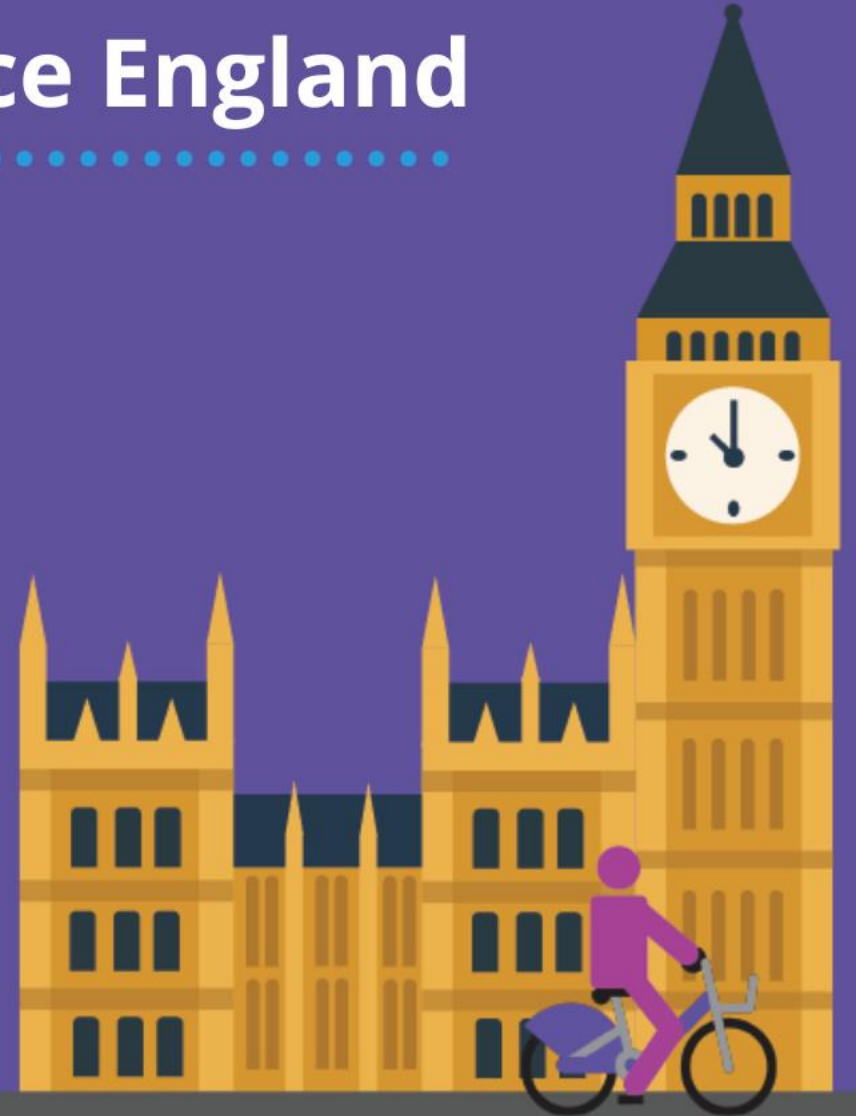


ConneCTing England 2025

Community Transport Conference England

Tues 16 Sep | 9am - 4pm
Coram Campus, London



Maximising Impact – Unlocking the Value of Group Hire Services

Merton Community Transport



Session Objectives



Understand the social, economic, and environmental value of group hire services.

Explore current and future integration of Group Hire.
Share best practices and challenges.

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Group Hire refers to the provision of minibuses or accessible vehicles by CTOs to non-profit groups, schools, faith organisations, sports clubs, and other community-based entities.



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What It Is:

- Flexible, affordable transport for community groups
- Accessible vehicles and trained drivers
- Supports inclusion and engagement



✗ What It Isn't:

- Not a commercial taxi/private hire
- Not for profit-making ventures
- Not part of public transport routes

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Why It Matters:

Inclusion:

- Enables participation for vulnerable groups



Sustainability:

- Shared resources, efficient transport
- Supports low-emission initiatives

Community Resilience:

- Strengthens local networks
- Supports crisis response
- Builds voluntary sector capacity

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Why it matters

Merton Community Transport



MERTON COMMUNITY TRANSPORT

CHARITY PURPOSE

MISSION AND VISION:

“Making a Difference”

Mission: To help people stay connected and assist in reducing the impact of social exclusion in society due to the lack of suitable and affordable, accessible transport solutions.

