

# Task Note 2: Ealing Shopmobility – Potential Demand & Stakeholder Interest

Ealing Council  
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# Quality Assurance

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# Executive Summary

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## 1. Potential Demand & Stakeholder Interest

- 1.1 Any Shopmobility scheme needs to be developed as a response to perceived need and anticipated demand. The scale, nature and detail of the service provision must take direct account of potential users' needs. The primary difficulty in planning such services is that would-be users are often 'invisible', and only emerge after the service has been launched.
- 1.2 There is no specific or exact method of gauging the scale of demand for any Shopmobility service. However, a demand predictor system for accessible and community transport can be utilised to give a good indication of levels of relevant disabilities in Ealing and surrounding Boroughs, and this data is equally valuable when related to Shopmobility.
- 1.3 Estimates of take up for Shopmobility are noted in this Task Note on a ward by ward basis for Ealing, along with mapping of residential locations of likely Shopmobility users. This data is also plotted against the locations of other Shopmobility services in neighbouring boroughs. This exercise indicates that within the scope of a 20 minute drivetime, a Shopmobility service in Ealing will be the nearest such facility for many residents of other boroughs.
- 1.4 Ealing Council – as a primary stakeholder – has anticipated the introduction of Shopmobility at policy level and has projected some financial support. A summary of policy documents from the previous few years suggests that the authority is firmly intending to establish a scheme in Ealing.
- 1.5 Many individuals have stated how a Shopmobility service will enhance their lives on several levels. Also, many organisations supporting or promoting access, independent living, disability rights and care services for elderly and disabled persons have affirmed that Shopmobility will benefit them as organisations or their clients / service users.
- 1.6 Identified stakeholders (representatives of likely service users, local authorities, planners & developers) and interested parties have offered broad support for the introduction of a scheme in Ealing, although there is a current lack of clarity from the developer St George regarding the extent to which they anticipate a Shopmobility facility will be required at Dickens Yard. There are some suggestions that an upcoming Arcadia development would be a more appropriate location.



## 1.1 Context

- 1.1.1 A retail development at Dickens Yard, Ealing Broadway has provided an opportunity for a Shopmobility facility to be established, as indicated in Ealing Council's adopted Supplementary Planning Guidance for the site, and the public statement by developer St. George of their intentions for the site<sup>1</sup>.
- 1.1.2 Through temporary equipment loan, Shopmobility is an established means of enabling freedom of access to retail and civic amenities for those with mobility constraints, and its adoption at Dickens Yard is an indication of Ealing Council's planning policy to create an accessible environment, and thereby enhance its broader commitment to social inclusion.
- 1.1.3 Ealing Council has commissioned a feasibility study to provide a critical analysis of the range of issues that Shopmobility raises (operational, technical and strategic), and detailed proposals for an Ealing scheme, with reference to an initial temporary location, and to the Dickens Yard development itself.

## 1.2 Objective of this Task Note

- 1.2.1 Ealing Council wishes to ensure that the most effective Shopmobility service is developed at Dickens Yard. This Task Note provides data and feedback on the likely demand for (and expectations of) a Shopmobility service within the Borough of Ealing, using:
  - a) statistical and demographic analysis based on census data relating to Ealing and surrounding boroughs
  - b) a review of Ealing Council's planning and policy materials that are relevant to Shopmobility provision
  - c) extensive dialogue with potential users of an Ealing Shopmobility scheme (as far as these can be identified), both individuals and organisations
  - d) consultation with other potential stakeholders and relevant bodies.
- 1.2.2 This Task Note is intended to inform Ealing Council of its own current policy position, the needs and expectations of its residents, the views of other agencies and stakeholders, and estimates of the numbers and location of people who are experiencing different forms of restricted mobility (and who may potentially benefit from a Shopmobility facility).

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<sup>1</sup> See <http://www.dickens-yard.co.uk/stgeorgeproposaldickensyard.pdf>

## 1.3 Approach Taken

1.3.1 In this Task Note we have:

- Examined policy and planning materials produced by Ealing Council that relate to Shopmobility.
- Used census and disability survey analysis and mapping systems to provide estimates of likely demand.
- Interviewed individuals and organisations to gauge the expectations and needs from the Ealing community.
- Attended forum and presentation events relevant to access issues and development in Ealing Broadway.

## 1.4 Consultees

1.4.1 The following stakeholders were consulted for this Task Note:

- Elizabeth Bell (Centre Manager), Ealing Broadway Shopping Centre
- Steve Breen (Manager), Ealing Broadway Business Improvement District
- Kevin Butler (Land Manager), St George West London Ltd
- Wendy Cameron (Disability Equalities), London Borough of Ealing
- Mark Crouch (Access Officer), Ealing Centre for Independent Living
- Marianne Downie (Economic Development Team for Central Ealing), London Borough of Ealing
- Lorna Flemming (Commissioning Manager), London Borough of Ealing
- Alex Gibbons (Senior Transition Worker), Ealing Mencap
- Siobhan Gibbons (Access Officer), London Borough of Ealing
- Richard Johns (Planning Policy and Development Advice), London Borough of Ealing
- Airleen Jones (Development Control Scheme Officer, Planning), London Borough of Ealing
- Gavin Leonard (Property Services Strategy), London Borough of Ealing
- Ariella Levine (Community Transport Manager), Transport for London



- Laurine Paulwell-Tindel (Ranger), Ealing Broadway Business Improvement District
- Bhupendra Sethi (Team Leader), Ealing Day Treatment Centre
- Mary Spooner (Activities Co-ordinator), Greenford Baptist Church
- Wendy Starkie (Chair), Ealing Centre for Independent Living
- Claire Whitehead (Consultant), Tibbalds Planning & Urban Design
- Malcolm Wood (Land Director), St George West London Ltd.

1.4.2 In addition, the following Members of Parliament and Ealing Council were in receipt of a briefing note regarding the consultation and Shopmobility proposals:

- The late Piara Khabra (MP Ealing Southall)
- Steve Pound (MP Ealing North)
- Andy Slaughter (MP Ealing, Acton, Shepherds Bush)
- Councillor Peter Allot (Deputy Cabinet Member for Regeneration and Economic Development)
- Councillor Wolodymyr Barczuk (Cabinet Member for Transport)
- Councillor William Brookes (Cabinet Member for Environment and Street services)
- Councillor Ian Green (Cabinet Member for Adult Services and Housing)
- Councillor Ian Potts (Councillor for Ealing Broadway ward)
- Councillor David Scott (Councillor for Ealing Broadway ward)
- Councillor Anthony Young (Councillor for Ealing Broadway ward).

1.4.3 Potential user consultees are noted in Section 6.



## 2.1 Introduction

- 2.1.1 Shopmobility schemes are, by definition, targeted at certain groups within the population. Studies into people's mobility problems have shown that the incidence of mobility impairment can be predicted on the basis of demographic characteristics within a population. This Task Note analysis seeks to provide information about the overall incidence of mobility impairment so as to assist capacity planning for the scheme, together with an assessment of where people with mobility impairments are resident, to see whether this should influence the publicity and marketing of the service.
- 2.1.2 A critical issue for the feasibility study in Ealing, then, is the question of the need for Shopmobility:
- a) what is the volume?
  - b) what types of service are required?
  - c) what are the issues?
- 2.1.3 There is no published demand predictor system designed to assess the need for Shopmobility services, nor have we come across any relevant work in the trawl undertaken of shopmobility literature. However, TAS has been able to apply its census and disability survey analysis and mapping system (developed and calibrated over many years to assess demand for accessible transport) to provide:
- a) Some global estimates for the potential demand for shopmobility.
  - b) Mapping on a ward by ward basis to identify hotspots.
- 2.1.4 It is important to recognise the limitations of the approach. Whilst we can estimate the numbers of people with different disabilities with reasonable accuracy, this is not in itself a predictor of shopmobility use. For example, it is clearly not the case that every individual who needs door-to-door accessible transport services is *ipso facto* a potential Shopmobility user. Some people need a door-to-door service because of some combination of not being able to get on or off a conventional bus and not being able to wait at the bus stop. But the local distances in a shopping centre, combined with an ability to take a rest and use a shopping trolley, may make it possible for them to get around without requiring assistance, once they have got there via dial-a-ride. At the opposite end of the equation, there are many people who do not need dial-a-ride because they are car drivers or car passengers, but who cannot manage

to get around a shopping centre with shopping without difficulty and who are therefore potential shopmobility users.

2.1.5 The demand for Shopmobility in Ealing Broadway needs to be viewed on a more modest scale than the demand for accessible transport due to the following factors:

- It is less fundamental than primary transport services, and meets a comparatively specialist need.
- Some people already use mobility equipment and have no need of the loan facility.
- Not all those within the categories surveyed necessarily would wish to shop or visit Ealing Broadway.

2.1.6 Nevertheless, we believe that the analysis is still of great value as it highlights relative detail about home locations that is valid for service planning, development and targeted marketing of Shopmobility.

2.1.7 For a further discussion of the methodological issues behind the following estimates, see Appendix A. In summary:

- a) We start by applying 1996 estimates of the prevalence of disability data by region, to the Ealing population.
- b) This is then broken down into wards and type of residence (private or communal).
- c) We then apply the national estimates of disability type and severity (which differ between private and communal residences).
- d) We then identify the estimates for the more severe levels of locomotor disability (4 and above) and apply an adjustment factor created from past experience of relating predictions to actual outcomes.

## 2.2 London Borough of Ealing Ward Analysis

**Table 1: Potential Shopmobility Demand in Ealing by Ward**

Ward Name	Total Population	Shopmobility Demand	As % of total
Acton Central	13,442	344	2.56%
Cleveland	14,179	341	2.40%
Dormers Wells	13,073	305	2.33%
Ealing Broadway	12,634	346	2.73%
Ealing Common	12,804	348	2.71%
East Acton	14,448	351	2.42%
Elthorne	12,328	314	2.55%
Greenford Broadway	13,297	317	2.38%
Greenford Green	12,466	306	2.45%
Hanger Hill	14,010	356	2.54%
Hobbayne	13,068	312	2.38%
Lady Margaret	12,806	304	2.37%
Northfield	12,477	315	2.52%
North Greenford	13,089	309	2.36%
Northolt Mandeville	12,888	304	2.35%
Northolt West End	13,420	312	2.32%
Norwood Green	12,647	322	2.54%
Perivale	13,441	323	2.40%
South Acton	13,318	331	2.48%
Southall Broadway	13,049	306	2.34%
Southall Green	12,895	294	2.27%
Southfield	12,481	320	2.56%
Walpole	12,688	327	2.57%
<b>TOTALS</b>	<b>300,948</b>	<b>7,406</b>	<b>2.46% Average</b>

2.2.1 Table 1 indicates that the incidence of severe locomotor disability is generally fairly evenly spread throughout all 23 wards, with an average of 2.46% of all residents in Ealing. The wards with the highest incidence are:

- Ealing Broadway
- Ealing Common
- Walpole
- Acton Central
- Southfield

Although marginal, demand from Shopmobility can be expected most strongly from these 5 wards. This knowledge may be beneficial if absorbed into any

marketing and publicity campaigns, and when examining transport links to the Shopmobility facility.

- 2.2.2 The target market of ca. 2.5% of the population can be compared with actual scheme performance elsewhere as set out in Task Note 1, Table 1, which shows that on average across the 10 schemes considered, the number of registered users is equivalent to 0.77% of the population.

