



Shopmobility Report September 2017

This report covers the period April 2017 to end of November 2017

Introduction

The Fareham Shopmobility Service was started in November 1996. It was set up in partnership with Fareham Borough Council (FBC). Additionally Hampshire County Council enabled the service by commissioning a disability information service to operate alongside the Shopmobility Service. The funding from FBC has been under a Service Level Agreement (SLA) it was monitored by the Access Officer in the Planning Department. The new SLA was set up in April 2017 with the Leisure and Community Department.

The SLA covers

1. That the service will be operated professionally, with good practice and good health and safety practice
2. Training for all staff and volunteers
3. Open Monday to Saturday 9am to 4.30
4. Have an out-of-hours answerphone
5. Promotional information acknowledges support from FBC
6. Be actively promoted
7. To make reasonable adjustment for customer need

The intended outcomes of the service are

for people who have mobility difficulties
to increase independence, choice and freedom
increase self-esteem
improve health and well-being

for families and carers

the service provides some respite
that the excellent service provides assessment of suitability

Community information for people with disabilities

The staff of the centre have a great range of information about disabilities. Many customers and non-Shopmobility users visit for information about disability, well-being, access in Fareham and a range of other community information.

Community Need

Fareham has one of the highest older person population percentage in Hampshire.

The membership numbers show how the service meets the needs of people of Fareham and also attracts people from outside Fareham to use Fareham Town Centre.

An analysis of postcodes (not all members included) showed the following breakdown

Members resident in Fareham	308
Members who live in Gosport	105
Members in Portsmouth and Southampton, other	147

Fareham Shopmobility is one the most used in Hampshire, though similar to Basingstoke.

Fareham took the lead on establishing a partnership called “Wessex Mobility” so that customers of other Shopmobility services have mutual membership. This is enabled because the training and assessment methods have been made common across all Wessex schemes

Link to Dial-a-Ride

The link to Dial-a-Ride is important as it enables people to access the town centre even when their mobility is fairly low. Shopmobility is linked to Dial-a-Ride by radio to the control; scooters are taken to meet the minibuss at the library when it arrives.

Staffing

Fareham Shopmobility has one full-time paid member of staff and one employed for 15 hours per week. Additionally the service has 15 volunteers. These are in several roles; customer reception, scooter assistant, scooter repair / valet and fundraising.

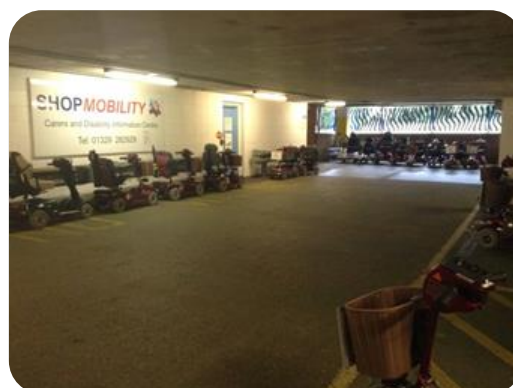
All staff members are fully trained; the training manual has been reviewed in early 2017.

All volunteers and staff are offered training in Safeguarding, First Aid, Dementia Awareness and Disability Awareness. In addition they all undergo induction, wheelchair and scooter training. Annual appraisals (job reviews) are also undertaken with all volunteers.



Service availability

The service is manned each Monday to Saturday from 9 to 4.30 with a telephone answerphone out of hours



Usage Statistics

	MONTHLY USAGE					ACCUM USAGE			
	14/15	15/16	16/17	17/18		14/15	15/16	16/17	17/18
APRIL	622	631	399	477		622	631	399	477
MAY	527	480	453	476		1149	1111	852	953
JUNE	556	668	445	603		1705	1779	1297	1556
JULY	777	660	570	557		2482	2439	1867	2113
AUG	595	542	534	697		3077	2981	2401	2810
SEPT	646	543	566	242		3723	3524	2967	3052
OCT	617	473	497	467		4340	3997	3464	3519
NOV	597	421	507	472		4937	4418	3971	3991
DEC	593	577	537			5530	4995	4508	
JAN	419	428	345			6368	5423	4853	
FEB	415	435	440			6783	5858	5293	
MAR	480	535	489			7263	6393	5782	

NEW/renew MEMBERSHIP					ACCUM RENEW/MEMBERSHIP				
	14/15	15/16	16/17	17/18	14/15	15/16	16/17	17/18	
APRIL	36	58	26	33	36	58	26	36	
MAY	45	39	38	31	81	97	64	64	
JUNE	43	57	28	55	124	154	102	119	
JULY	48	52	49	33	172	206	151	152	
AUG	37	45	53	40	209	251	204	192	
SEPT	63	59	45	47	272	310	249	239	
OCT	42	53	49	51	314	363	298	290	
NOV	32	34	30	48	346	397	328	338	
DEC	25	57	48		371	454	376		
JAN	40	36	27		411	511	403		
FEB	41	30	27		452	547	430		
MAR	26	30	44		478	577	474		

We have a long term hire facility in addition to the day hire use so that people can hire scooters when going away. There is a higher charge for this.

Insurance

We have specific Shopmobility insurance through Arthur J Gallagher & Co.

Promotion

The Service is probably best promoted through word of mouth. It is promoted generally through the website and leaflets that are stocked in a very wide range of community information places. Specific promotion has been made to doctors surgeries and many community groups where talks are given.

The leaflets and website acknowledge the sponsorship by FBC.

Funding

Income is from memberships, every time use charges, fundraising and a grant of £14,700 from FBC.

The charges are made to members in line with the 12 other Wessex Shopmobility Centre's.

Table of charges:

Annual Wessex Membership	
Annual Membership	£7.50
Daily Scooter / Powerchair charge	£3.50
Daily wheelchair charge	£2.50
Day membership	
Scooter and Powerchair charge	£5.00
Wheelchair Charge	£4.00

Customer Feedback and Value of the Service

Customer feedback has always been excellent. Periodically we have undertaken a formal feedback survey. This was undertaken in June 2017

We asked 100 customers, selected randomly, to complete a survey for us this summer. We received 95 responses. We were thrilled with this excellent response rate.

The survey questions are given in the appendix

Main responses

- 43% would not use the town if there was no Shopmobility Service
- The estimated annual economic value (spend) of all of our members is £800k; with an average spend of between £31-50 each visit
- Over 60% of our customers now use the town more often because they can use a scooter than before.

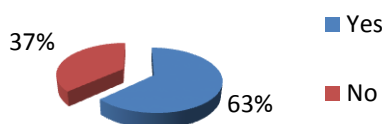
Individual comments were valuable

I feel that the Service is very much needed, and all the staff are very friendly, helpful and informative -

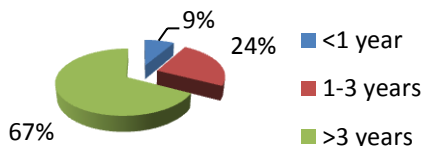
..Without it I would not be able to do my shopping, as I have no one to help me..

I would be unable to shop in Fareham without the mobility scooter. I find the staff so friendly & helpful

Do you live in Fareham Borough?



How long have you been a member ?



Are you treated with respect & good customer care?

