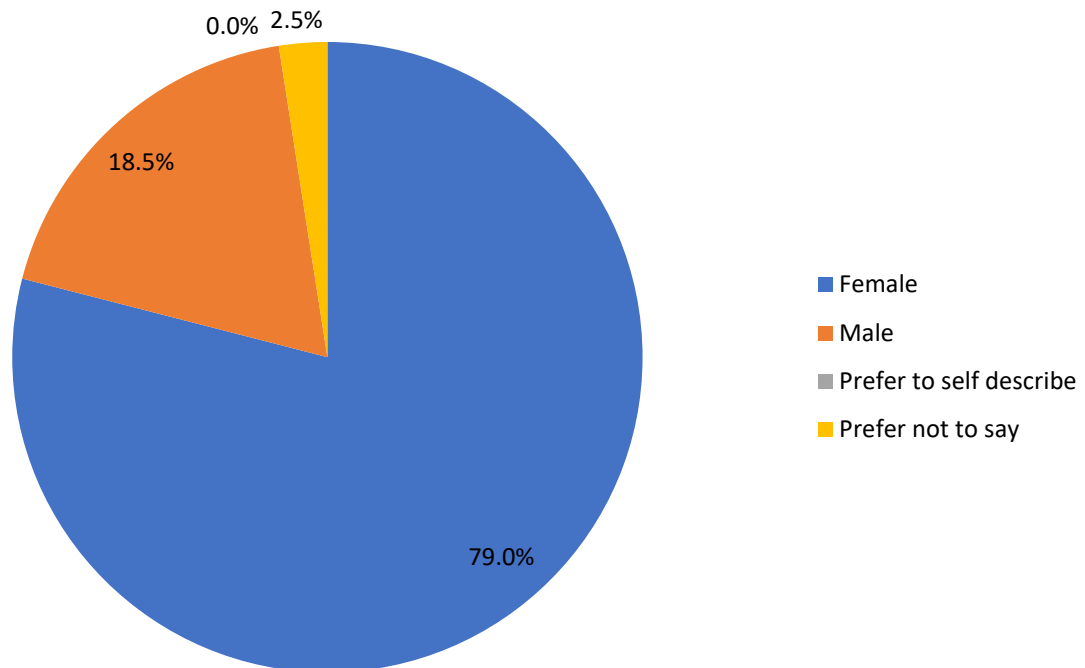
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Question 14

Redditch Shopmobility Survey 2023

Which best describes your gender?			
Answer Choice		Response Percent	Response Total
1	Female	79.0%	64
2	Male	18.5%	15
3	Prefer to self describe	0.0%	0
4	Prefer not to say	2.5%	2
		<i>answered</i>	81
		<i>skipped</i>	2

Which best describes your gender?