## **2.3 Potential Demand from Over 60s**

- 2.3.1 Given the very significant correlation between age and shopmobility use, we have examined age profiles in the population within a reasonable driving distance from the proposed shopmobility site. The results are shown in Figure A. This analysis has assumed a 20 minute 'drivetime' from Ealing Broadway, which may be taken as a realistic catchment area. Within this area, however, the presence of other Shopmobility schemes needs to be taken into account in gauging possible demand.

- 2.3.2 Within the 20 minute drivetime are neighbouring London Boroughs with concentrations of older residents for whom an Ealing Shopmobility scheme would be the nearest:

- Richmond
- Hammersmith & Fulham
- Hillingdon
- Hounslow
- Brent.

- 2.3.3 There are concentrations of over 60s residents south east of Ealing Broadway in the Gunnersbury Park / Kew Bridge area of Hounslow, for whom the Shopmobility facility could be of especial value.

## **2.4 Estimated Demand for Assisted Transport**

- 2.4.1 Assuming that the Over 60s analysis can act as a proxy for the geographical location of car users who will use shopmobility, we also wanted to consider users who would require assisted transport of some kind to access the facility. Our estimates are shown in Figure B.

- 2.4.2 This analysis reveals a high density of potential users South East of Ealing in Hammersmith and Fulham who could face a longer journey to the Shopmobility facility at Kensington & Chelsea. There is also a smaller concentration of potential users due north of Ealing Borough in Wembley.

## 3.1 Introduction

- 3.1.1 The section provides an overview of current policy and planning initiatives that have been published by Ealing Council. Whilst the Council – as the commissioning body of this report – will be already aware of this material, we feel it is useful in setting the context of the authority's commitment to the provision of Shopmobility.

## 3.2 Ealing Town Centres Update Report 2000 / 2004

- 3.2.1 A Cabinet report from 20<sup>th</sup> September 2005 formed a health check comparison and gave a strategy progress update. Under the "Strategy Themes & Action Programmes" for Accessibility in Ealing Town Centre it was proposed that "*Shopmobility and car clubs*" be in place within the 2006 to 2009 time frame.

## 3.3 Ealing Centre – A Strategy for Sustainable Improvement 2002 / 2012

- 3.3.1 This report was produced in October 2002 by Ealing Council and Ealing Centre Partnership in order to introduce a strategy for "a better, more sustainable town centre in central Ealing serving the needs of people across the borough and complementing the borough's other town centres."
- 3.3.2 "Easier Movement" is one of five strategic objectives, with a remit to "evolve a fully accessible town centre by integrating and improving public transport, car parking, walking and cycling". The programme's specific objectives are, among others, to "improve the overall accessibility of the centre, particularly by public transport, cycling and walking" and to "ensure the centre caters for the needs of people with restricted mobility."
- 3.3.3 Under the heading of Car Parking within this group of objectives, the strategy states a commitment to "Investigate the feasibility of a 'shop mobility' scheme and improve parking for drivers with disabilities."
- 3.3.4 Emphasis was made in the Strategy that West Ealing would not be neglected as a result of development in the Broadway. This might suggest that Shopmobility should also be established there, possibly as a satellite scheme to the one at Ealing Broadway.

### **3.4 Delivering Local Development 2004 / 2005**

This was Ealing Council's Annual Monitoring Report 2004 / 2005 which was considered by the Cabinet on 7<sup>th</sup> June 2005. Topic 7 *Shopping and Town Centres* reported on the Town Centre Health Check surveys having been completed *"of all retail units in each town centre, and statistics were provided about floorspace, offices, education, health and community facilities, markets and shopping trends, town centre capacity, shopping yields and rents, parking facilities, Shopmobility, pedestrian flows, as well as town centre management, accidents and crime."*

### **3.5 Ealing Council Local Implementation Plan 2005 / 2011**

- 3.5.1 The Local Implementation Plan (LIP) is a statutory document required under the Greater London Authority (GLA) Act 1999 that sets out how Ealing proposes to implement the Mayor of London's Transport Strategy between 2005 / 2006 and 2010 / 2011.
- 3.5.2 Chapter 14 of the LIP *Accessible Transport, Community Transport, Taxis and Minicabs* notes that TfL guidance encourages *"proposals to promote or introduce Shopmobility schemes and proposals to improve direction signing of accessible routes to assist mobility impaired people, especially in town centres and at tourist and other attractions."*
- 3.5.3 Also noted is the fact that the Council's Planning Policy team have organised the Ealing Access Committee and that *"the Committee intends to develop Shopmobility schemes and to improve direction signing on accessible routes."* It is noted apropos a proposal from Crossrail that *"the council is petitioning the Crossrail Bill to try to ensure that space for a Shopmobility scheme is allocated in at least the redeveloped Ealing Broadway Station."*
- 3.5.4 Chapter 15 of the LIP Equalities Issues notes that as *"part of its petition of the Crossrail Bill to Parliament, the council is seeking the provision of a Shopmobility scheme in the rebuilt Ealing Broadway Station. This means that elderly or disabled people without wheelchairs will be able to travel by train or tram to Ealing Broadway and use a wheelchair to continue shopping in the town centre. Recognising that Crossrail may be unsuccessful or delayed, the Council are exploring alternative sites in Ealing Town Centre for a Shopmobility site in 2006 / 2007 for a trial of the scheme. The redevelopment of the Dickens Yard site and also the Arcadia Shopping Complex are opportunities in the near future to provide a venue for an interim scheme until the Ealing Broadway Station is redeveloped."*



## **3.6 Local Implementation Resourcing and Funding Summary 2007 / 2008**

- 3.6.1 Under the Local Area Accessibility scheme, Shopmobility is earmarked for £50,000 funding during 2007 / 2008, for a "*pilot Shopmobility Scheme... Setting up a pilot Shopmobility will involve: Formation of Management Committee, Recruitment of Scheme Manager, obtaining suitable premises for rent, acquiring office equipment for booking system, establishing call line, publicising the new scheme, purchase of accessibility equipment, recruitment and training of volunteers, launch of pilot scheme.*"

## **3.7 Ealing Borough Council Spending Plan 2006 / 2007**

- 3.7.1 The Ealing Borough Spending Plan presents the Council's "proposed transport programme for funding by Transport for London (TfL) for the 2006 / 2007 financial year and beyond" and incorporates financial provisioning for Shopmobility commencing 2006 / 2007 until 2009 / 2010 under its proposals for Accessibility.
- 3.7.2 The plan states that the "*council is aware that a number of residents as well as visitors to the borough have a disability of one type or another that impairs their mobility. It is the council's aim to alter and improve its highway infrastructure to improve accessibility for these people. The council will wherever possible alter the layout of the highway to improve access to all types of premises. In addition, the council incorporates into new highway schemes and renewal schemes all appropriate features that can as far as possible eliminate difficulties that might otherwise be experienced by disabled people. These include...Improved access to premises where structurally possible, including a pilot shop-mobility scheme in Ealing Town Centre (to be rolled out to other town centres in subsequent years).*"
- 3.7.3 The Shopmobility Scheme "*complements the West London Transport Strategy (WLTS) Ealing Town Centre and Ealing Broadway Station Interchange proposals. Shop mobility interfaces between public transport and car parks and the town centre, enabling shoppers with disabilities to remain independent. It will also complement the West London tram proposals that will open up many more journey opportunities for people with disabilities. This increases accessibility to the town centre for elderly and people with disabilities and temporary impairments.*"
- 3.7.4 The overview of the scheme stated that:
- "*A feasibility study is necessary to determine local demand and find an appropriate site as [proposals] in Ealing Broadway Shopping Centre site present some difficulties.*"

- *The feasibility study would be used to approach shop owners / occupants to establish the benefits of a shop mobility scheme.*
- *Local disabled residents have expressed an interest in establishing a shop mobility scheme In Ealing Broadway Centre.*
- *The next stage would be a pilot shop mobility scheme followed by establishing a shop mobility scheme in the area. A figure of £50,000 is entered for 2007/8 for this.*
- *The intention is to roll out a shop mobility programme to other town centres in subsequent years."*

3.7.5 The funds requested were as follows:

- 2006 / 2007 – £40,000
- 2007 / 2008 – £50,000
- 2008 / 2009 – £50,000
- 2009 / 2010 – £50,000
- Total £190,000. Other funding sources were anticipated for this initiative, specifically a Section 106 agreement (in kind via Ealing Centre for Independent Living).

3.7.6 The problems addressed by the scheme would be:

- *"Losing shoppers, as they become less able to walk great distances.*
- *Allows elderly and people with disabilities and temporary mobility problems to shop locally.*
- *Stops people leaving the Borough to find accessible shopping.*
- *The Disability Discrimination Act (DDA) requires shop owners to make facilities accessible.*
- *The new Disability Discrimination Act has a duty to promote a more accessible environment.*
- *Promotes personal accessibility for shoppers.*
- *Involvement of the local community and organisations representing older and disabled people"*

3.7.7 Benefits are stated as:

- *"Increase the number of shoppers who are elderly, people with disabilities and temporary mobility problems.*

- *This will also enable their families and friends to shop locally.*
- *Promoting independence for elderly, people with disabilities and temporary mobility problems.*
- *Better use of the shopping centre.*
- *Equipment maintained and insured.*
- *The project implements the Mayor's Transport Strategy and the London Plan. More specifically it relates directly to the Mayor's objective (C) to 'Make London an Accessible City' and sub-objectives C1 - C5, A3 - A5, B1, D1 - D3.*
- *Disbenefits – None."*

3.7.8 Scheme elements are a feasibility study which *"will identify potential users and a suitable location for the scheme and identify Best Practice.*

*The Components are as follows:*

1. *Demand analysis*
2. *Site Selection*
3. *Management Approach*
4. *Range and maintenance of equipment*
5. *Advertising and publicity*
6. *Training for staff and customers*
7. *Insurance*
8. *Booking systems*
9. *Costs and Funding*
10. *Links to future transport projects including the West London Tram".*

3.7.9 A Design Statement is given that: *"the scheme will undertake the feasibility of introducing Shop mobility as recommended in "Accessible London" the Supplementary Planning Guidance to the London Plan, which the Mayor recommends that all Boroughs should undertake:*

- *To improve the equality of access to the Ealing Broadway area.*
- *It will also relate to the Council's Streetscape and Liveability Guide.*

- *It will involve partnership working with Ealing Centre for Independent Living and Ealing Town Centre Partnership as well as TFL and public transport operators.*
  - *There will be liaison with the National Federation of Shop mobility Schemes and operators of existing Shop mobility Schemes."*
- 3.7.10 *Details of "any consultation or committee approvals to date, or programmed: Shop mobility is promoted in Ealing's adopted UDP policy 7.1, as follows: The Council will endeavour to achieve the highest quality environment and surroundings for all who use the Borough's Shopping Centres The Council recognises the important role of providing Shop mobility schemes integrated within Shopping Centres. Therefore the Council will encourage Shop mobility and other "mobility enabling schemes" in new development, and in existing shopping and entertainment areas, in order to make these more useable by elderly people, people with disabilities and others who have difficulty in getting to and from the shops with heavy bags. This is carried forward in supplementary planning guidance on Ealing Town Centre, under 'Easier Movement' programme. The Ealing Access Committee has been involved in consultation and is promoting this project to implement the council's policies."*

### **3.8 Highways and Transport Capital Programme 2007 / 2008**

- 3.8.1 A proposed programme of implementation for the current financial year notes Shopmobility as one of Ealing Council's Local Area Accessibility Work Streams. Shopmobility is timetabled under the feasibility stream between April and December 2007, a work area managed by Transport Services.
- 3.8.2 The Highways and Transport Capital Programme allocation for Shopmobility fell under the provision of a Transport for London Funded Scheme (Local Area Accessibility) and was considered by Cabinet on 27<sup>th</sup> March 2007 with a budget of £25,000.

