



Funded by  
UK Government

Innovation Challenge Launch:

# Community Transport Association: Driving Impact Through Data

24-07-24



Health Innovation  
North East and North Cumbria



# Introducing the Tees Valley Innovation Challenge

Susan Ross, Head of Projects,  
Edge Innovation



# Challenge Context

## What is the Tees Valley Innovation Challenge?



### Why?

- Strengthening innovation maturity in the Tees Valley economy.
- Support innovative businesses through tailored business support, coaching and mentoring.
- Unlock growth potential for Tees Valley organisations.



### How?

- Provision of tailored business support.
- Provision of innovation and Design Thinking training.
- Supporting organisations to develop solutions to defined challenges.
- Connecting organisations for mutual growth opportunities.
- Promote Tees Valley as an innovation hub.



### Who?

- Tees Valley organisations.
- Large organisations.
- SMEs - under 250 employees.
- Less than 50M turnover.

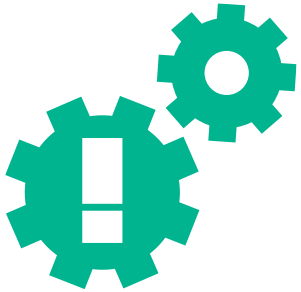


### What?

- 4 routes to support.
- 10 Innovation Challenges
- 7 Innovation Challenge themes.
- £130,000 awarded in grant funding, to 30 SMEs.

# The Support Routes

Supporting innovation through 4 key activities



## Innovation Challenges

30 SMEs receiving financial and advisory support to respond to specific challenges defined by Challenge Holders and the Edge Team.



## 1-to-1 Support

30 SMEs receiving bespoke business support to accelerate movement towards their organisational objectives.



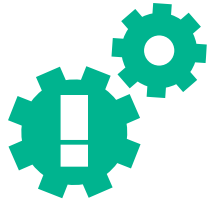
## Innovation Training

36 SMEs receiving non-financial, design-led innovation training to create new products, services or processes and unlock growth potential.



## Innovation Showcase

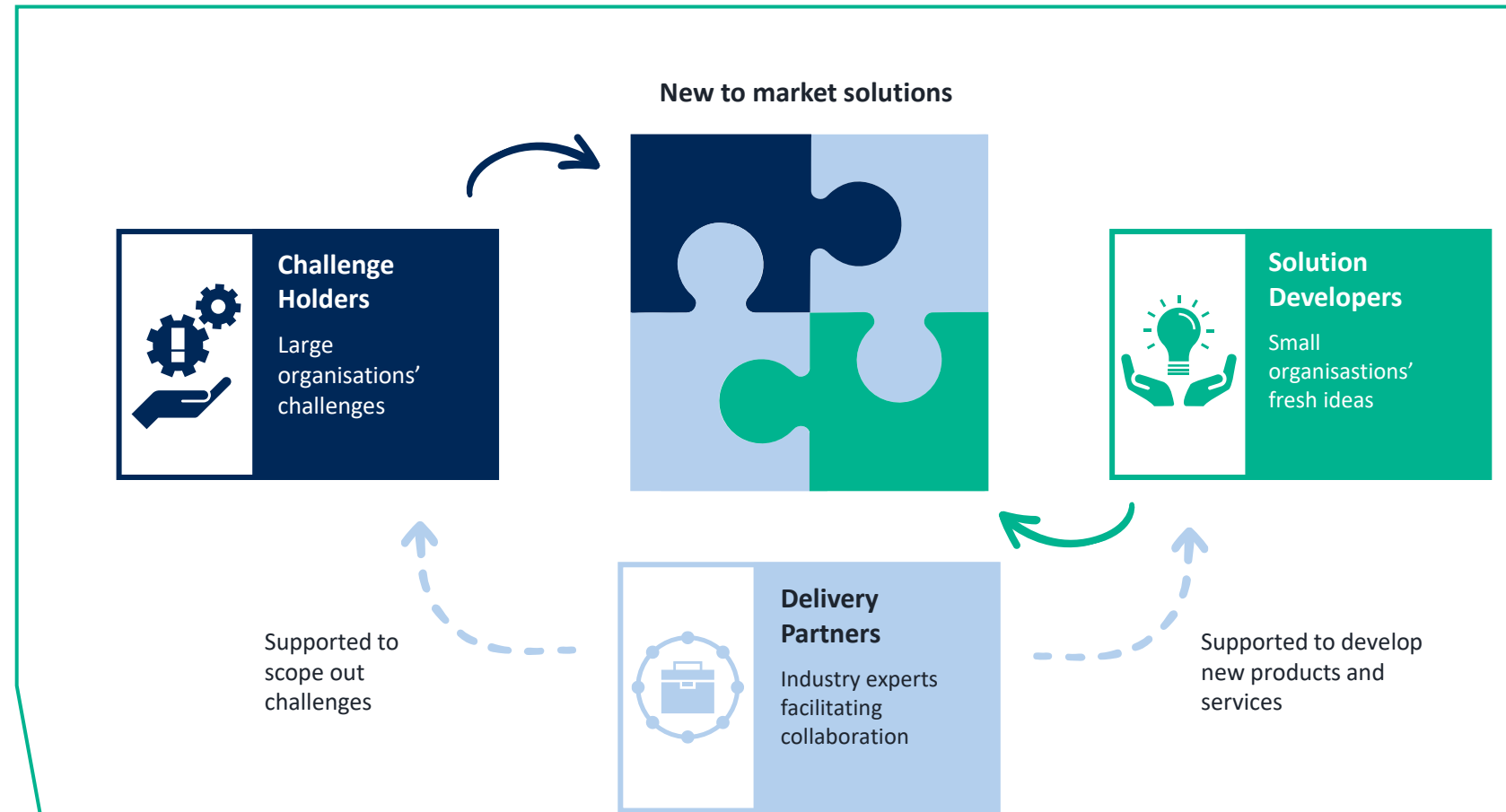
Promote the Tees Valley as an innovation hub, connecting ambitious SMEs with advice, finance, collaborators and potential customers.