Vision: To be the first point of contact for accessible travel and transport that will support the enablement of organisations and individuals, working in collaboration and partnership with LBM and the voluntary sector. Helping the people who are marginalised or have no access to public transport systems.

To develop varied transport solutions and projects that provide the services the people in the community need. MCT strives to reduce loneliness, isolation, and social exclusion by connecting people to places and organisations to customers/clients while providing a caring, comprehensive approach to travel.

MERTON COMMUNITY TRANSPORT (MCT)

Unlocking the Value of Group Hire Services

Group hire services support MCT's local planning and delivery.

- London Borough of Merton (LBM)
- Community Voluntary Services (CVS)

Merton Connected

- Organisation Groups
- Sports Groups
- Faith Groups
- Cultural Groups
- Health Groups
- Other Groups (Community Response Steering Group) Led by LBM & CVS



“Making a Difference”

MERTON COMMUNITY TRANSPORT (MCT)

UNLOCKING THE VALUE OF GROUP HIRE SERVICES

Ethic Minority Centre's AGM 2025 The Annual Community Event

Ethic Minority Centre (EMC)
“Serving the Community in Merton”

Mission Statement

Building and serving a diverse community to promote understanding, tolerance, and acceptance of all cultures.

EMC provides the following services free:

- Fitness Made Easy
- EMC's Bowling
- Cycle project for non-cyclist women
- 10 weeks of Swimming on Fridays
- 15 weeks Keep Active Swimming
- 20 Chair-based gentle exercises and Pilates
- Walk & Soft Exercise
- Yoga on Tuesdays
- EMC's Digital Inclusion
- Online Exploration of Creative Maths & puzzles

All the above can benefit from affordable Community Transport

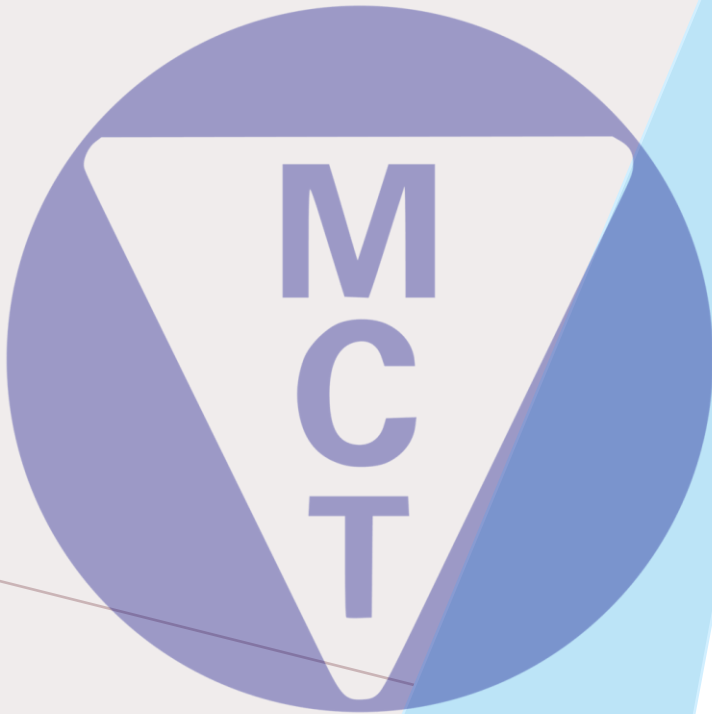


MCT Unlocking the Value of Group Hire Services

“Making a Difference”

AGENDA

GROUP HIRE SERVICES



- Why do it?
- How is it done?
- Who Benefits?

MCT Unlocking the Value of Group Hire Services



“Making a Difference”



WHY DO IT?

MCT was established in May 1998 and launched in September 2000 to provide Group Hire Services in an Urban environment.

Many groups have a greater need for CT services than individuals. Public Transport in London is more focused on individual passengers' journeys than group travel.

The need to provide transport for groups can stem from the needs of organisations, schools, and scout groups, as well as other larger groups of passengers not exceeding 16, in one minibus, requiring travel to various destinations.