### **3.9 Care in the Home Specialist Scrutiny Panel 2007**

- 3.9.1 The panel was formed "*to look at how the statutory, voluntary and private sectors can work together better to improve the care provided to older people living in their own homes*". The final report to Overview and Scrutiny Committee (May 2007) recommended that "*the council investigate the introduction of other accessible transport schemes such as Shopmobility and ScootAbility, which offer powered wheelchairs and scooters to older people to help them get themselves out and about. The council has petitioned the Crossrail Bill to ensure that space for a Shopmobility scheme (i.e. where vehicles can be picked up) is allocated in the redeveloped Ealing Broadway*

*Station. However, the panel believes that more immediate possibilities should be looked at afresh."* This formed Recommendation 14 to the Cabinet.

- 3.9.2 A further report formed Recommendation 19 to Cabinet: *"Options should be investigated for the introduction of Shopmobility/ ScootAbility schemes in Ealing. Adult Services and Ealing Mobility Forum could work together to draw up a proposal to introduce Shopmobility / ScootAbility schemes in the borough. These cannot be funded from existing resources but sponsorship to be sought from local shops/businesses (£30k start up/£10k pa ongoing)".* It was recommended that the Cabinet *"accept dependent of securing external funding."*

### **3.10 Recommendations Arising from Scrutiny Specialist Panels 2007**

- 3.10.1 A recommendation report was considered by Cabinet on 1<sup>st</sup> May 2007 which proposed in the Care in the Home initiative that Shopmobility / ScootAbility was introduced in Ealing, budgeted for *"£30k start-up & £10k pa, all subject to securing external sponsorship."*



## 4.1 Background

- 4.1.1 A number of stakeholders were identified regarding the potential Shopmobility scheme in Ealing and meetings and outcomes are noted below.

## 4.2 Transport for London

- 4.2.1 The current policy on Shopmobility from Transport for London (TfL) is one of proactive encouragement for adoption through the London Boroughs, as detailed in *The Mayor's Transport Strategy: Local Implementation Plan Guidance* (2004). The relevant parts of this document have been summarised in *Task Note 1: Ealing Shopmobility – Learning from Practice Elsewhere* (8.4).
- 4.2.2 TfL's Community Transport Manager is the main contact between Community Transport operators in London and Transport for London (TfL). The Manager's previous experience includes conducting an extensive study exploring spatial awareness issues for mobility equipment users in built up town centres.
- 4.2.3 The Community Transport Manager has offered practical support on behalf of TfL as follows:
- Discussion of the study into spatial awareness issues for mobility equipment users in built up town centres.
  - Facilitation of a meeting with Camden Council Accessible Transport Team to discuss their award winning ScootAbility (Scooter Loan) scheme which has been recognised by TfL as a model of excellence and best practice to be replicated in all other London Boroughs.
  - Facilitation of meetings with Camden Council Street & Engineering Department about their challenges around making Camden more accessible for scooter users – pavement improvements etc.
  - Facilitation of a meeting with Professor Nick Tyler at University College London for academic information about the impact of scooters on the quality of life and as a preventative strategy.
  - Communication and facilitation of meetings with relevant TfL Managers with regards to Shopmobility where appropriate.
- 4.2.4 TfL's current position on Shopmobility schemes is co-ordinated through Omonyiyi Giwi, Accessibility Programmes Manager (LIP). Omonyiyi has been involved with 'excellent' schemes such as the Camden model and is keen on developing Shopmobility / scooter loan schemes in other London Boroughs.

- 4.2.5 However, TfL want to move away from fully funding these schemes but will provide seed funding for research and pilot schemes. It was suggested that Ealing Council should use an innovative approach by taking the feasibility study further and developing the scheme.
- 4.2.6 It was also suggested to develop the feasibility study so that it does not only concentrate on the Shopmobility scheme on its own but also provides a way of looking at access within the whole town centre.
- 4.2.7 TfL also provides funding for pavement and physical environment improvements, by:
- a) Identification of what improvements are needed for a project to operate as a pilot (e.g. physical environment improvements – more benches, dropped kerbs, level pavements, etc).
  - b) An improvements programme that can be raised separately with TfL to access funding for any amendments required in order for the scheme work.
  - c) Advice on the issue of retaining cobblestone pavements. For example, in Islington, cobblestone pavements are retained but incorporate strips of level pavement for the scooters to travel over.

### **4.3 Ealing Access Committee**

- 4.3.1 Ealing Access Committee is an independent panel which promotes and represents the interests of people with disabilities and advocates an accessible environment for all.
- 4.3.2 The Committee:
- forms a contact point for broad discussion around accessibility issues in the Borough
  - meets every 6 weeks
  - is an independent group of volunteers
  - is made up of local residents, a chartered surveyor, disabled residents, representatives from LB Ealing Planning Department and Ealing Centre for Independent Living (ECIL).
- 4.3.3 It has been identified that there would be value in 2 or 3 of their members joining a Shopmobility steering group / stakeholder board.
- 4.3.4 On 30<sup>th</sup> May, a presentation was given to the Access Committee by the TAS / ECT consultants about potential sites identified within Ealing Broadway from which a Shopmobility scheme could be potentially operated. This formed the basis for discussion about factors to consider when choosing a site including a



high profile location and signage, public transport and taxi access, drop off points for minibuses, and parking facilities.

4.3.5 The following suggestions / comments were made by the Access Committee regarding potential locations:

- 1<sup>st</sup> floor car park of the Ealing Broadway Shopping Centre (Opposite Ealing Library)
- empty units on the 1<sup>st</sup> floor of Ealing Broadway Shopping Centre (Unit 28). (However, it is now known that these are not available to let.)
- Thames Valley University car park – this would only be available for a Saturday only service
- UGC Cinema on Uxbridge Road – foyer, potential vacant storage space & car park
- Bar HaHa (Ealing Green) private car park
- commercial retail unit which opens on to the pavement – we have sourced a retail unit – 35 High Street, which is in an excellent location with a rent of £38,000 pa exclusive of rates.

## **4.4 Ealing Officers Forum on Access**

4.4.1 This forum comprises of Ealing Council Officers from various departments who have an interest and commitment to making Ealing accessible for all, and who met on 20<sup>th</sup> June. Departments / Sections represented included:

- Integrated Commissioning
- Older People Services Commissioning
- Planning Policy
- Property Services
- Planning
- ECIL.

4.4.2 A brief about the feasibility study into a Shopmobility scheme in Dickens Yard had been circulated prior to the meeting. TAS and ECT gave a presentation about Shopmobility in general and then concentrated on some of the findings from the feasibility study focusing on consultation feedback and potential sites for the pilot scheme.

4.4.3 Feedback from the Officer forum was noted as follows:

- The Arcadia planning application has been submitted and there is an option for financing a Shopmobility scheme in all future planned developments in Ealing Broadway. (Airleen Jones, Development Control Scheme Officer, Planning).
- The town centre studies which Tibbalds consultants are currently working on will inform the council on all the developments for Ealing Broadway. (Marianne Downie, Economic Development Team for Central Ealing).
- Potentially using the old fire station or stable as a site for the pilot scheme. We would need to go through and negotiate this with St. George developers. The site will be retained for historical reasons and it could be used to operate a beneficial service. The Social Services handyman scheme currently operates from the stable so there would be definite synergy with the Shopmobility scheme. (Gavin Leonard, Property Services Strategy).
- Social services feedback – on a strategic level there is much focus on promoting independent living and older people's services, including the Community Strategy. This, combined with the recent scrutiny panel review of older peoples services which highlighted that transport is a major issue, suggests that a Shopmobility project would be welcomed and very beneficial for service users. (Lorna Flemming, Commissioning Manager).
- There was discussion around the mobility needs of younger people with disabilities and how they could benefit from the Shopmobility scheme. However, this would need to be a distinct service as the hours of operation and the equipment needed would differ from the conventional service and there would need to be separate branding if this were to be effective. Whilst the Shopmobility scheme would in principle be open to people of all ages, the conventional service offer would not attract young people. (Mark Crouch, Access Officer, ECIL).
- Timescale for pilot: Once the study is complete, the pilot scheme would be operational within a year. (Dick Johns).
- Dickens Yard section 106 agreement – Planning application not yet submitted. There will be a provision for a Shopmobility scheme in the section 106 agreement. (Dick Johns).

## 4.5 St George West London Ltd

4.5.1 St George is planning to develop the Dickens Yard site in Ealing Town Centre. This will provide:

- A public realm connecting Dickens Yard to Ealing Town Centre.
- About 10,000 sq m of commercial area to include retail, restaurant and community space. Approximately 30 retail units - a mix of high quality retail outlets and specialist / independent shops.
- 680 homes.
- A new 300 space public car park (upper basement level) and 300 residential spaces proposed at a lower basement level.
- Retention of the old Fire Station and Stable block.

4.5.2 The timeline for development is as follows:

- 22<sup>nd</sup> & 23<sup>rd</sup> June: Community Consultation Events.
- Throughout July: Topic groups.
- 6<sup>th</sup> August, 7.30, Ealing Town Hall Consultation feedback event.
- 4-6 week review of consultation response, further consultation meetings, stakeholder consultation and local authority planning meetings – September 2007.
- September: Scheme revisions
- October: LBE Cabinet approval
- November: Planning application submission and statutory consultation
- February 2008: Planning committee
- Summer 2008: CPO conclusion
- Summer 2008: Commence construction spanning over 4 years (minimum)
- Summer 2012: retail and public area completion.

4.5.3 In its initial published proposal for redevelopment *Our Vision for Dickens Yard, Ealing* (October 2005), St George has clearly stated an intention of Shopmobility being incorporated in the Dickens Yard site as an objective, and St George continue to investigate its incorporation.

- 4.5.4 The current website relating to the development<sup>2</sup> incorporates a revised brochure *Dickens Yard, Ealing – An Exciting New Scheme to Regenerate the Heart of Ealing*, which omits any mention of Shopmobility. However, this brochure is only a 4 page overview of the scheme, and is not able to cover all details.
- 4.5.5 The position of St George on a Shopmobility scheme within Dickens Yard redevelopment was detailed as follows:
- Ealing Council provided St George with a briefing document on Shopmobility in September 2006
  - In response to this, St George carried out a feasibility study in October 2006. This involved their architects visiting a number of schemes to determine the characteristics and the operation of Shopmobility. The centres visited were:
    - ◆ Brent Cross
    - ◆ Harrow, St George's
    - ◆ Uxbridge, Chimes
    - ◆ Portsmouth, Gunwharf Quays
    - ◆ Reading, Oracle Centre.
- 4.5.6 The studies carried out highlighted two key concerns:
- a) the schemes visited are within centres where there is a much greater quantum of retail area. Brent Cross comprises approximately 900,000ft<sup>2</sup>, St George's, Harrow approximately 210,000ft<sup>2</sup>, Uxbridge, The Chimes is approximately 450,000ft<sup>2</sup> and Gunwharf Quays at Portsmouth is approximately 450,000ft<sup>2</sup>. By comparison Dickens Yard is significantly smaller at only approximately 100,000ft<sup>2</sup> of retail.
  - b) this study raised questions as to whether a Shopmobility scheme is appropriate for Dickens Yard given its size and specifically whether removing retail or parking area for Shopmobility from an already comparatively small retail scheme will undermine vitality and viability.
- 4.5.7 Unlike the schemes visited, Dickens Yard is not central to the gravity of retail floor space.
- 4.5.8 The existing Ealing Broadway Centre is about 450,000ft<sup>2</sup>, the proposed Arcadia Centre is about 250,000ft<sup>2</sup>. Dickens Yard is not as centrally located in a town centre as the above schemes nor does it offer a comparable quantum of retail.

