

Residential Consultations Redditch 2009
Views on Shopmobility and Dial-a-Ride Services

Objective

The Dial-a-Ride and Shopmobility Services have become vulnerable to funding cuts, and therefore evidence is being compiled to illustrate the value of these services. This report represents the views of Redditch residents on these services, collected during the 2009 Residential Consultations. These consultations took place in different parts of Redditch over the past year, asking residents what they like about the area, what they don't like, and how they rate the services provided by Redditch Borough Council. The following report details responses from across the Borough on both the Dial-a-Ride and Shopmobility services.

Summary

The Shopmobility Service is intended to help those with walking difficulties to move around the town centre shopping area more easily. Residential Consultations held in 2009 revealed that the majority of Redditch residents (84% or 373 of 443 respondents) are aware of this service. Given that Shopmobility targets a specific group of people, a large proportion of those surveyed also use the service (14% of 61 residents). In fact of residents sampled, there were more people using the service than there were who had not heard of the service (13% or 56 residents had not heard of the service).

Residents using the service were asked to rate the value of it (N.B. residents in Headless Cross were offered to rate the services as either 'good value' or 'poor value' not on a scale of 1-10 as in other areas). More than three quarters of service users (79% or 48 of 61 users) rated the service as either 9 or 10 out of 10, or as 'good value' in the case of Headless Cross.

Key Findings

- The majority (80%) of respondents were aware of the Dial-a-Ride service, of which 9% are directly using the service
- Given that the service provides specifically for those with walking difficulties, 41 users out of a group of 443 residents (almost 1 in 10 respondents) is a considerable proportion of use.
- Of those providing ratings 79.6% (43 people of 54 providing ratings) rated the Dial-a-ride service as 9 or 10 out of 10
- When considering only those residents who are actually users of the service, no-one rated the service as lower than 8 out of 10.
- Three quarters (75%, n=31) of users rated this service as 9 or 10 out of 10 or 'good value' in the case of Headless Cross respondents.
- The chart below shows that the vast majority of people (84%) are aware of the Shopmobility service.
- Of all respondents, there are more that use this service (14% or 61 people) than there are those that have never heard of it (13% or 56 people).
- Only 15 respondents are using both services (41 using Dial-a-Ride and 61 using Shopmobility).
- Of the fifteen respondents using both services the majority of responses for both services are 8 out of 10 or higher.
- It appears that although the majority of respondents using one of the two services are aware of the complementary service, only a very small group use both services.
- A speculative view of this may be that the different user group may be due to the different severity of need. Perhaps someone who has walking difficulties to the extent that they cannot use public transport would not be capable of doing the shopping even with the assistance of Shopmobility. Perhaps those who would need Shopmobility to get around the shops in town would not have such a problem with walking that they need to use Dial-a-Ride?

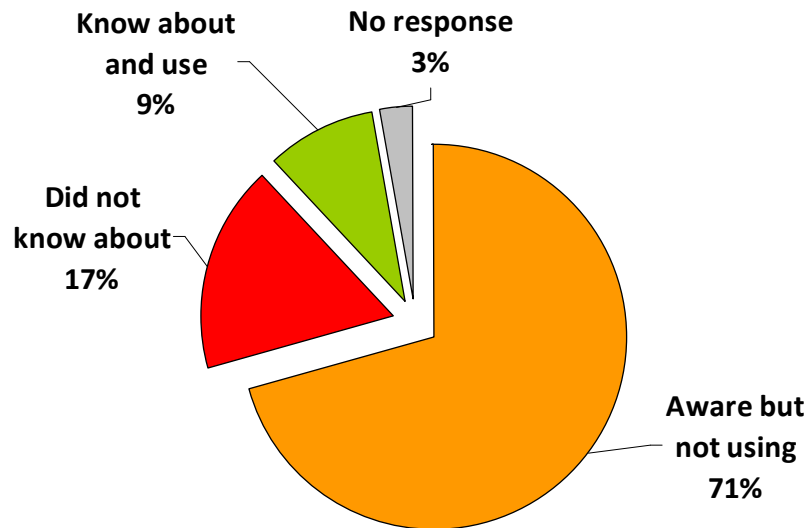
Dial-a-Ride

Use and awareness of the service

As illustrated by the chart below, the majority (80%) of respondents were aware of the Dial-a-Ride service, of which 9% are directly using the service.

Given that the service provides specifically for those with walking difficulties, 41 users out of a group of 443 residents asked is a considerable use level.