A photograph showing the interior of a bus. Several passengers are visible, including an older man in a blue shirt, a woman in a white sweatshirt with 'HUSTLE LIKE A BOSS' text, and an older woman in a dark jacket. The bus has large windows and a 'BREAK GLASS' sign.

“Making a Difference”

HOW IS IT DONE?

MCT has built strong partnerships across our community, particularly with voluntary and charitable organisations.

These relationships allow us to:

Understand specific transport needs through direct dialogue with each organisation.

Provide flexible group transport solutions – from regular scheduled services to one-off events.

Deliver affordable, reliable, and inclusive travel for groups who might otherwise face barriers to mobility.

By working collaboratively, we ensure our group transport hire services not only meet practical needs but also strengthen community connections and social inclusion.

WHO BENEFITS?



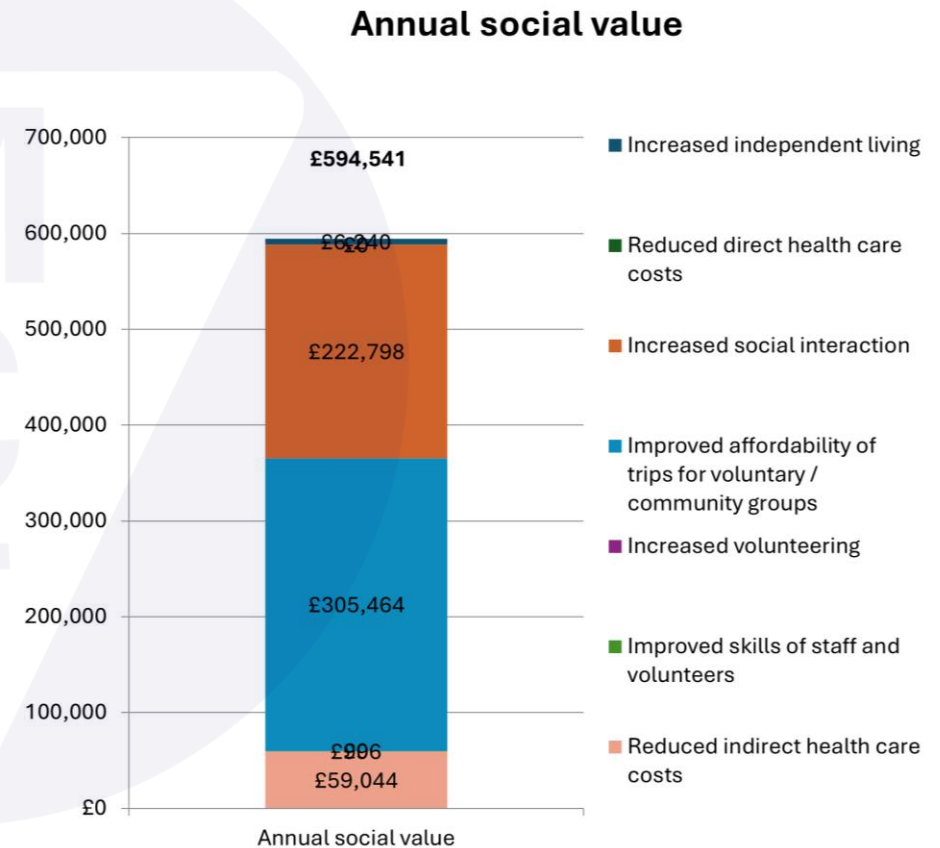
And the whole
Community Benefits!