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<sup>2</sup> [www.dickens-yard.co.uk](http://www.dickens-yard.co.uk)

- 4.5.9 St George has questioned whether the objective is for Dickens Yard to support Shopmobility for the whole of the town centre. If this is the case it then feels that this does not appear to be the appropriate location.
- 4.5.10 The consultants informed St George of the general space requirement for a Shopmobility scheme, as follows:
- General office / reception space of around 35sq m
  - Separate smaller office of around 12 sq m
  - Storage area of around 50 sq m
  - Plus kitchen and toilet facilities
  - Additional 50 sq m for trading options (if required)
  - Direct access to the dedicated car parking spaces.
- 4.5.11 Despite concerns, St George have continued to look at Shopmobility and felt the above size brief was useful. They have compared this to the provision of other Shopmobility centres and note a clear range of sizes with Shopmobility schemes for example:
- the Shopmobility scheme at Harrow is 58m<sup>2</sup> for approximately double the retail area of Dickens Yard. The scheme at Gunwharf Quays, Portsmouth is 23m<sup>2</sup> for over four times the retail area of Dickens Yard.
- 4.5.12 Possibility of other space within Dickens Yard was discussed:
- Temporary facilities – the siting of a Portacabin in Dickens Yard during building works was discussed (possibly where the construction personnel are sited). However, it is noted that construction work access will be via Longfield Avenue, and the site will be fraught with health and safety risks, and vulnerable people will not use the scheme).
  - Within the Car Park when completed, possibly at the edge – near a lift with dedicated car parking spaces (similar arrangement as Houslow, which was cited in example).
  - In an unused corner unit – the shape of the scheme is not significant.
- 4.5.13 The consultation meeting concluded on a positive note with St George reassuring that they would try and work with the space requirements that had been suggested for a scheme.
- 4.5.14 St George noted that they have been asked by the Council to await the result of Tibbalds (the Council's appointed master planner) report back on Shopmobility strategy for the whole of Ealing town centre.

## 4.6 Community Consultation Day

- 4.6.1 This was convened by St George plc & John Thompson & Partners and various retail advisers. The event was held on 22<sup>nd</sup> June and attended by local residents, organisations from the Voluntary, Community and Faith sector, and Ealing Council officers.
- 4.6.2 An overview was given about the Dickens Yard development. The emphasis was on creating a community centred on the new Town Square. There was a clear indication that the redevelopment was not only about increasing the retail choice in Ealing Broadway, or providing new homes, but that the redevelopment was hoping to create new community facilities, and raise community spirit through the arts, festivals, farmers' markets, book weeks, large screens during the Olympics and other major sporting tournaments and cultural events.
- 4.6.3 Problems and solutions - during the first session, discussion centred on identifying the current problems with Ealing town centre. These largely included:
- the quality of retail outlets
  - the night time economy and anti social behaviour
  - transport and parking, and
  - lack of community facilities for all ages.
- 4.6.4 Solutions included:
- An arts centre to incorporate film, photography, and arts for local people
  - improved public transport
  - more cafés and restaurants, and
  - better use of the Town Hall.
- 4.6.5 Workshop (Transport & Sustainability). Workshops were arranged to concentrate on various areas such as environment, quality of retail, etc. The Transport & Sustainability workshop was facilitated by Steve Jelley (St George's Developers), Cerk Oaden (John Thompson & Partners) and Alex Prince (WSP Development and Transportation Consultants).
- 4.6.6 St George is working with WSP Development and Transportation consultants on all transport issues related to the re-development. This includes drop off points for minibuses, general access during construction and for the completed site, studying transport interchange, pedestrian movement and transport connectivity.

- 4.6.7 Minibus drop off - there will be a designated minibus collection and drop off point for Christchurch School next to the Church (exact location not yet specified). Alex Prince (WSP) suggested they would be able to negotiate that this point could also act as a drop off point for all minibuses including Dial-A-Ride and Community Transport.
- 4.6.8 Shopmobility – both Steve and Cerk had researched the possibility of incorporating a Shopmobility scheme into Dickens Yard. Cerk (John Thompson) stated that a provisional space had been allocated in the upper basement car park. (There will be 2 levels of parking: the upper basement – public and the lower basement – residential.)
- 4.6.9 At this point, Malcolm Wood (St Georges Plc, Land Director) joined the workshop and added that it was still undecided whether the Dickens Yard development would actually incorporate a Shopmobility scheme. He felt that the scheme would be better off in the larger Arcadia redevelopment (considering that the Arcadia was twice the size).
- 4.6.10 He also added that after the prior meeting with the TAS / ECT consultants (see 4.5 above) - where he was given a more realistic notion of the space requirements – the scheme would still be considered further down the line in the design detail.
- 4.6.11 Steve Jelley suggested if an accessible environment is achieved from the outset through the urban design context, the need for a Shopmobility would be drastically decreased. He admitted that his research had been limited on Shopmobility schemes in general due to the lack of information available. He felt if there were plenty of benches, level surfacing (which would contribute to the overall accessibility of the scheme), he could demonstrate that a Shopmobility was not needed in Dickens Yard.
- 4.6.12 It was pointed out to Steve Jelley that perhaps he had an imperfect grasp of the needs of some members of the community, the value Shopmobility and the nature of its users. He was very keen to read the TAS / ECT feasibility study and other Shopmobility information. There would be further design meetings and workshops throughout July where pedestrian movements, transport connectivity, accessibility (and possibly Shopmobility) will be explored in further detail.

## **4.7 Ealing Broadway Business Improving District**

- 4.7.1 The aims of Ealing Broadway Business Improvement District (BID) are to ensure Ealing Broadway is:
- Safer through reducing crime and anti social behaviour.
  - Cleaner by removing graffiti, and monitoring council & business cleaning and waste management.

- Active by encouraging more people into Ealing's shops; organising annual events; developing their business information section on their website & acting as a lobbying voice for Ealing's businesses.
  - Accessible by improving signage in the town centre, ensuring upgrades for street lighting and renewing street furniture and paving.
- 4.7.2 Background - BID are familiar with Shopmobility schemes and had tried to set up a scheme in Ealing Broadway with the help of Dick Johns (LBE Planning Manager) 2 years ago. They approached Ealing Broadway Shopping Centre (EBSC) which at the time was not interested in operating a scheme. Enquiries were also made about a large, under-utilised vacant unit on the 1<sup>st</sup> floor (opposite Ealing Library), Unit 28. However the Centre Management would not allow a Shopmobility scheme to operate from Unit 28.
- 4.7.3 Transport - BID fully support the view that a dedicated door-to-door transport Scheme for shoppers is important to the success of a Shopmobility scheme in Ealing Broadway. They believe that residents with mobility difficulties need additional transport services to get to the town centre. They are keen to work in partnership to ensure more Ealing residents are shopping in Ealing Broadway. In their view, a dedicated door-to-door scheme would ensure maximum utilisation of the Shopmobility scheme, enabling the scheme to be cost effective, and thus enabling more users to enjoy independence through shopping in Ealing Broadway.
- 4.7.4 Car Parks – BID offered suggestions and advice with regards to hiring space for a portacabin from which a Shopmobility service might be operated in a car park in the Ealing Broadway area. The following sites were suggested:
- BBC Car Park (by Haven Green). This would entail discussions with Medus about possibly hiring some space within this car park. Although currently space is very limited and they are unlikely to be interested, it was thought that if the value of Shopmobility can be demonstrated – i.e.: bring more shoppers to Ealing Broadway, negating the anti social behaviour in the area – they might be interested.
  - Springbridge Car Park – Council owned and currently under-utilised. It may be possible to negotiate some space for a portacabin and dedicated disabled parking spaces through the Head of Parking at LB Ealing. However there is no minibus access to this car park combined with the poor condition of the pavement and surrounding ground, which suggests that this site would be ruled out as a viable option.
  - Springbridge Mews Car Park (High Street). There is a possibility that space for a portacabin and dedicated disabled car parking spaces might be able to be negotiated here with the private owner; however this may present some difficulty as this car park is usually very busy at all times.
- 4.7.5 Town Centre Accessibility – the following comments were made:



- Pavement / Kerb improvements – BID actively lobby LB Ealing to improve the paving and pedestrian area in the town centre. This provides scope for partnership working with a Shopmobility provider in accessing funding for improvements to the pavements, repair street furniture, drop kerbs, and introduce more benches in the town centre.
  - Shop Accessibility – BID work with local traders to ensure their outlets are accessible for shoppers of all mobility needs. This includes advice on display and merchandising so that mobility equipment users can manoeuvre around the shop easily. They also provide advice on access into the shop itself through the use of ramps.
- 4.7.6 There would be scope for any Shopmobility scheme to work in partnership with BID around issues of town centre accessibility in order to enable mobility equipment users to get around the town centre and in and out of all shops easily.
- 4.7.7 There are obvious synergies between BID’s aims and the Shopmobility scheme and through partnership working information could be shared and funding accessed for various improvements to create a more accessible, inclusive town centre.
- 4.7.8 Long Term Development Board – BID would be very keen to be involved with a board of key stakeholders which meets to discuss the future planning, long term strategic development, and sustainability of a Shopmobility scheme in Ealing Broadway.

## **4.8 Tibbalds Planning & Urban Design**

- 4.8.1 Tibbalds Consultants have been commissioned by LB Ealing to provide a strategic overview of all the developments being planned for the Ealing Broadway area over the next 5 years.
- 4.8.2 They are exploring issues such as urban infrastructure, pedestrian movement, and transport in the town centre.
- 4.8.3 The issue was raised regarding the importance of accessibility planning featuring early on in the planning process as opposed to being part of the detail at the end of the process.
- 4.8.4 It is felt that Tibbalds are a useful contact in terms of future planning for Shopmobility and how the scheme will fit into and benefit the new developments as well as contribute towards creating an inclusive, accessible town centre.

## 4.9 Ealing Broadway Shopping Centre

- 4.9.1 Ealing Broadway Shopping Centre (EBSC) is the main shopping facility in Ealing Broadway town centre, with a wide range of retail outlets including Marks & Spencer, Beales department store and Tesco's supermarket. The site is owned by Legal and General and managed by Ealing Shopping Centre Ltd Partnership.
- 4.9.2 The consultation raised awareness of the feasibility study and potential new Shopmobility scheme. It also took the opportunity to enquire about any space or premises within the Shopping Centre that might be available to operate the temporary scheme. EBSC's level of commitment and interest to contributing to the development of a Shopmobility scheme in Ealing Broadway was also explored.
- 4.9.3 EBSC's manager was well aware of Shopmobility schemes and had previously developed similar schemes in 2 other shopping centres. Ealing Broadway Shopping Centre (EBSC) does currently have a (limited) wheelchair loan facility for shoppers and is hoping to invest in some electric scooters in the future. This has not, however, been envisaged as a full Shopmobility service.
- 4.9.4 Opportunities for premises within EBSC were as follows:
- A retail unit to lease at a lower than commercial rate – the management are unable to offer lower rent for a unit because it would have an impact on the other rents during the annual rent review.
  - The delivery area on the ground floor – there is no possibility of leasing some space within this area. It is very busy and dangerous with articulated lorries and delivery traffic. The area is also used by contractors, and for access to the basement. It is fraught with health and safety risks.
  - Space outside the café / Tesco – the café leases this area.
- 4.9.5 Publicity opportunities. These were as follows:
- Promotional activities through use of floor space and mobile unit during busy periods (e.g. Christmas).
  - Information about the scheme to be included on the EBSC website and in the Mall Guide.
- 4.9.6 Long term Development Board. EBSC would be very keen to be involved with a Board of key stakeholders which meets to discuss the future planning, long term strategic development, and sustainability of a Shopmobility scheme in Ealing Broadway.