Less than a fifth of all respondents had not heard of the service at all, and the response rate was strong at 97%.



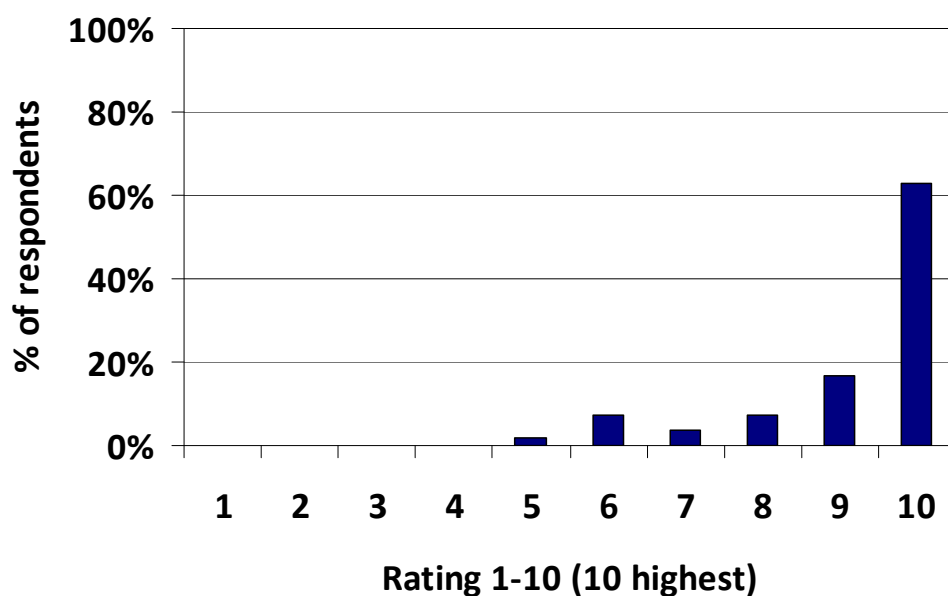
Rating the service

Residents using the service were asked to rate the service (N.B. some residents not using the service also provided ratings and the responses from Headless Cross had to be converted to allow for these comparisons, for more detail see methodology section).

A total of 54 ratings were received (we know from the above data that 41 respondents are actually using the service, suggesting that these ratings comprise of 76% users and 24% non direct users of the service).

The chart below illustrates that 79.6% (43 people of 54 providing ratings) of residents providing ratings, rated the Dial-a-ride service as 9 or 10 out of 10.

Only 11 residents rated the service as 8 or lower, with the lowest rating being a 5 out of 10.



When considering only those respondents who stated that they use the service, no-one rated the service as lower than 8 out of 10. Further 65% of users rated this service as 10 out of 10 or 'good value'.