MCT Unlocking the Value of Group Hire Services



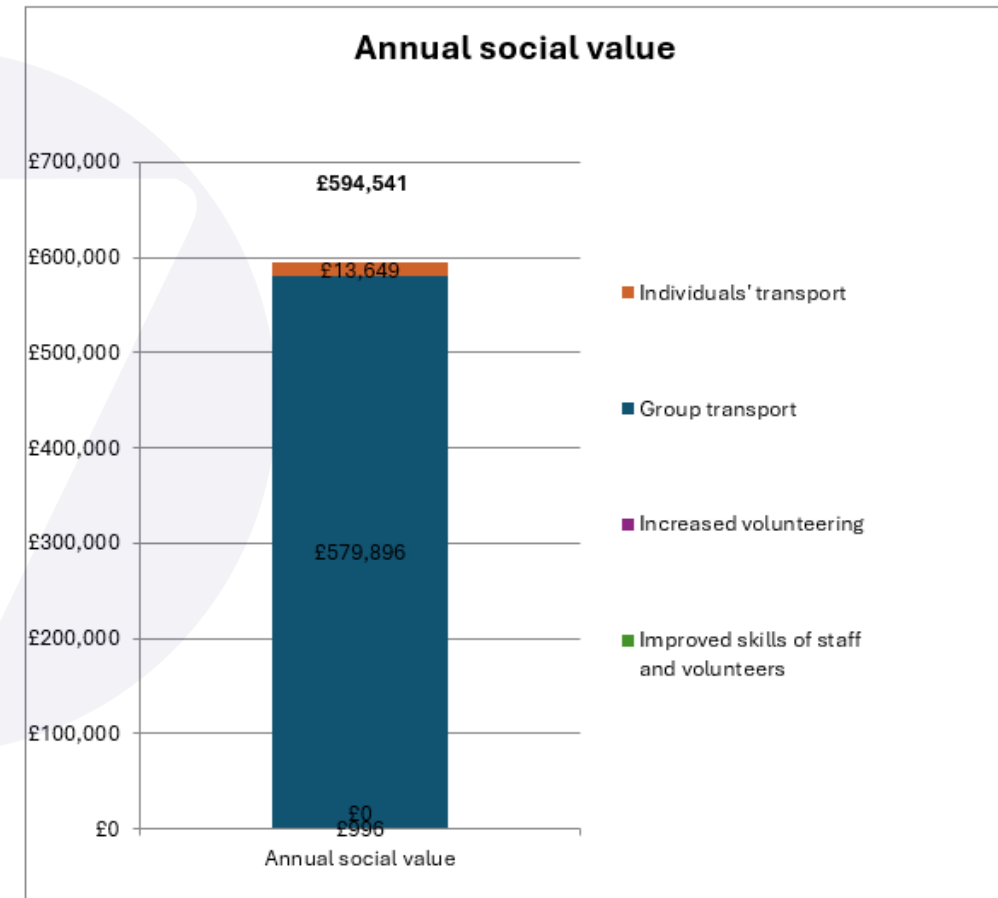
THE SOCIAL VALUE OF GROUP HIRE SERVICES

Summary table of social value created		
Outcomes		Annual social value
1. Increased independent living	"Shopping" trips	£6,240
2. Reduced direct health care costs	"Hospital" trips and "Health non-hospital" trips	£0
3. Increased social interaction	Primary: "Social" trip	£68,962
	Secondary: All "leisure/sport", "education", "shopping", "health" and "other" trips	£153,835
	Total social interaction	£222,798
4. Increased affordability of trips for voluntary / community groups	Total affordable group trips	£305,464
5. Increased volunteering	Operations	£0
	Office	£0
	Senior management & governance	£0
	Total support from volunteers	£0
6. Improved skills of staff and volunteers	MIDAS standard	£606
	MIDAS accessible	£0
	PATS	£390
	First Aid	£0
	Total training value	£996
7. Reduced indirect health care costs	All trips	£59,044
TOTAL SOCIAL VALUE		£594,541



THE SOCIAL VALUE OF GROUP HIRE SERVICES

Summary table of social value created		
		Annual social value
Individuals' transport	Increased independent living	£81
	Reduced direct health care costs	£0
	Increased social interaction (primary)	£125
	Secondary social interaction	£8,417
	Indirect health care savings	£5,027
	Total individuals' transport	£13,649
Group transport	Independent living	£6,159
	Direct health care savings	£0
	Increased social interaction (primary)	£68,838
	Increased social interaction (secondary)	£145,418
	Increased affordability of trips for voluntary / community groups	£305,464
	Reduced indirect health care costs	£54,017
	Total group transport	£579,896
Increased volunteering		£0
Improved skills of staff and volunteers		£996
TOTAL SOCIAL VALUE		£594,541



CTs are Champions of Group Hire Services

MCT Unlocking the Value of Group Hire Services

AI – view:

Why Unlocking Value is Important

Increased Revenue & Profitability:

By identifying and capitalising on new opportunities, organisations can increase their bottom line and expand their customer base.