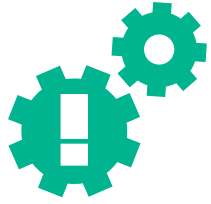


# Innovation Challenges

## In a nutshell

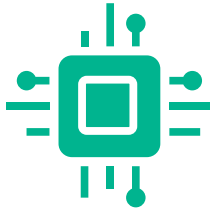
- SMEs (Solution Developers) are supported to respond to the challenges of Large organisations (Challenge Holders) for mutual benefit and collaboration opportunities
- 10 challenges will span across 7 key themes
- Grant funding and business support is available for successful applicants
- Solutions are products, services or processes which respond to the challenge





# Challenge Themes

10 challenges to be announced relating to 7 key themes



## Digital Innovation

Digital technologies and strategies.



## Healthcare

Wellbeing and patient care.



## Net Zero & Decarbonisation

Sustainable futures and reduction of emissions.



## Social Enterprise

Community development and socially conscious innovation.



## Transport & Logistics

Transport, mobility and supply chain management for goods and services.



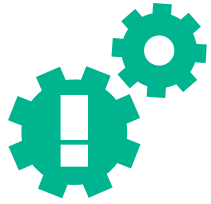
## Professional Services

Adding value through innovation in service delivery.



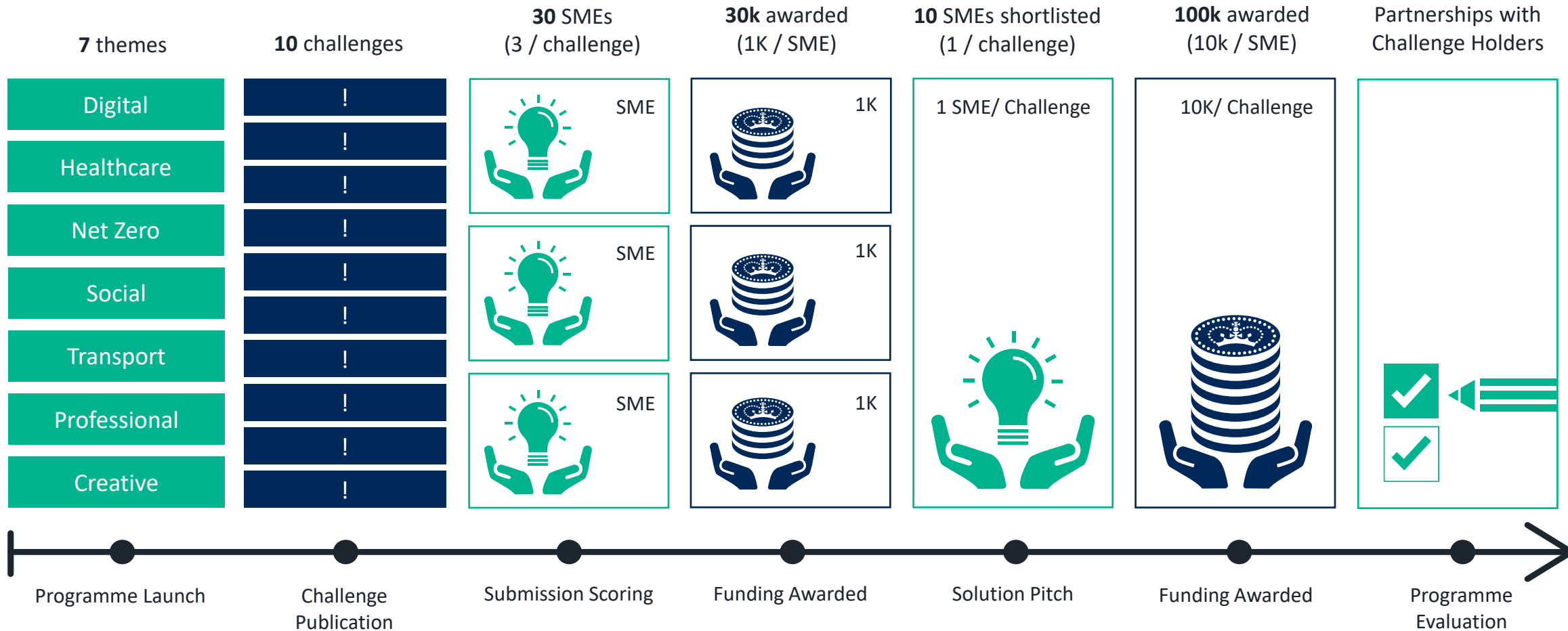
## Creative Industries

Application of design, arts and other creative practices.



# Innovations Challenges - Funding Process

£130,000 to be awarded to 30 SMEs





# Introducing the Community Transport Association

Caroline Whitney, Director of England,  
Community Transport Association





# Introducing The Community Transport Association

The Community Transport Association (CTA) is a UK member-based charity that supports transport-related charities, community groups, and social enterprises across England, Scotland, Wales, and Northern Ireland.

Public transport outside of London has declined significantly over the last 15 years, up to 80% in some parts of the country, resulting in demand for better, more accessible, cost-effective, and carbon-neutral transport options.

CTA advocates for its members to deliver innovative and flexible transport solutions, aiming to achieve social change and remove transportation barriers faced by communities.



# Community Transport Operators

CTA supports over 2,000 Community Transport Operators of diverse sizes, capacities, and localities with varying needs focused on addressing local transport issues. Operators aim to provide accessible transport for rural communities, considering barriers such as:

- Increasing cost of living
- Ageing population, reduced mobility and disability
- Lack of awareness of available transport services
- Limited transport options

These barriers contribute to social isolation and exclusion and hinder access to essential health services, social and employment activities.