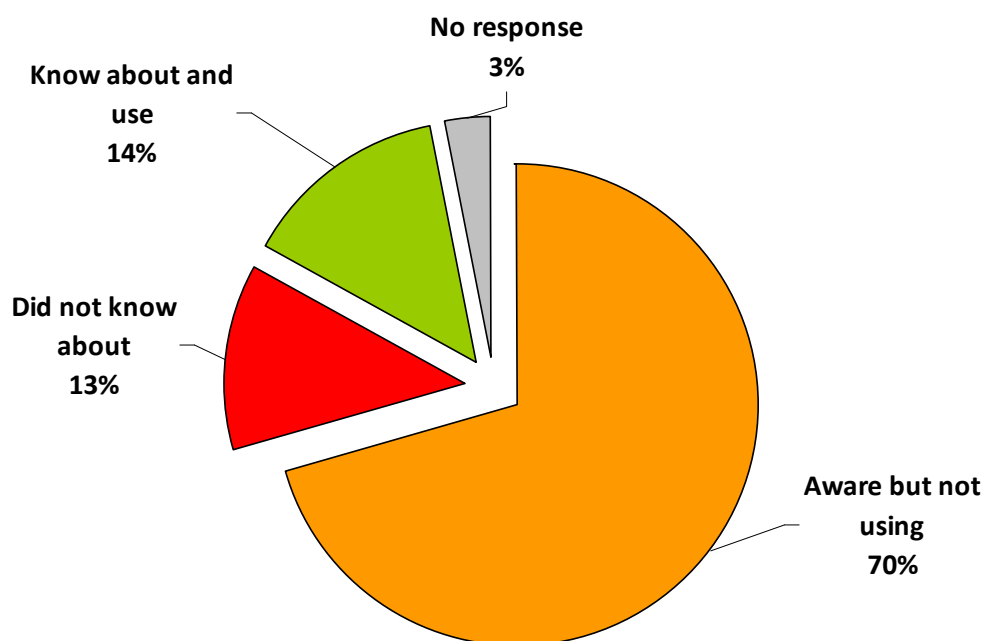
Shopmobility

Use and awareness of the service

The chart below shows that the vast majority of people (84%) are aware of the Shopmobility service. This is slightly higher than the Dial-a-Ride awareness levels of 80%, possibly due to the visibility of this service in the town centre shopping areas.

As with Dial-a-Ride, this service is specifically targeted at helping people with walking difficulties. A total of 61 respondents out of 443 directly use this service (14%).

Of all respondents, there are more that use this service (14% or 61 people) than there are those that have never heard of it (13% or 56 people).

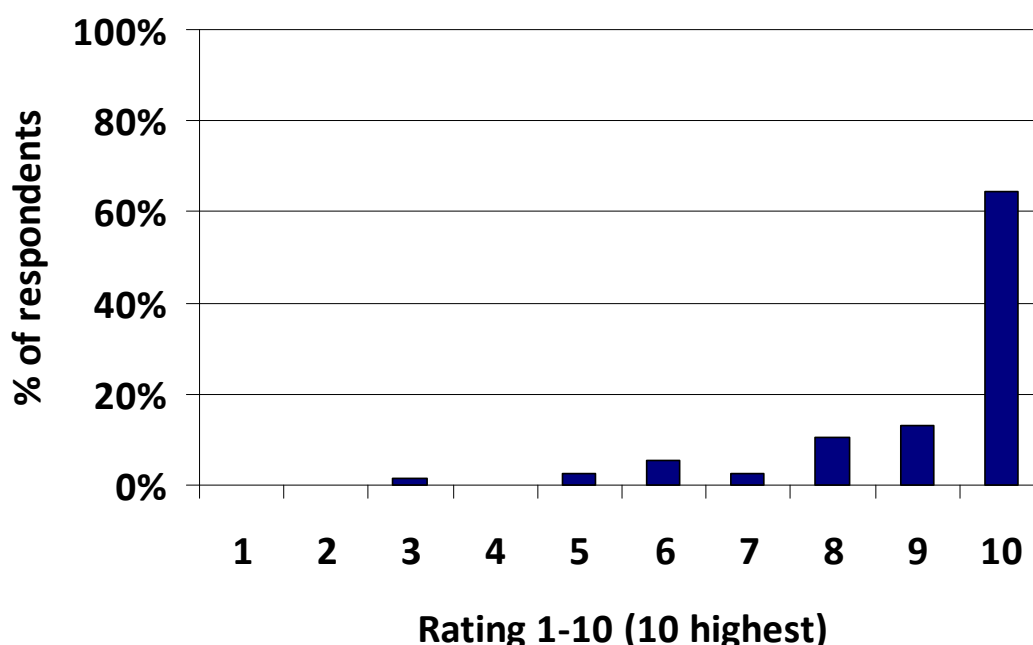


Rating the service

Residents using the service were asked to rate the service (N.B. some residents not using the service also provided ratings and the responses from Headless Cross had to be converted to allow for these comparisons, for more detail see methodology section).

A total of 76 respondents rated the service. As we know that 61 respondents stated that they directly use the service themselves, we can assume that the ratings provided comprise 80% users and 20% non direct users of the service.

