

## **Coventry City Council**

### **The problem:**

In order to get 'better for less', demand for traditional transport provision needed to be managed more effectively. The Council had a target of reducing the projected Special Educational Needs (SEN) transport overspend of 20% of 2010/11 budget by promoting alternative transport and funding arrangements.

### **The approach:**

The 'Value Modes' behavioural model was used to segment parents into different attitudinal groups. The aim was to enable parents to choose more cost-effective, alternative travel options resulting in savings and greater service satisfaction.

This was approached in three ways:

- completely changing the way the council and its partners engage with parents about transport
- introducing personal transport budgets; allowing parents more flexibility to transport their own children
- helping children to become more independent by building their confidence through travel training.

The council provided key alternatives including offering personal transport budgets to enable parents to transport children themselves or commission alternative approaches, and Independent Travel Training (ITT) to train some children to be able to access public transport by themselves.

### **The impact:**

£1,051,636 savings, based on latest financial projections/ assumptions and assuming 2 years of saving per case.

Since the project began there has been a significant increase in the take up of personal transport budgets. More parents have also chosen to put their children forward for ITT and it is anticipated that this will gain further momentum as less "pioneering" parents see the success of ITT for other children.

The SEN Team has embedded changes to their processes and has worked positively with the programme team to ensure that the new transport offers are properly explained to parents, appropriately targeted, delivered effectively and well-articulated to other stakeholders within the council.

### **What we learnt:**

Understanding parents values and targeting transport offers accordingly has been key. Changing staff behaviours in the way they communicate the transport options has also been critical.