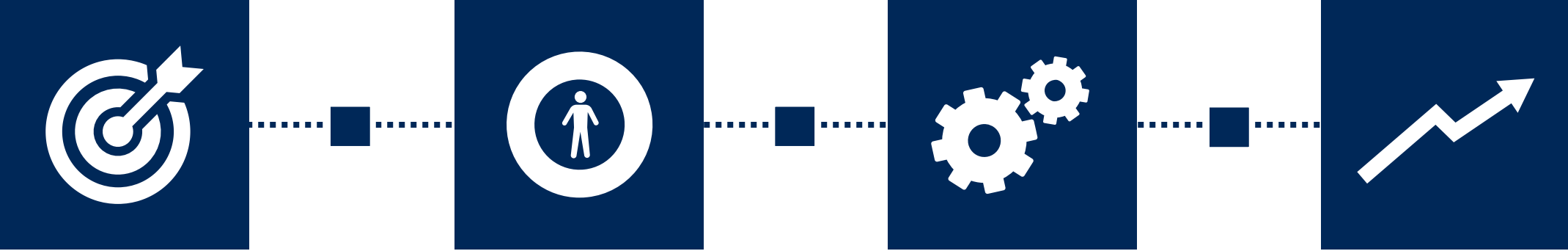


# Introducing the Challenge: Driving Impact Through Data

Nick Mills, Research and Insight Manager,  
Community Transport Association



# The challenge in a nutshell



## Problem

Collecting information on operators' activities and their impact is essential but challenging due to resource disparities, inconsistent data collection methods and a lack of standardisation.

## People

This limits strategic campaigning and advocacy for CTA. It limits sustainability and growth for Operators. Users encounter accessibility barriers, social isolation and reduced quality of life.

## Process

Data collection is fragmented and lacks national unification. Diverse funding criteria lead to complex data requirements. CTA's annual survey yields non-evidential responses due to inconsistent definitions and lengthy input methods.

## Progress

Regular standardised data would help CTA better understand local trends, changing needs and impacts in an easier and more efficient way for both the Association and Operators.



# The challenge: People - CTA



## CURRENT STATE



## FUTURE STATE

**Fragmented data collection by operators** - Variations in data types, collection methods, and definitions hinder CTA's ability to gain a cohesive understanding of community transport needs and impacts.

**Limited Evidence** - The lack of standardised social value metrics and inconsistent data quality limits CTA's ability to effectively advocate for its members and secure funding based on demonstrable impact.

**Strategic Limitations** - Without unified data, CTA struggles to strategically campaign for additional resources and influence policy decisions effectively.

**Resource Intensity:** Current data collection processes are resource-intensive, yield limited actionable insights, hampering CTA's operational efficiency and impact assessment capabilities.

**Unified Data Framework** - Implementing standardised data collection practices will enable CTA to consolidate and analyse data effectively, fostering a unified understanding of community transport needs and impacts.

**Advocacy and Funding:** Improved data will strengthen CTA's advocacy efforts and enhance its ability to secure funding based on clear evidence of need and social value.

**Enhanced Strategic Influence:** With better data, CTA can strategically influence policy decisions & funding allocations, maximising impact on community transport initiatives.

**Operational Efficiency:** Streamlined data collection processes will reduce resource burdens on CTA, allowing for more efficient operations and support to its members.





# The challenge: People - Operators



## CURRENT STATE

**Diverse Data Practices:** Operators employ varied data collection systems and methodologies, leading to data inconsistency and compatibility issues for CTA.

**Resource Constraints:** Operators are faced with increasing costs and shrinking budgets, meaning that many lack the resources and capabilities to collect and analyse comprehensive data on their operations and social impact.

**Operational Inefficiencies:** Inconsistent data practices contribute to operational inefficiencies and hinder the ability of operators to optimise service delivery and demonstrate their value to stakeholders.

**Limited Growth Opportunities:** Without standardised data practices, operators face challenges in attracting funding, expanding services, and improving operational sustainability.



## FUTURE STATE

**Standardised Metrics:** Adoption of common metrics will enable operators to measure and demonstrate their social impact consistently.

**Access to Resources:** Improved data practices will enhance operators' access to funding and resources, supporting sustainable growth and service enhancement.

**Improved Service Delivery:** Standardised data will enable operators to optimise service offerings, improve reliability, and expand accessibility for users.

**Sustainable Growth:** Enhanced data capabilities will attract new funding opportunities and partnerships, facilitating long-term sustainability and operational growth for operators.