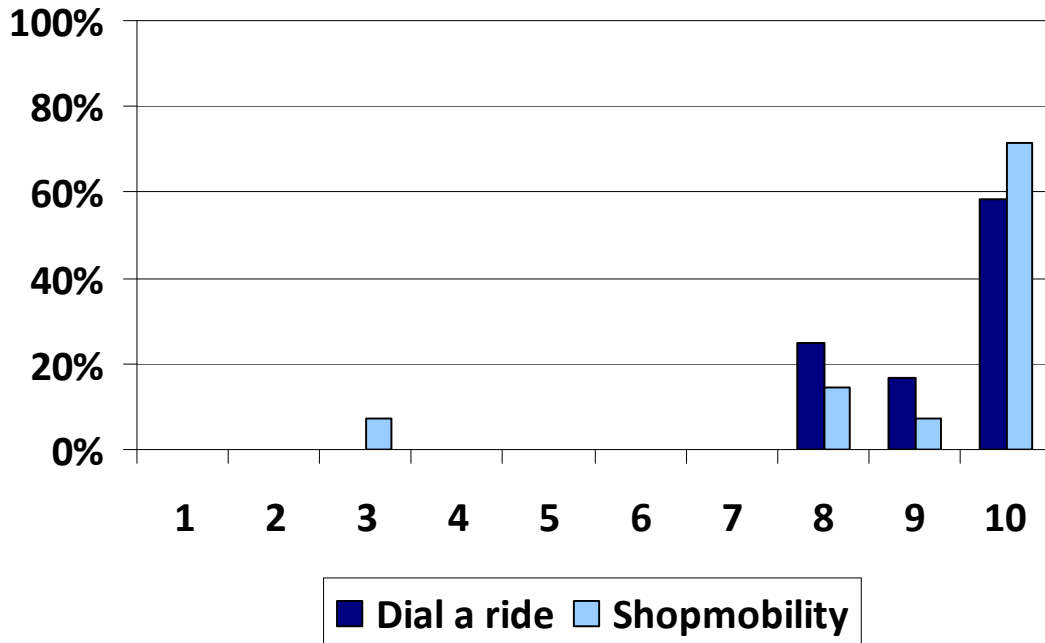
A total of 77.6% of ratings were for 9 or 10 out of 10 (or good value in the case of Headless Cross respondents) (59 people out of 76). Unlike Dial-a-Ride, where ratings were fairly consistent, there is a little more variance amongst ratings for this service, spread across a wider range of scores, and in one case the rating was as low as 3 out of 10.



When considering only those respondents who stated that they use the service, ratings were still varied, and included the 3 out of 10 rating. Although 67% of users rated this service as 10 out of 10 or 'good value', which is greater than the equivalent rating for Dial-a-Ride, the consistency of results is not as strong, suggesting a small number of less successful interactions.

Dial-a-Ride and Shopmobility

Interestingly, given that there are 61 users of Shopmobility and 41 users of Dial-a-Ride, only 15 of these respondents are actually using both services. Of those fifteen respondents using both services the majority of responses for both services are 8 out of 10 or higher. One respondent rated the Shopmobility service as 3 out of 10, but Dial-a-Ride was rated as 8 out of 10.



Why is there such a small overlap between users of these services?

The 72 respondents who have stated they use one service but not the other were analysed as a group to try to establish why these users only use one of the two services provided by the Council to address those with walking difficulties.

Of those using Dial-a-Ride:

Shopmobility status	Total
Aware but not using	22
Did not know about	3
No response	1
Use Shopmobility	15
Grand Total	41

Of those using Shopmobility:

Dial-A-Ride status	Total
Aware but not using	37
Did not know about	8
No response	1
Use Dial-a-Ride	15
Grand Total	61

It appears that although the majority of respondents using one of the two services are aware of the complementary service, only a very small group use both services.

A speculative view of this may be that the different user group may be due to the different severity of need. Perhaps someone who has walking difficulties to the extent that they cannot use public transport would not be capable of doing the shopping even with the assistance of Shopmobility. Perhaps those who would need Shopmobility to get around the shops in town would not have such a problem with walking that they need to use Dial-a-Ride?

Another consideration is that the different user groups are being targeted via different messages, and are not getting the messages, however the levels of awareness of both service are high enough to probably rule this out.

Comments from the Residential Consultations

Things you like about Redditch: Dial-a-Ride. Shopmobility helping disabled people.

Things you like about Redditch: Dial-A-Ride and Shopmobility – making it easy to access places

Are there transport issues in accessing any of the Council's services? - Poor Dial-Ride unable to get anyone to answer the phone

What do you like about living in Redditch? - Generally great - Dial a Ride

What do you like about living in Redditch? - Dial-a-Ride, but does not run on weekends

Methodology

The table below sets out the areas where the Residential Consultations have taken place and the number of residents asked during each consultation. Across the whole of Redditch, a total of 443 residents have provided their views in the consultations.

Surveys were carried out in the following areas:	Number of residents asked:
Astwood Bank	38
Batchley	73
Church Hill	53
Feckenham	40
Headless Cross	101
Lodge Park	39
Matchborough	33
Winyates	66
Total Redditch	443

Question 1 – What do you think of the following Council services?

Residents were asked what they thought of both Dial-a-Ride and Shopmobility, with response options detailed in the table below.