Enhanced Efficiency:

Unlocking value often involves streamlining operations, reducing waste, and improving processes to work smarter, not just harder.

Improved Decision-Making:

Better access to and understanding of data provides crucial information to make more informed and strategic decisions.

Competitive Advantage:

Organisations can gain a competitive edge by adapting to market changes, leveraging new technologies, and creating more value for stakeholders.

Sustainable Growth:

For public bodies and businesses, unlocking value can ensure long-term financial sustainability and support future growth and development.



TESTIMONIALS

I wish to tell you how delighted we are with the very helpful, professional service we have received from Colleen. What a lovely lady.

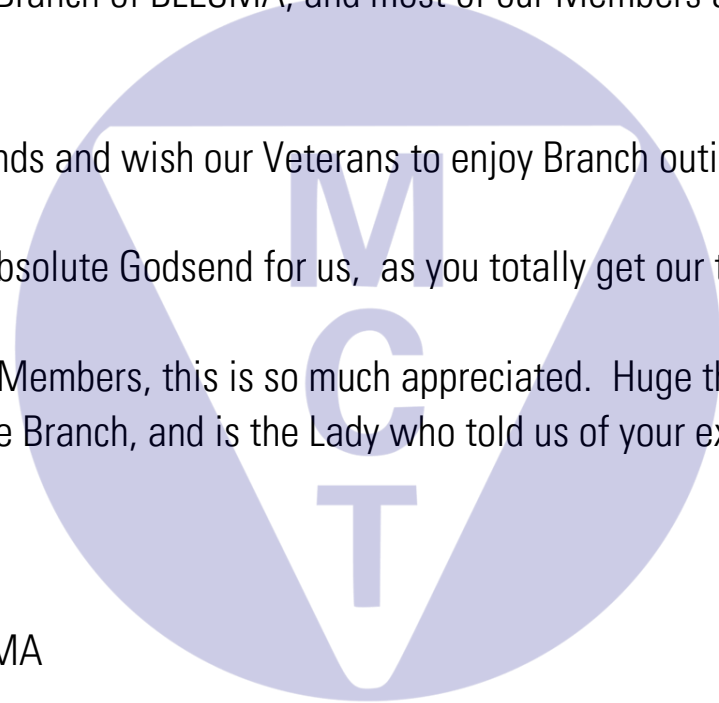
We are a local Veterans Branch of BLESMA, and most of our Members are severely challenged with serious injuries.

As a Branch, we have Funds and wish our Veterans to enjoy Branch outings. Our difficulty has been transportation.

Your organisation is an absolute Godsend for us, as you totally get our travel difficulties and can resolve them.

On behalf of our Branch Members, this is so much appreciated. Huge thanks also to Pat Y, who is a regular attender and Friend of the Branch, and is the Lady who told us of your existence.

Kindest regards
Annie MacMillan
Hon. Branch Chair. BLESMA
Sutton, Merton & District



TESTIMONIALS

Dear Lesley and Colleen,

A huge thank you from all of us for helping to make the KCS Christmas Community Tea such a success.

We cannot thank you enough for coordinating the transport for so many of our amazing elderly VIP's to and from the event. We know that they appreciated it, and so do we.

A special thanks for your support in ensuring that all of our guests ended up on the right bus at the end of the event. It was no mean feat to organise groups of elderly people, particularly when some were unable to say which care home they were going back to!

We've had lots of messages and emails to thank us - the guests really enjoyed themselves and are already talking about next year's Tea!

The event is a huge team effort, and we really appreciate your enthusiasm and support.

We wish you both a very happy Christmas and look forward to working together again next year!

Best wishes

Nicole, Cathryn, Simi, Sam, Cecilia, Lynn and Katie
KCS Christmas Community Tea Committee 2024

MCT Unlocking the Value of Group Hire Services



THANK YOU

“Making a Difference”

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Group discussion:

How Could Group Hire be part of your service? If its not currently, can you say why it isn't?



- What do we think prevents CTO'S from engaging in Group Hire?
- What are the positives of developing Grp Hire for your CTO?
- How can CTA help members understand and develop Grp Hire for their services

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Group Share:

- Share key insights
- Highlight common themes and innovations
- Inform Deep Dive follow-up