## 5.1 Approach

5.1.1 TAS / ECT identified a variety of organisations working with people with mobility difficulties for consultation. These included:

- Voluntary and community groups
- Statutory service providers
- Ethnic minority specific groups
- Faith groups
- Residential care homes
- Learning disabilities groups
- Local forums concerned with mobility and access.

5.1.2 The consultation methods used were:

- Briefing Note for the study (see Appendix B).
- Online questionnaires (see Appendix C).
- Postal questionnaires (see Appendix D).
- Visits and interviews with potential service users and their representatives.
- Interviews with current scooter users in Ealing.

## 5.2 Consultees

5.2.1 The following organisations were sent the briefing note about the feasibility study along with a simple questionnaire to complete and return. They were encouraged to contact us with their comments and feedback about the design and development of a Shopmobility scheme. Out the 45 organisations, 15 responded (33%). These are indicated (\*).

5.2.2 Disability Connect members:

- Age Concern Ealing\*
- Alzheimer's Concern\*
- Carers Action Group for People with Learning Disabilities

- Choice
- Contact a Family Ealing)
- Contact a family (Southall)
- DeafPLUS
- Ealing Centre for Independent Living\*
- Ealing Consortium
- Ealing Crossroads\*
- Ealing Dyslexia Association
- Ealing Mencap\*
- Ealing MS Group\*
- Ealing Music Therapy Project
- Ealing Talking newspapers
- Epilepsy Action West London Branch
- Footsteps Arts Group
- Horn of Africa & Elders Association\*
- Impact Theatre Group
- Log Cabin
- Mind in Ealing
- Multicultural Arts & Disability Association
- Network MESH West London
- Parents of Ealing self help training scheme
- Somalian people with disabilities
- Transport for All\*
- Volunteer Link Scheme\*

5.2.3 Ealing Mobility Forum members:

- Transport for All\*

- LB Ealing, Director of Adult Services, Stephen Day
- LB Ealing, Older people, Commissioning Devpt manager, Noreen Copin
- LB Ealing & Ealing Carers Network, Sylvia Robinson\*
- LB Ealing, Contracts Officer, Claire Sheehan
- Computer Cab – Taxicard, Alan McDonald
- Computer Cab – Taxicard, Erica Widmer
- Transport for London, Dial A Ride, Joyce Mamode –
- Transport for London Public Carriage Office, Ian Seabrook
- KBR Transport, Julie Mathews
- Ealing CVS, Health & Social Partnership Officer, Jim Wong
- Ealing Mencap, Angela Poulton\*
- Alzheimer’s Concern, Kulbir Gill \*
- Service user at Michael Flanders Centre, George Walker
- Service user, Sos Grigorian
- Service user, Barbara Page

5.2.4 Additional consultees:

- Ealing Social Services – Learning disability team\*
- Ealing Social Services - Physical disabilities team
- Ealing Social Services – Occupational therapy\*

5.2.5 In addition to this, the following organisations were visited and / or interviewed. They were briefed about the feasibility study, introduced to the concept of Shopmobility and interviewed:

- Acorn Club
- Age Concern Northolt, Greenford, Perivale
- Age Concern Acton
- Alzheimer’s Concern
- Ealing Crossroads

- Ealing Centre for Independent Living
- Ealing Day Treatment Centre
- Ealing Drug and Alcohol
- Ealing Mencap
- Ealing Community Network
- Ealing Carer's network
- Ealing Social Services, Somali Outreach Team
- Elm Lodge (Residential home)
- Greenford Baptist Church
- Hanwell Neighbourly Care Scheme
- Horn of Africa & Elders Association
- Kavanagh Club
- Michael Flanders Day Centre
- Milap Day Centre
- Older people's consultative forum
- Older people mental health occupational therapy team – Ealing Hospital
- Physical occupational therapy team – Ealing Hospital
- Southall Community Alliance
- Transport for All
- Volunteer Link Scheme

## 5.3 General Responses

- 5.3.1 From the above there was 100% support for the establishment of a Shopmobility scheme in Ealing Broadway. Everybody commented that it was a desperately-needed scheme which would make a huge difference to the lives of those residents with mobility difficulties.
- 5.3.2 Other comments included:
- "an excellent facility"

- “well overdue”
- “will be of great benefit to service users”
- “will enable disabled people to do all their shopping”
- “supporting older people”
- “gives independence back to mobility challenged people”
- “reduces dependency on others to do their shopping for them”

Many older and disabled people felt disconnected from the main part of the borough – Ealing Broadway.

## 5.4 Specific Questionnaire Responses

5.4.1 The consultation process enabled potential service users and their representatives to contribute to the design and development of the Shopmobility scheme.

*a) Hours of Operation:*

Suggested:

- ◆ Mon – Fri 9am – 4pm
- ◆ Restricted service on Saturday 10am – 3pm
- ◆ 75% of respondents indicated they went shopping on Tuesday, Wednesday Thursday
- ◆ 15% went shopping on Monday and Friday
- ◆ With 10% shopping at the weekend
- ◆ Up to 85% indicated they shopped between 9.30am and 4.30pm
- ◆ The service should be available on Saturdays for those who work and many wanted the option of a weekend service and evening service during Christmas to coincide with late night shopping.
- ◆ Everybody commented on wanting a service which operated everyday. This gives people the freedom of hiring equipment when they want to go shopping.
- ◆ People do not want a restricted service as this does not enable equity of access to the service for everybody.

*b) What do people do in Ealing Broadway?*

- ◆ 100% - shopping
- ◆ 30% - banking (banking and post office is usually done in local wards)
- ◆ 50% - access to civic amenities
- ◆ 60% - social activities – Walpole Park, Ealing Green, summer festivals
- ◆ Everybody indicated they would access the above facilities more if Shopmobility was available to them.
- ◆ Many people are currently undertaking multiple trips to fulfil their basic needs. For example, shopping in Ealing Broadway, then shopping locally, and trips to access civic amenities are all undertaken in a fragmented manner which draws upon energy and resources, leaving a reluctance to further attend summer festivals and community events, for example. Shopmobility would enable basic needs to be accommodated in a single trip.
- ◆ If a Shopmobility scheme was available it would enable residents to do their main shopping, banking and access civic amenities as well as participate in social activities.
- ◆ Young people with disabilities indicated they would access green spaces and festivals more often if Shopmobility was available.

*c) How do you travel into Ealing Broadway?*

- ◆ 25% - public transport – buses
- ◆ 25% - dependant on family and friends
- ◆ 10% - Dial A Ride, Taxicard, Capital Call
- ◆ 40% - no way of getting to Ealing Broadway
- ◆ There was an extremely strong indication from everybody that additional door to door services were required for the scheme to be of any benefit to anyone with mobility difficulties.
- ◆ The very users of Shopmobility will by the nature of their disability, ages etc. not be able to access public transport easily and usually are eligible for door to door transport provision.
- ◆ Most of the 25% using London Buses are older, frail residents.
- ◆ Others depend entirely on their partners, children or even neighbours to take them into the town centre in their cars.



- ◆ Overwhelming comments were received about the inadequacies of the Dial a Ride service.
- ◆ Everyone spoken to, service users and representatives felt that a door to door shopper shuttle service would ensure older and disabled people could get into the town centre and would ensure maximum utilisation of the Shopmobility scheme.
- ◆ Younger people (14-24) with physical and learning disabilities depend on their families to take them to Ealing Broadway town centre rather use London buses or dial a ride services.

*d) Type of Equipment:*

- ◆ 60% - electric scooter
- ◆ 30% - wheelchair
- ◆ 10% - other walking aids (shopping basket/trolley, roller frames)
- ◆ Most people would use an electric scooter, although many indicated a need for training.
- ◆ Older, more frail people wished to use the wheelchair loan facility to get around Ealing Broadway.
- ◆ Many comments were centred on the benefits of hiring the equipment to take the pressure off their legs. People who had had an operation, been in an accident or even were recovering from an illness would benefit from either a scooter or wheelchair.
- ◆ Many liked the idea of an electric scooter and commented on getting their independence back and having the freedom to do their shopping at their own pace.
- ◆ Other equipment – roller frame, shopping trolley for heavy shopping and multiple bags, shopping baskets.

*e) Shopping Escorts:*

- ◆ 100% of people felt that shopping escorts were essential to the service. Escorts would go out with first time scooter users, help push shoppers in manual wheelchairs, go out with more vulnerable, frail people to help with doing the shopping, carrying heavier bags.
- ◆ The service would be particularly beneficial to those with sensory disabilities (blind, deaf etc).
- ◆ Many older and disabled people do not have carers or family to go shopping with them so the escort service would be greatly utilised.

- ◆ Shopping escorts could also take mobility equipment to a near point for those who find getting to a central point on their own difficult.
- ◆ Shopping escorts enable a more pleasant, secure and stress free shopping experience for vulnerable people.
- ◆ Comments were received about the profile of shopping assistants, some with Asian, Somali languages would be very useful to cater for Ealing's diverse communities' population.
- ◆ It was indicated that CRB checks would be essential for volunteers dealing with vulnerable people.
- ◆ People with learning disabilities would greatly benefit from shopping assistants as they find the shopping experience stressful and confusing, so having a guide is often helpful.
- ◆ It also enables those with learning disabilities to have a safe shopping experience.
- ◆ People commented on feeling vulnerable manoeuvring mobility equipment around the streets of Ealing Broadway, especially along narrower roads of the High street and Bond Street.

*f) Charges for Hire:*

- ◆ Most people (95%) would pay up to £2.50 to hire an electric scooter and up to £1.00-1.50 to hire a manual wheelchair.
- ◆ Many did not like the idea of an annual charge because they felt at the point of contact the service should be affordable as possible.
- ◆ Others commented on guests from outside the Borough using the service once or twice a year which would not justify the annual charge.
- ◆ Many expected not to pay for volunteer shopping escorts, however did comment that they would make a donation for escort services if they were able to do so.

*g) Long Term Hire*

- ◆ About 50% were interested in hiring scooters and wheelchairs on a long term basis – overnight, weekend and week long.
- ◆ Some commented on hiring them to take on holiday; for guests with mobility difficulties; to carry out local shopping / attend events in their local wards.

However, this would raise the following issues;

- ◆ Assessment of access into user's home and modifications (if needed)
- ◆ Assessment of storage space in user's home
- ◆ Training for the user to charge the scooter
- ◆ Delivery of the equipment to and from users home.

This sort of scheme could be developed separately.

*h) Other services from a Shopmobility Unit:*

- ◆ Establish links with older and disability organisations
- ◆ Establish links with statutory service providers
- ◆ Information provision - signposting
- ◆ Leaflets available about any service which would benefit Shopmobility users – voluntary, community and statutory
- ◆ Sales and servicing of mobility equipment
- ◆ Social events with other users

*i) Volunteering Opportunities*

- ◆ Students from local university and college, semi-retired individuals.
- ◆ Can be recruited through local college, university, volunteer scheme at Ealing CVS, Ealing Centre for Independent Living.