1. What do you think of the following Borough Council services?
Did not know about
Aware of service but not using
Know about service and use it
No response

Response rates are relatively high for the questions relating to both services. For the Dial-a-Ride service only 12 residents did not provide a response giving a 97.3% response rate. Levels are similar for Shopmobility, with 14 residents not responding, giving a response rate of 96.9%.

Question 2 – How do you rate these Council services?

For those using the service, residents were asked to rate the service on a scale of 1-10; with 1 being the lowest rating and 10 being the highest rating.

Important note: In some cases a small proportion of those who had previously described themselves as aware of the service but not using it, have provided ratings of the services, and in a couple of cases those who had said they did not know about the service have also provided ratings. Therefore, it should be noted that when residents are rating a service, they have not necessarily directly used the service themselves.

Important note: The survey in Headless Cross was the first of the consultations. Following this survey the format of the questionnaire was slightly modified. As a result the rating of the service is slightly different for these responses. Residents involved in this consultation were given the same options for awareness of the survey, as in the table above, so this part of the question is directly comparable. However, residents were only asked to rate the service if they use it, so unlike the other consultations only those directly using the service provided ratings.

Further, residents who were asked to rate the service were given different options to the other surveys, with the choice of responses being 'good value' 'poor value' or 'no response'. As this is not comparable to all the other consultations where respondents were asked to give their rating on a scale of 1-10, the responses have been converted to allow for group comparisons to be drawn. For those rating the service as 'good value' the rating has been converted to a score of 10, and for those rating the service as 'poor value' this has been converted to a score of 1.

Residential Consultations 2009
Shopmobility and Dial-a-Ride Services

Shopmobility Awareness and Ratings

The Shopmobility Service is intended to help those with walking difficulties to move around the town centre shopping area more easily. Residential Consultations held in 2009 revealed that **the majority of Redditch residents (84% or 373 of 443 respondents) are aware of this service**. Given that Shopmobility targets a specific group of people, a large proportion of those surveyed also use the service (14% of 61 residents). **In fact, of residents sampled, there were more people using the service than there were who had not heard of the service** (13% or 56 residents had not heard of the service).

Residents using the service were asked to rate the value of it (N.B. residents in Headless Cross were offered to rate the services as either 'good value' or 'poor value' not on a scale of 1-10 as in other areas). **More than three quarters of service users (79% or 48 of 61 users) rated the service as either 9 or 10 out of 10, or as 'good value'** in the case of Headless Cross.

Dial-a-Ride Awareness and Ratings

Dial-a-Ride is another Council Service targeted at helping people with walking difficulties to move around. This door to door service is intended to help those unable to use public transport travel to see family or to attend appointments. It can be booked in a similar way to a taxi service and different types of transport to suit specific needs are available. As with Shopmobility, **the majority of residents surveyed were aware of this service (80% or 313 of 443 residents), and 9% (61 residents) are also using the service**.

Residents using the service were asked to rate the value of it (N.B. residents in Headless Cross were offered to rate the services as either 'good value' or 'poor value' not on a scale of 1-10 as in other areas). **More than three quarters of service users (76% or 31 of 41 users) rated the service as either 9 or 10 out of 10, or as 'good value'** in the case of Headless Cross. **No-one rated the service as lower than 8 out of 10.**