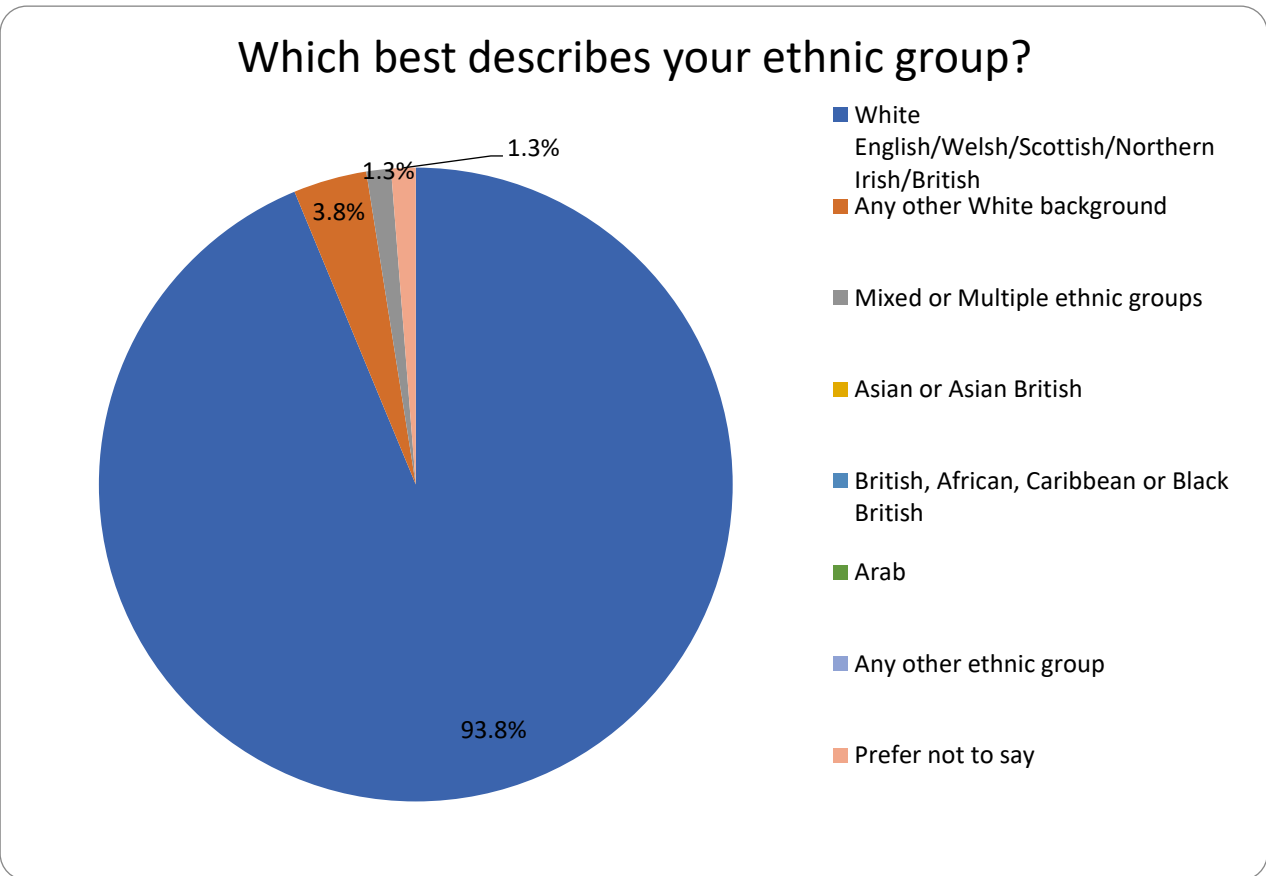


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Question 15

Redditch Shopmobility Survey 2023

Which best describes your ethnic group?			
Answer Choice		Response Percent	Response Total
1	White English/Welsh/Scottish/Northern Irish/British	93.8%	75
2	Any other White background	3.8%	3
3	Mixed or Multiple ethnic groups	1.3%	1
4	Asian or Asian British	0.0%	0
5	British, African, Caribbean or Black British	0.0%	0
6	Arab	0.0%	0
7	Any other ethnic group	0.0%	0
8	Prefer not to say	1.3%	1
		answered	80
		skipped	3



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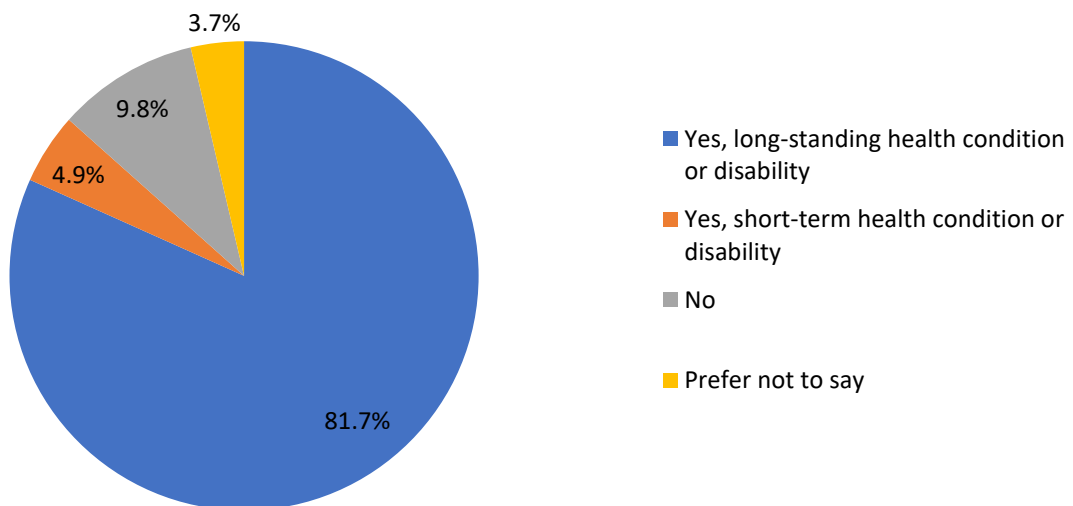
Question 16

Redditch Shopmobility Survey 2023

Do you have a health condition or disability? Long-standing means anything that has troubled you over a period of at least 12 months or that is likely to affect you for at least 12 months. Short-term is anything less than 12 months.

Answer Choice		Response Percent	Response Total
1	Yes, long-standing health condition or disability	81.7%	67
2	Yes, short-term health condition or disability	4.9%	4
3	No	9.8%	8
4	Prefer not to say	3.7%	3
		answered	82
		skipped	1

Do you have a health condition or disability? Long-standing means anything that has troubled you over a period of at least 12 months or that is likely to affect you for at least 12 months. Short-term is anything less than 12 months.



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of the Local Government Act 1972.

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Shopmobility Charges**There will be an increase of charges as from the****April 2024**

	Exempt VAT	Including VAT
Annual Membership	£15.00**	£18.00
Redditch Resident charge per visit*	£4.70	£5.64
Manual Wheelchair	£3.15	£3.78
Non-Resident charge per visit*	£6.25	£7.50
Manual Wheelchair	£4.20	£5.04
Pay as you go (no registration fee)	£7.80	£9.36
Assisted Shopping Charge		
Redditch resident – Shopmobility Equipment (maximum 2 hours assistance)	£12.00 per hour (plus cost of equipment hire)	
Non-resident – Shopmobility Equipment (maximum 2 hours assistance)	£15.00 per hour (plus cost of equipment hire)	

*Battery operated equipment

**Please note the annual memberships has decreased for 24/25 - Offer for customers who register with both Dial a Ride and Shopmobility of £22.00 (£11 per service)

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