5.4.2 30% of those surveyed indicated that their needs would stretch beyond Ealing Broadway itself, and would want a service which enabled West Ealing (Uxbridge Road) to be within reach.

## **5.5 Ealing Centre for Independent Living**

5.5.1 Ealing Centre for Independent Living (ECIL) is an organisation of disabled people working to eliminate the barriers preventing disabled people from living full and independent lives. Services primarily involve offering advice and information, advocacy, consultancy and general support and campaigning activities.

5.5.2 ECIL's chair responded to a number of questions under the heading *Shopmobility: What kind of service would you like to see developed in Ealing Broadway?* Responses were as follows:

*a) Would you (or anyone you know / in your care) use such a scheme if it was available in Ealing?*

Yes, Shopmobility would benefit every single member of ECIL. We are a campaigning and information organisation on behalf of people with disabilities living in Ealing.

*b) What days and times are you likely to be shopping in Ealing Broadway?*

Every day. We want a service which is available everyday including Saturdays, as disabled people do work full time. We do not want a restricted service, we need choice like every able bodied person. A service between 9am and 4pm offers the best choice for people. An evening service during Christmas would also prove very beneficial to our members to coincide with later opening hours.

*c) Do you undertake any other business (apart from shopping) at Ealing Broadway?*

Social: green spaces, shopping, access to council facilities (e.g. council tax), banking, going to the post office.

*d) How do you travel into Ealing Broadway?*

This varies depending on individual need; some of our members rely solely on their families to take them out, and others will attempt to use public transport but not many members. Wheelchair users do not feel safe or confident in using London buses. Most rely on Dial-A-Ride but this service is almost always unavailable. There is a major problem with people actually getting to Ealing Broadway. I cannot stress enough the need for additional door-to-door services in Ealing. There are so many disabled people who are not able to get out of their homes because there is no adequate and reliable transport available.

*e) What type of equipment do you think would enable you to get around the town centre more easily?*

Many would benefit from the electric scooter. I am an electric scooter user myself and encourage people to use Shopmobility in other shopping centres in Uxbridge, Brent Cross and Hounslow.

Our older members will benefit from wheelchairs to take the weight off their legs and get around the shops and other facilities.

Many of our disabled and older members are tired by the time they get to Ealing Broadway (when they are able to), and can only manage to get around a couple of shops. With this scheme, they will be able to do all their shopping, visit council facilities and make a day of the visit without getting so tired.

Shopping trolleys would help with heavy shopping.

Volunteer shopping assistants are crucial to the success of this scheme. They go out with first time users, help with heavy shopping or can even take the scooter / wheelchair to a nearer point for the user. Many of our members do not have carers who can go shopping with them, so the shopping assistant will assume the role of a carer somewhat.

*f) What would you be willing to pay for the hire of equipment?*

The service should be free. The other schemes our members have used have been free (Uxbridge, Harrow), with the option of making a donation. Many disabled people are on benefits / income support so can't necessarily afford to pay for these services.

*g) Would you be interested in long term hire?*

This would be useful for many of our members and ideal for disabled visitors. However this does raise the question of storing the equipment in your home.

*h) Would you like assistance in getting around?*

Shopping assistants are crucial to the Shopmobility schemes. They would be imperative for people with learning and / or sensory disabilities as well as first time scooter users, and older, more frail users.

*i) What other services would be useful to you from a Shopmobility unit?*

A signposting service (information about other disability services available) would be very useful and prove to add value to the scheme.

*j) Would you or anyone you know be interested in volunteering opportunities to assist in the provision of Shopmobility in Ealing?*

I'm sure some of our members would love the opportunity to volunteer for such a useful scheme. Although I suggest that Ealing CVS would also be a good point of contact for recruiting volunteers.

*k) Do you see Shopmobility as a service that would potentially enhance your activities / that of your members / service users?*

The scheme would benefit all our members. It is an extremely beneficial service which will improve their quality of life for disabled people and give them back their independence.

## **5.6 Greenford Baptist Church**

5.6.1 The church Activities Co-ordinator organises group outings and day trips for members to various locations across the UK (e.g. Poole). They hire ECT minibuses (sometimes up to 4 or 5, depending on number of passengers) for group transport.

- 5.6.2 Trips are only organised to towns with a Shopmobility scheme. The members are usually older people with various mobility difficulties. It is felt that a Shopmobility scheme gives members the independence to travel at their own pace, get around easily and there is reduced need for a carer or passenger assistant. For local shopping trips, members are taken to Uxbridge, where there is a Shopmobility scheme in the Chimes Shopping centre.
- 5.6.3 The Activities Organiser was really pleased to hear about a Shopmobility scheme being developed in Ealing Broadway, and felt it would be very well utilised. The Organiser recognises the benefits of the scheme, having been a user for many years in other town centres. If a scheme was available in Ealing, shopping trips would be organised to Ealing Broadway rather than Uxbridge.

## 5.7 Ealing Day Treatment Centre

- 5.7.1 The Ealing Day Treatment Centre is part of Ealing Primary Care Trust with a specific rehabilitation focus. The Centre provides community based rehabilitation therapy services including Speech and Language therapy, Occupational Therapy and Physiotherapy services. They also have a mobility clinic which offers therapy and equipment provision for patients with mobility problems. In addition, Podiatry, Paediatric Speech and Language Therapy are offered from the site. The variety of therapies available on site enables true patient focussed, multi-disciplinary team working in community setting.<sup>3</sup>
- 5.7.2 There is a definite synergy between the patients using this service and potential users of Shopmobility.
- 5.7.3 An Ealing Shopmobility scheme will benefit:
- All patients who are unable to obtain a wheelchair through the PCT Wheelchair Service. Wheelchairs are issued for those with permanent disabilities against strict criteria. More often than not, patients only need a wheelchair on a temporary basis.
  - Patients with neurological conditions – many have associated mobility difficulties.
  - All patients on the Falls service – many of these patients have suffered a stroke and can only walk a very short distance and are susceptible to falls.
  - Many older patients are housebound and unable to get out very much without support – these would benefit from accessible transport and mobility equipment loan.

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<sup>3</sup> <http://www.ealingpct.nhs.uk/erc/Ealing%20Day%20Treatment%20Centre.htm>

- 5.7.4 The need for Shopping Assistants was stressed due to the mobility and health difficulties many patients have. They would be required to help with heavy shopping, to push a wheelchair and for general support.
- Shopping Assistants must be trained in disability awareness.
  - Must also be CRB cleared due to the nature of users
  - There should be a minimum number of shopping assistants available on a daily basis.
  - Be able to meet users at a nearer point.
- 5.7.5 Maintenance standards – maintenance, safety checks and health & safety issues were stressed due to the nature of users, the legal implications and for the provision of a high quality and safe service.
- 5.7.6 Physical environment:
- Pedestrianised zebra crossing needed in Ealing Broadway to cross Uxbridge road at various points.
  - Pavements need to be assessed and improved where necessary.
  - Accessibility of Ealing Broadway Station – many older and disabled people are not able to use this station.
- 5.7.7 Publicity - Shopmobility information can be filtered down to all staff through Team meetings and scheme information can be displayed on staff and patient notice boards.

## 5.8 Ealing Mencap

- 5.8.1 Ealing Mencap represents the interests of people with learning disabilities and their carers within the London Borough of Ealing. It is a voluntary organisation which successfully combines committed volunteers and paid staff. It runs a range of projects to help people with learning disabilities and their carers. The following comments on Shopmobility were made by the Senior Transition Worker.
- 5.8.2 *"In principle I can envisage the scheme being of benefit to some people. I know many for whom walking around is difficult for a variety of reasons. In many cases this is due to a physical disability, not a learning disability, but others find the hustle and bustle of shopping distressing."*
- 5.8.3 *"For many your idea of a shopping assistant would, I believe, be most beneficial. Wandering round a large store can be somewhat bewildering for all of us (it certainly is for me) so someone to provide support in finding the best shops to go to and where to find certain items may prove useful. Please note*

*though that there is a difference between supporting someone and doing something for a person. People with learning disabilities often have their independence taken away from them. It would be the assistant's role to provide guidance rather than to lead whoever they are working with."*

5.8.4 *"Transport is a huge issue for people with learning disabilities and yes, there would be major difficulties for some simply getting to Ealing Broadway. The group I help to run on Tuesdays is a case in point. Without the transport that ECT provide, half the people would not be there. They'd be stuck at home, bored out of their minds. I'd say half of our members are travel trained, but for some this is only in specific journeys. They mainly use buses. Others use Dial-A-Ride (reluctantly, as the service is very poor) and some have flexible parents who are able to drive them from time-to-time."*

5.8.5 *"For the scheme to be of any use to people with learning disabilities, all information needs to be accessible. This means no unnecessary long words, large font, clear type-face (comic sans is often used) and pictures illustrating certain instructions / concepts. Volunteering opportunities would also be of interest to some, but only if they had good support throughout."*

## **5.9 Additional Door-to-Door Minibus Services**

5.9.1 The relationship between Shopmobility and local modes of accessible transport is of critical importance. Whilst it is beyond the remit of this particular study to delve into any assessment of the current door-to-door transport situation in Ealing, it is worth noting that the consultation has highlighted some inadequacies of service provision.

5.9.2 The importance of Shopmobility being accessible to users of Community Transport has already been emphasised. The success of Shopmobility in Ealing to offer an equitable service and to address the fullest range of demand may be dependent upon the availability and flexibility of local CT services. It is sensible, therefore, to consider the following issues:

- What door-to-door transport provision is currently available?
- To what extent will the presence of a Shopmobility service create additional demand?
- Can existing service providers modify routes / drop-off points to accommodate the needs of Shopmobility users?
- Should there be a bespoke service dedicated to Shopmobility demand?

These remain questions at present but at some stage they will need to be considered.



- 5.9.3 Meanwhile, one of the strongest outcomes of the consultation process was the need for additional door-to-door transport services in Ealing. (As previously noted in the feedback given above, the current Dial-A-Ride service is not held in particularly high esteem.)
- 5.9.4 All potential users and their representatives felt that a Shopmobility scheme was an excellent facility to enable those with mobility difficulties to lead more independent lives. However, everybody felt that potential users would not be able to access the scheme in Ealing Broadway. Many feel completely disconnected from Ealing Broadway because they do not have adequate, reliable or regular transport to get into the town centre.
- 5.9.5 Everybody felt that an additional door-to-door transport service, possibly branded as a shopper shuttle bus, was crucial to the success of a Shopmobility scheme in Ealing Broadway.
- 5.9.6 Reasons given for a dedicated door-to-door transport scheme to support a Shopmobility scheme were that it would:
- Ensure equity of access to the service for all potential users in the Borough of Ealing.
  - Ensure full utilisation of the Shopmobility scheme.
  - Enable the scheme to be cost effective.
  - Enable more Ealing residents to access the services and facilities in Ealing Broadway.
  - Reduce carer time and cost.
  - Improve quality of life for vulnerable people thus resulting in improved mental health and less reliance on health services.
- 5.9.7 A good example of this working is in Wandsworth. Wandsworth Community Transport operates a shopper shuttle service in conjunction with their Shopmobility scheme. This is a demand responsive door-to-door minibus service. They are timetabled on a 2 hour cycle throughout the day to collect residents from all over the Borough, taking them into the town centre to use the shopmobility scheme and then returning them home. Further information about this scheme can be found at:  
<http://www.wctbus.co.uk/index.php?cat=Shopmobility&PHPSESSID=3ce577ad1de0eabb8911405d9abe3816>
- 5.9.8 Other areas where door-to-door minibus services have been scheduled to convey users directly to and from Shopmobility schemes include:
- Barnsley
  - Bournemouth

- Eastleigh
  - Fareham
  - Macclesfield
  - Poole
  - Preston
  - Redditch
  - Ringwood
  - Winchester
- 5.9.9 The broader issues of transport needs have been the subject of a recent consultation document *Ealing Voluntary Sector Transport Survey* (March 2007), undertaken by Ealing Voluntary Sector Older People's Forum in partnership with Ealing Centre for Independent Living, Alzheimer's Concern, and Ealing Community Transport. There were 300 respondents.
- 5.9.10 The report's findings are summarized as follows:
- for up to 65% of respondents, basic transport needs are not currently being met
  - respondents recognized that lack of transport is preventing them from getting out of their homes, which is having a negative impact on their quality of life and mental health
  - the survey gauged the high percentage of housebound people who are completely unable to use public transport and need a door to door transport service.
  - respondents have indicated the need for a new transport service which is efficient, flexible, easy to book and reliable to get out and about more easily and regularly. They recognize this will improve their quality of life and enable them to be more independent.
  - older and disabled people do not want to totally depend on their friends, family and neighbours – they wish to retain their own independence and recognize this can only be achieved through adequate and reliable transport provision.
- 5.9.11 The report concludes that "transport is clearly part of the solution to social inclusion, independent living, preventative strategies and quality of life."

