

Story: New ways of getting children to school in Coventry

Coventry City Council needed to reduce spending on an annual budget of £4.45 million for transporting children with special educational needs (SEN) to and from school in Coventry. They wanted to incentivise parents to get more involved with the process. So they used a behavioural insight tool called Values Modes.

The first initiative developed was the 'personal transport budget'. This meant that rather than the council getting every SEN child to and from school by default, parents were offered a budget to arrange transport themselves. Parents who accepted a personal travel budget were able to make savings by negotiating better deals locally, joint-commissioning and spending money more imaginatively.

The second initiative was 'independent travel training', which was a way to help certain SEN children learn how to get to and from schools without any help at all. Where this was suitable, it could empower the child and save the council money.

The take up rate for these alternative provisions was high. As a result, a projected saving of £1 million pounds (or 13 per cent of the budget) was forecast. On top of this financial benefit, new relationships were forged between the council and some of its residents.

Contents

Foreword

Introduction

Which hat are
you wearing?

Context

Section 1:
The Basics

Section 2.1:
Trust and democracy

Section 2.2:
Trust in the community

Section 2.3:
Trust in the system