# The challenge: People - Users



## CURRENT STATE

**Transport Accessibility:** Users face barriers such as limited transport options, high costs, and inadequate awareness of available services, particularly in rural areas.

**Social Isolation:** Poor transport options contribute to social isolation among users, particularly those with reduced mobility or disabilities.

**Reduced Quality of Life:** Limited transport options and high costs restrict users' access to essential services and opportunities, impacting their quality of life, social and economic participation.

**Dependency on Private Vehicles:** Inadequate public transport options force users to rely on private vehicles, contributing to environmental concerns, increased costs and traffic congestion.



## FUTURE STATE

**Enhanced Accessibility:** Improved data practices will lead to better transport options, including lower costs, increased reliability, and expanded service coverage.

**Reduced Isolation:** Users will benefit from improved transport options, reducing social isolation and improving access to essential services and community resources.

**Improved Quality of Life:** Enhanced transport services will enhance users' quality of life, economic opportunities, and overall well-being.

**Environmental Benefits:** Increased use of sustainable transport options will contribute to environmental goals, reducing reliance on private vehicles and lowering carbon footprints.



# The challenge: Process



## CURRENT STATE

**Disparate collation systems:** Current varied systems for collecting and understanding social value across operators. While the Social Value toolkit is commonly used, it lacks unification across regions.

**Complex data requirements:** Varied funding criteria and relationships with local authorities result in diverse data measurements.

**Untimely non-evidential reporting:** CTA collects data from operators via an annual survey, no common understanding of the definitions used amongst the operators, rendering the responses non-evidential. The complexity and length of the current data input method can present a barrier to operators. For example, there is no central definition of a single journey: some operators measure each vehicle usage as two journeys (outbound and inbound), while others measure each stop as another trip.



## FUTURE STATE

**Standardised collation system:** A future with standardised collation and data across operators, including common metric definitions, piloted before scaling. This will integrate with current social value tracking systems where possible.

**Simplified data requirements:** The data collected will be easily accessible, protecting operators' confidentiality and IP.

**Regular reliable reporting:** A simplified system which provides real time or monthly reporting which is consistent and easy to use for operators will ensure reliable robust reporting. Enabling CTA to link impact to funding and initiatives delivered to identify gaps in community transport, increasing operators' access to funding and enhancing service delivery.



# The challenge: Progress



## CURRENT STATE

**Limiting progress and evidencing need:** The current process limits CTA's potential to deliver on its goals due to:

- A lack of a common, evidenced understanding of community needs at a local level
- A resource-intensive process for collecting and understanding social impact
- A lack of demonstrable social value data to publicise the benefits of community transport

These limitations contribute to the inability to direct funds effectively, ultimately stunting community impact delivery.



## FUTURE STATE

**Delivering impact and growth:** A better evidence base for community impact at both local and national levels will enable operators to access further funding to meet transport needs more effectively and grow their operations.

Reducing inefficiencies will drive sustainability, attract new staff and volunteers, and allow more community members to access essential services.



# Scope for products and services



OUT OF SCOPE



IN SCOPE

Your solution should not:

- Be complex or inaccessible to smaller operators who may be less tech savvy.
- Focus on data analysis rather than data collection and processing.
- Be overly expensive to implement, ensuring affordability for CTA and operators.

Your solution should:

- Implement a process for capturing impact through a standardised data set.
- Be simple, clear and intuitive, enabling operators to easily understand, input, and utilise the data.
- Automate processes and work in the background where feasible to minimise human error.





# CTA Innovation Challenge Timeline



## Driving Impact Through Data

Application Deadline:	Friday 6th September 5pm
Phase 1 Application Review Panels:	9th/ 10th September
Grant application outcome notification:	10th / 11th September
Phase 2 Pitch:	w/c 4th November 2024
Project close:	31st March 2025

Questions?



# Thank you

Sign up to the  
CTA challenge:



<https://bit.ly/TV-IC-CTA-APPLY>

Register your interest to be notified of  
future challenges:



<https://bit.ly/TV-IC>