# Appendix A

## Methodological Issues underlying the Demand Estimates

## Introduction

- 1.1 All studies of accessible transport need underline the fact that the concept has several interlocking components which include both objective and subjective aspects. This Task Note is primarily concerned with an attempt to describe the volume and characteristics of the likely market for Shopmobility in the Ealing by reference to interpolated population data, derived from censuses and surveys, and (more anecdotally) via stakeholder and user consultation.
- 1.2 The objectives of this analysis are to:
  - a) identify aspects of the transport and mobility difficulties experienced by disabled people in Ealing;
  - b) estimate the number of people with particular functional disabilities, relevant to the provision of different transport modes, in Ealing;
  - c) identify particular benefits that might accrue from particular access improvements to the transport system in Ealing.
- 1.3 This has mainly been done by using an analysis system based on OPCS (Office of Population Censuses and Surveys) disability surveys<sup>4</sup> interpolated with data from the 2001 census together with updated population estimates.
- 1.4 This is not the place to enter into a lengthy exposition of the methodological difficulties inherent in attempting to estimate the incidence of disability. Suffice it to say that this is an extremely complicated area, and one where radically different views apply. In particular, there is more general acceptance now of the social model of disability which makes it clear that disability is a function of the way in which we organise our society. It is inherent in this concept that disability is relative i.e. that definitions or measurement adopted today will not be those adopted ten or twenty years ago.

## Language

- 1.5 This study was not intended to undertake primary research into the incidence of disability in Ealing. Instead, this has been an exercise in making best use of available material in order to provide a more detailed picture of the interaction between disablement and transport in the region. Consequently, we have not sought to develop new concepts, but have relied primarily on the methodology set out in detail in the OPCS work which utilises three terms, impairment, disability and handicap, based on the World Health Organisation's classification system:

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<sup>4</sup>*Martin, J., Meltzer, H. and Elliot, D; Report 1: The prevalence of disability among adults; Bone, M. and Meltzer, H; Report 3: The prevalence of disability among children. The OPCS surveys of disability in Great Britain. HMSO, 1988/89*

- a) impairment – this relates to parts of or systems of the body which do not work as they should
- b) disability – this relates to the activities that people can or cannot carry out
- c) handicap – this relates to the disadvantage suffered by a person as a result of impairment or disability.

Thus one can see that a skeletal impairment (e.g. arthritis) can give rise to a walking disability (characterised in the OPCS work as 'locomotor disability'), which creates a mobility handicap.

- 1.6 Although this last term was conjured by the disability movement itself<sup>5</sup>, the use of the term 'handicap' has now become overladen with negative implications and we have therefore avoided it.
- 1.7 Regarding the terminology used in this study, the phrases used are generally taken from the original sources where the data was collected. They may not always be terms that would be chosen for use today (e.g. disability severity), but have been used so as not to misrepresent the data. In research different questions and definitions are used to classify whether someone is disabled. This can cause difficulty in comparing survey results and is one reason why there is currently no authoritative figure for the number of disabled people in the UK.

## Numbers

- 1.8 The initial incidence figure for disability in Great Britain in the 1985/6 OPCS work was 14.2%, and this was the basis for the DfT's Mobility Unit and DPTAC often citing that 14% of the population are disabled.
- 1.9 However, the GB research was repeated in 1996/97 in a follow up to the Family Resources Survey (which still remains the best available data extant). This research used the same basic methodology devised for the original 1986 OPCS work. However, this research<sup>6</sup> concluded that 19.8% of the population of Great Britain were disabled – a considerably greater incidence than the 14.2% identified in the 1985/1986 work. This increase applies across all levels of disability. Unsurprisingly, a significant amount of effort was put into explaining this difference, which is not in line, for example, with trends from the USA. The issue is particularly important as it may cast light on the validity of longer term predictive models relating to the implications of declining mortality for the health status of the population:

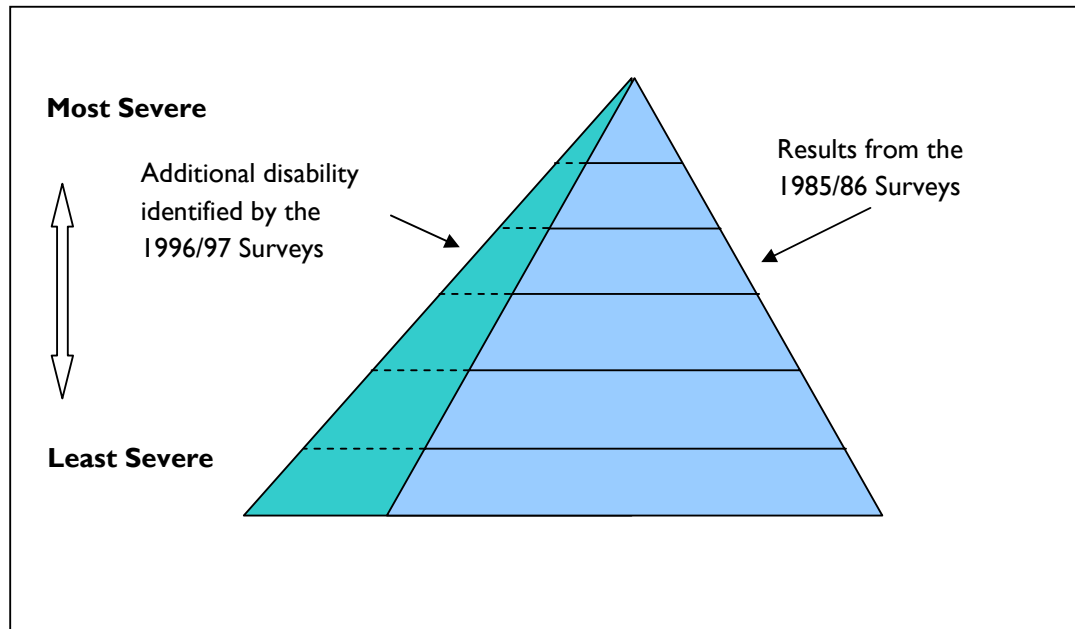
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<sup>5</sup> e.g. All Change - A Consumer Study of Public Transport Handicap in Greater London; Greater London Association of Disabled People (GLAD) 1986

<sup>6</sup> Grundy, E, Ahlburg D, Ali, M, Breeze, E and Sloggett, A; Disability in Great Britain, Department of Social Security Research report No. 94, 1999

- a) the pessimistic view is that as more people survive to older ages, a larger proportion of the population will survive with unfavourable health consequences and that this group will come to comprise a larger proportion of the overall population as a result. This would imply, for example, a much greater need in future for door to door transport with a personal care content;
  - b) the optimistic view is that, on the contrary, the better health legacies of succeeding cohorts and the greater avoidance of harmful behaviours provide potential for a 'compression of morbidity' including a postponement of, and a shorter period of age-related disability. This would imply, for example, a greater emphasis on access improvements to mainstream transport systems;
  - c) the third view suggests that there is a dynamic equilibrium in that the onset of degenerative diseases may be postponed, but so is death, with the result that the period of life spent in poor health remains the same.
- 1.10 One reason proposed for the difference is that the 1996/97 surveys did not cover disabled people in institutions, unlike the 1985/86 work which did. If the government's previous 'Care in the Community' strategy has worked, then there will be a higher incidence of disability in private households, but a correspondingly lower number of disabled people in institutions such as care homes. This does not, however, explain the size of the difference.
- 1.11 More importantly, it is suggested that responses to the survey questions used to derive the disability scoring system are more strongly influenced by the context in which they are asked as well as by the general socio-economic and employment climate, than previously assumed. In short, whether we are prepared to acknowledge a functional difficulty may have changed over the period between the two surveys. Thus, the higher incidence rate identified in 1996/97 simply reflects social views as to what is 'normal'.
- 1.12 Figure C attempts to portray the issue graphically, by representing the incidence of disability as a layered pyramid, with a few people with very severe disabilities at the top, and many people with slight disabilities at the bottom. Contrary to the initial assumption that the increase in 1996/97 was simply due to a greater preparedness to report slight disabilities, and therefore would be concentrated at the bottom of the pyramid, it is, in fact equally spread out across all severities of disability.

**Figure C: Comparison between the 1985 / 86 and the 1996 / 97 Disability Surveys**



- 1.13 For this Task Note we have developed estimates primarily based on the 1996 / 97 surveys, which although technically dated, remain the best extant source of data.
- 1.14 Some final methodological points are:
- a) the 2001 basic census information is now six years out of date
  - b) people's ability to use transport and access retail and business buildings is relative to the availability and design of transport and retail buildings and associated services. This has changed significantly over the past ten years, with improvements to both the capacity and to the quality of the services available. Consequently, it is dangerous to use ten year old statements about the use of different services to estimate current usage. For example, bus usage may have gone up, because of access improvements (e.g. introduction of low floor buses) or gone down because of less convenient services (e.g. a reduction in frequency). Just as likely, it may have changed because of greater car availability, or even a change in attitude towards bus travel
  - c) the original surveys were not specifically focused on transport and mobility, although these were in some cases partly covered as an area of interest. Consequently, many of the questions that are useful to pose from a transport or mobility planning point of view were not asked at the time.

## General

- 1.15 It is important not to focus on disability alone. The problems that occur with mobility relate to:
- a) personal factors
  - b) environmental factors
  - c) transport design
- (the so-called PET analysis).
- 1.16 Thus it will be common for some people to be able to travel in good weather, but not in poor weather, or to travel on a bus that comes close to their home, but not on one that involves a long walk to a bus stop. There is no homogenous group of 'disabled people' who require a particular type of service. Indeed, the frequently quoted statement that 14% of the population of Great Britain has a disability provides us with no useful information at all from the perspective of transport or shopmobility service design, other than to notify us that this is a serious issue affecting a lot of people. What we really need is some information about the numbers of people who might require different types of services and the sort of facilities that they would require in those services, if we are to make a significant impact in reducing the barriers that currently prevent or deter them from travelling.