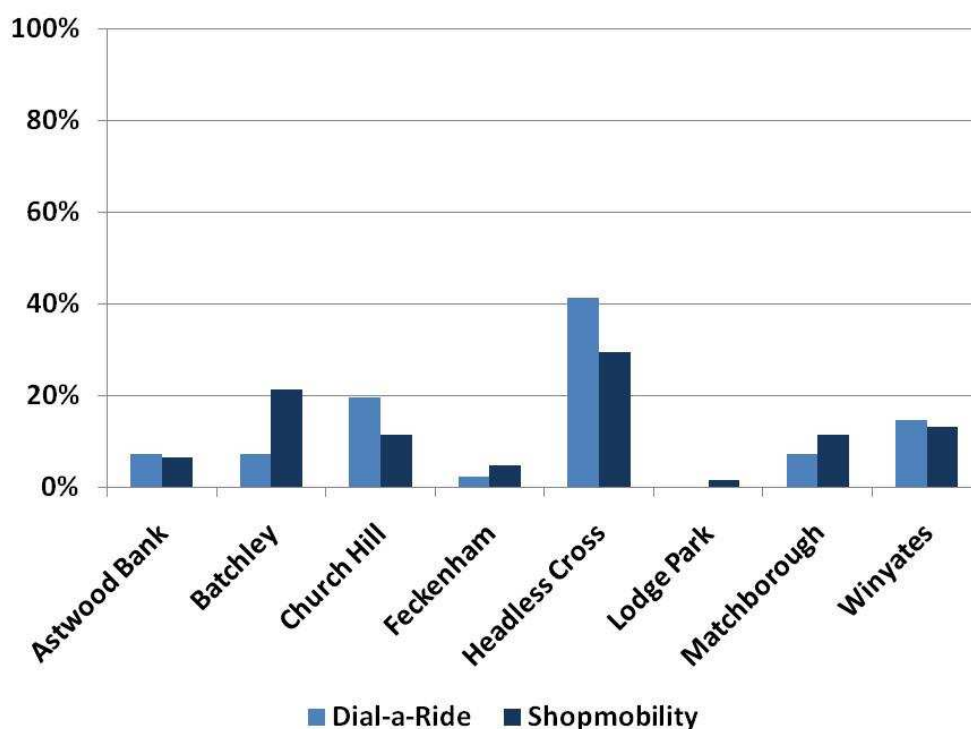
User Demographics

Only fifteen people out of the total survey (442 individuals), use both Shopmobility and Dial-a-Ride, suggesting **little overlap between the two groups of service users**. A speculative reason for this difference may be that those using Dial-a-Ride may have more severe walking difficulties if they are unable to use public transport and require door to door transportation, it may be the case that they are not capable of moving around the shops, even with the aid of a Shopmobility scooter.

More than half of the Shopmobility users are aged between 45 and 64 years (53% or 32 users), although it is worth noting that 46% of all residents surveyed were 45 years or older. Just under half are women (49% or 30 users). Greatest concentrations of **Shopmobility users live in Headless Cross (30% or 18 users), and Batchley (21% or 13 users)**, however the number of residents surveyed in each area does vary and the results of these surveys have not been weighted to reflect this.

Users of Dial-a-Ride are slightly older than Shopmobility users, with 42% (17 users) aged 45-64; and 22% over 65, compared to 18% of Shopmobility users being aged over 65 (again, note that 46% of all residents surveyed were 45 years or older. Just over half of the users are female (51% or 21 users). As with Shopmobility users, the **greatest proportion live in Headless Cross (42% or 17 users)**, but very few Dial-a-Ride users live in Batchley (7.3% or 3 users, compared to 21% or 13 users of Shopmobility in the same area. Instead there are larger proportions of **Dial-a-Ride users in Church Hill (20% or 8 users) and Winyates (15% or 6 users)**.

More than a third (37% or 25 of 68 people) of Lifeline users also use Dial-a-Ride, and 43% of Lifeline users use Shopmobility (43% or 29 of 68 users).



Comments from Feckenham Survey

Each resident was asked With respect to Dial-A-Ride, do you have any specific comments to make on this service? These were the findings:

'Everybody looks happy when they are on it'

'Good service, good value'

'My mother has used this service and found it excellent'

'Everyone looks after each other'

'A good service but apparently not available to Feckenham people'

'Book three days in advance'

'Have had a response in the past, but it wouldn't travel to Feckenham - need a block booking'

'It's difficult to get them to come to Feckenham...I've given up'

Additional Comments

When we asked, 'Are there transport issues in accessing any of the Council's services?'

'Dial-a-ride is poor, unable to get anyone to answer the phones' - Astwood Bank Dial-a-Ride user who did not rate the service

When we asked 'What do you like about living in Redditch?'

'Dial-a-ride is great' - Church Hill Dial-a-ride user who rated the service as 10 out of 10

'Dial-a-ride, but it doesn't run on weekends' - Headless Cross Dial-a-ride user who rated the service as good value, and also uses Shopmobility and rated this as good value

'Dial-a-ride and Shopmobility is helping disabled people' - Headless Cross Dial-a-ride user who rated the service as good value, and also uses Shopmobility and rated this as good value

'Dial-a-ride and Shopmobility' - Headless Cross Dial-a-ride user who rated the service as good value, and also uses Shopmobility and rated this as good value

'The Council looks after disabled people, it does a lot that other Councils do not' – Lodge Park resident who has lived in Redditch for 21 years. He is aware of a range of the services and is using several, but not Dial-a-ride or Shopmobility.