## Walking Distances

- 1.17 Following detailed research in the 1980s, the Institution of Highways and Transportation (IHT) produced guidelines for "Reducing Mobility Handicaps" in the context of town centre development which made the following recommendations:

**Table 2: Recommended Walking Distance Limit Without a Rest for Different Groups of Disabled People**

Group	Recommended Distance Limit
Wheelchair Users	150m
Visually Impaired	150m
Stick Users	50m
Ambulatory without Walking Aid	100m

- 1.18 In addition, the IHT provided the following guidance as regards pedestrianised areas in "providing for People with a Mobility Handicap" and its "Pedestrianisation Guidelines":



*“The key to any scheme is the mobility range, which may be defined as the distance of the furthest shop to a reserved parking space for an Orange [now Blue] Badge user or to a bus stop. Desirable mobility ranges have been suggested as follows:*

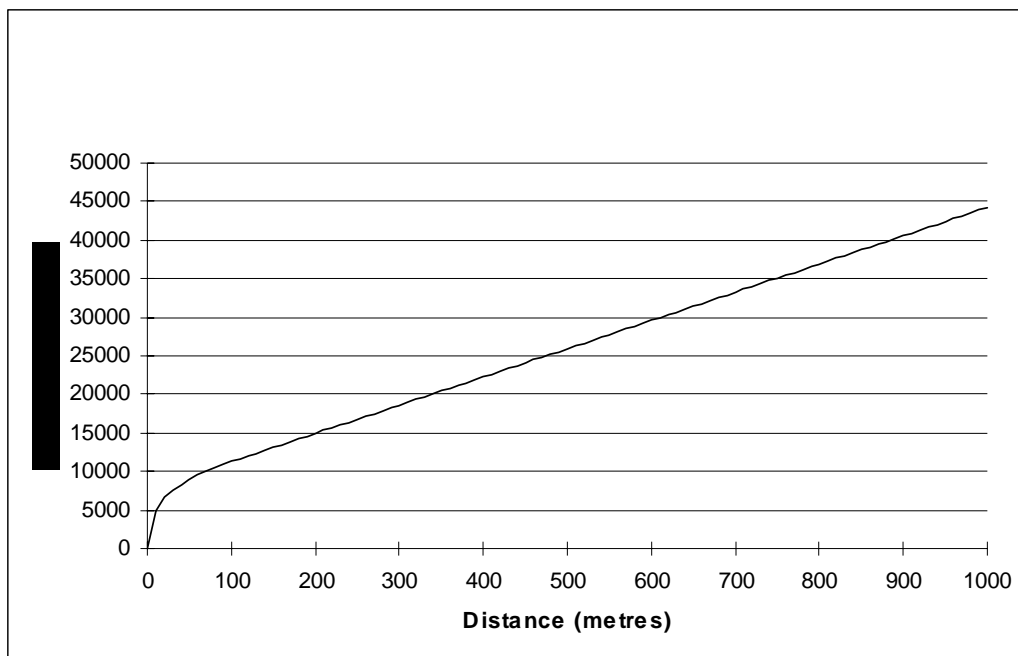
- (a) 50m on an unprotected route*
- (b) 100m on a route with a roof*
- (c) 200m where completely enclosed against bad weather.*

*Unless these are observed as absolute maxima, significant numbers of severely disabled people will be excluded from pedestrianised areas.*

The above guidance makes it clear how the standard distances can be affected by wind, rain, the presence of snow, ice or standing water. In addition, the existence of kerbs, ramps or awkward pavement material will also reduce the feasible distances between rests.

1.19 The IHT table is replicated in the Department’s latest guidelines<sup>7</sup>, which also cite research based on a follow-up study to the London Area Travel Survey that found that of all the people with a disability who were able to walk at all, approximately 30% could manage no more than 50 metres without stopping or severe discomfort and a further 20% could only manage between 50 and 200 metres. An attempt to represent this graphically is shown in Figure D.

**Figure D: Estimated number of Ealing residents unable to walk beyond a given distance**



<sup>7</sup> *Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure, DfT 2002*

# Appendix B

## Study Briefing Note

## **Shopmobility In Ealing**

### **Feasibility Study Briefing Note**

**Shopmobility & Ealing.** A retail development at Dickens Yard, Ealing Broadway has provided an opportunity for a Shopmobility facility to be established. Through temporary equipment loan, Shopmobility is an established means of enabling freedom of access to retail and civic amenities for those with mobility constraints, and its adoption at Dickens Yard is an indication of Ealing Council's planning policy to create an accessible environment, and thereby enhance its broader commitment to Social Inclusion.

**Shopmobility Schemes** provide short term loans of manual wheelchairs, powered wheelchairs, powered scooters along with a parking and vehicle access site. They are non-profit-making and usually registered charities, though a small charge may be made to users. They impact directly on the accessibility of any environment and enable freedom of movement for individuals. Other neighbouring Boroughs who already have a Shopmobility scheme include Hounslow, Hillingdon, Kensington and Chelsea.

**Potential Users.** Shopmobility schemes are not exclusively used by people who would term themselves 'disabled'. Their most frequent users are elderly people with restricted walking ability. Such users do not have a permanent need for their own mobility aid, and therefore welcome the availability of a temporary loan service. In the recent Voluntary Sector Transport survey, up to 17% said they would use a scooter loan scheme if it was available, so there is clearly a need in Ealing for this service.

**Dickens Yard** is the proposed location of Shopmobility (although a temporary facility may be established elsewhere). This commitment is indicated in Ealing Council's adopted Supplementary Planning Guidance for the site, and the public statement by developer St. George of their intentions for the site.

**Feasibility Study.** Ealing Community Transport in partnership with TAS are undertaking a feasibility study to inform Ealing Council of how Shopmobility would best be developed. (Report due end of June)

#### **Can you help?**

We are currently speaking to potential users, so this includes older and disabled people as well as those with temporary mobility difficulties, for e.g.: have been in an accident, have had a major operation or illness.

I would appreciate any help you are able to provide in enabling me to get in touch with potential service users.

Are there any meetings you have scheduled with any representative groups / service users who cover the above people over the next few weeks?

Is there any way I can tap into the service users you are working with to consult with, speak to, and raise awareness of the study?

This would help me to gauge what kind of service potentials users would like to see developed.

I look forward to hearing from you,

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**Development Manager**  
**Ealing Community Transport**  
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# Appendix C

## Online Questionnaire

## Shopmobility in Ealing: Online Questionnaire

Please complete the following questionnaire and email it back to ECT after having read our earlier emails about a new shopmobility service in Ealing Broadway,

1. Do you think that Shopmobility is a service which could potential benefit the service users you work with?

2. What kinds of issues would your service users face in accessing and using this service?

E.g.: Would having escorts/shopping assistants be useful for some users?  
Would there be issues with actually getting to Ealing Broadway town centre?

3. What kinds of shopping patterns do your service users have?

Mon - fri?  
Weekend?

Mornings or afternoons?

I know these vary form individual to individual but is there a general trend?

4. How do your service users travel into Ealing Broadway/travel to do their shopping in other parts of Ealing?

Private car?  
Door to door services - Dial a Ride, Taxicard?  
Public transport  
Have no way of getting to Ealing Broadway

5. What kind of mobility equipment would enable your service users to enable them to get around the town centre?

Electric scooter?  
Wheelchair?  
Walking aids?  
Shopping assistants?

6. What other services would be useful to you're your service users from a shopmobility unit?

E.g.: Advice & information on disability/transport/access matters  
Advice/information on welfare benefits and rights?  
Social events with other users?  
Volunteering opportunities?

Can you please answer the above questions, or pass on to colleagues who may be able to assist. Your earliest attention to this would be much appreciated.

# Appendix D

## Postal Questionnaire



*Working in partnership with*



## Shopmobility In Ealing Feasibility Study Briefing Note

**Shopmobility & Ealing:** A retail development at Dickens Yard, Ealing Broadway has provided an opportunity for a Shopmobility facility to be established. Through temporary equipment loan, Shopmobility is an established means of enabling freedom of access to retail and civic amenities for those with mobility constraints, and its adoption at Dickens Yard is an indication of Ealing Council's planning policy to create an accessible environment, and thereby enhance its broader commitment to Social Inclusion.

**Shopmobility Schemes:** Provide short term loans of manual wheelchairs, powered wheelchairs, powered scooters along with a parking and vehicle access site. They are non-profit-making and usually registered charities, though a small charge may be made to users. They impact directly on the accessibility of any environment and enable freedom of movement for individuals. Other neighboring Boroughs who already have a Shopmobility scheme include Hounslow, Hillingdon, Kensington and Chelsea.

**Potential Users:** Shopmobility schemes are not exclusively used by people who would term themselves 'disabled'. Their most frequent users are elderly people with restricted walking ability. Such users do not have a permanent need for their own mobility aid, and therefore welcome the availability of a temporary loan service. In the recent Voluntary Sector Transport survey, up to 17% said they would use a scooter loan scheme if it was available, so there is clearly a need in Ealing for this service.

**Feasibility Study:** Ealing Community Transport in partnership with TAS are undertaking a feasibility study to inform Ealing Council of how Shopmobility would best be developed. (Report due end of June)

### Can you help?

We are currently speaking to potential users, so this includes older and disabled people as well as those with temporary mobility difficulties, for e.g.: have been in an accident, have had a major operation or illness.

Please do complete the enclosed questionnaire and return to the address below. If you would like to have your say about how shopmobility will help you get around the town centre, or would like to tell me your comments and suggestions, then please phone me on: Kay Ali, 020 8813 3210. Also get in touch if you would like me to come and speak to your service users about shopmobility.

Ealing Community Transport, Greenford Depot, Greenford Road, Greenford, Middx UB6 9AP,

T: 020 8813 3210 F: 020 8813 3211 E: [kay.ali@ectgroup.co.uk](mailto:kay.ali@ectgroup.co.uk) W: [www.ectgroup.co.uk](http://www.ectgroup.co.uk)



## Shopmobility Questionnaire:

### What kind of service would you like to see developed in Ealing Broadway?

1. Would you (or anyone you know / in your care) use such a scheme if it was available in Ealing?

*If not, why not? Even if Shopmobility had no immediate personal benefit, would you support the establishment of such a scheme to improve mobility, access etc?*

2. Hours of operation (to determine shopping patterns into Ealing Broadway)

What days are you likely to be shopping in Ealing Broadway?

*Mon, Tue, Wed, Thu, Fri, Sat, Sun?*

What times are you likely to go shopping in Ealing Broadway?

*9-11am*

*11-2pm*

*2-5pm*

*Evenings*

*Which day at the weekend?*

Do you undertake any other business (apart from shopping) at Ealing Broadway?

*Social, learning, volunteering, tourism, access to civic amenities, banking?*

3. How do you travel into Ealing Broadway?

*Car*

*Door to door services - Dial a ride, taxicard, other*

*Public transport*

*Other - specify - taxi, walking*

4. What type of equipment do you think would enable you to get around the town centre more easily?

*Electric scooter?*

*Powered wheelchair?*

*Manual wheelchair?*

*Walking aids?*

5. What would you be willing to pay for the hire of equipment?

*£1/item?*

6. Would you be interested in long term hire?

*Overnight?*

*Weekend?*

*Week long?*

7. Would you like assistance in getting around?

*Escorts?*

*Shopping helpers?*

8. What other services would be useful to you from a Shopmobility unit?

*e.g.*

*Advice and information on disability matters*

*Advice and information on transport / access*

*Advice and information on welfare benefits and rights*

*Sales and servicing of mobility equipment*

*Social events with other users*

9. Would you or anyone you know be interested in volunteering opportunities to assist in the provision of Shopmobility in Ealing?

10. [For organisations] Do you see Shopmobility as a service that would potentially enhance your activities / that of your members / service users?