

# Delivery of travel training to help overcome barriers to employment

Hampshire County Council: A Case Study

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# Presentation Content

## Purpose and Objectives:

- Background to the Project
- What is Travel Training?
- Partnership Working
- Building a Legacy



Hampshire  
County Council

# Background

# Background

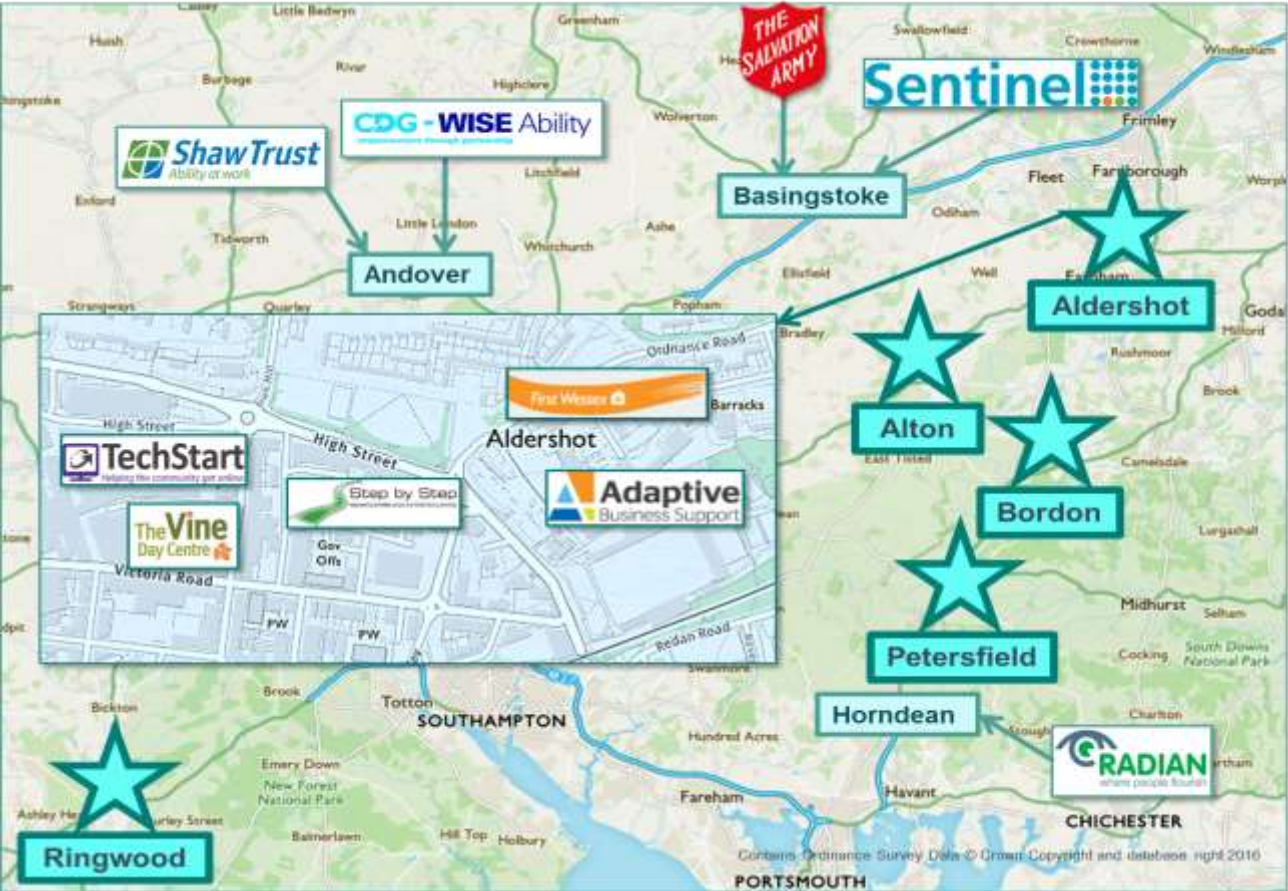
## Hampshire County Council (HCC) LSTF – ‘My Journey’

- HCC LSTF 2015/16:
- Stepping up connectivity in the Sci:Tech Corridor and the Blackwater Valley (‘the EM3 project’)
- Supporting the economy by transforming travel connectivity in Rural Hampshire (‘the Rural project’)
- Building on successful My Journey branding and programme delivery
- My Journey marketing campaigns
- Engagement focus on workplaces, communities, schools and jobseekers.

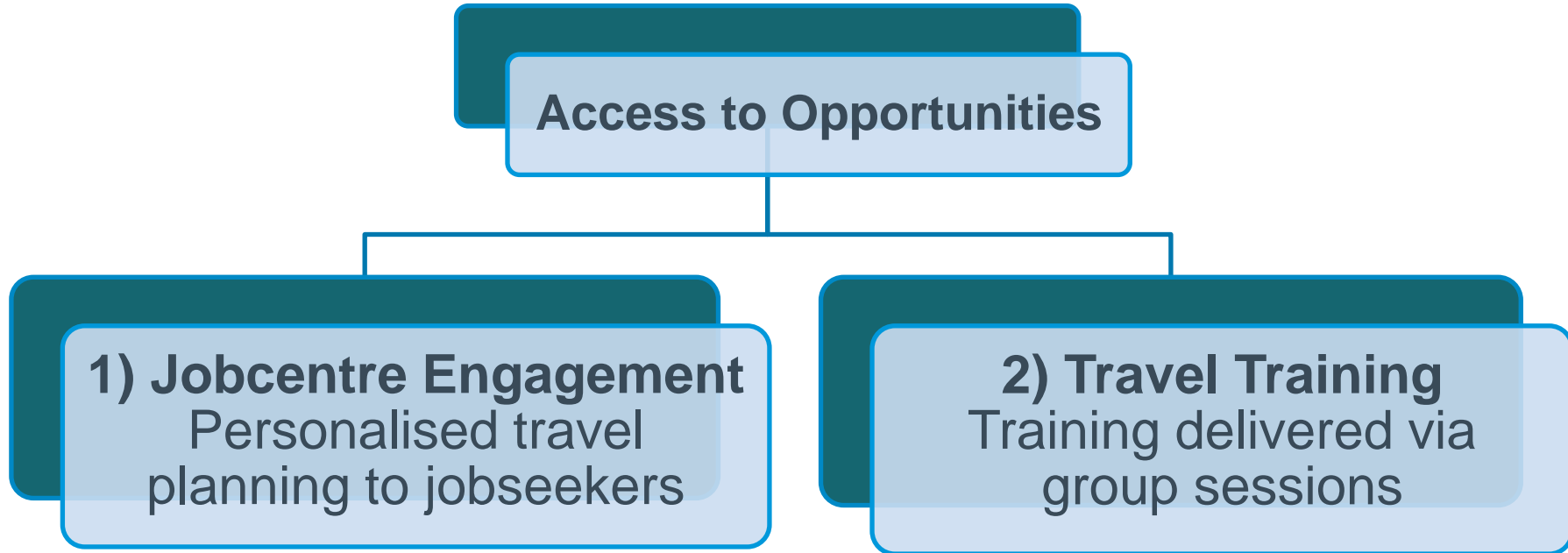
Pilot Jobcentre project in Aldershot, Andover and Farnborough

# The Access to Opportunities Project

# Project Target Areas



# Access to Opportunities Workstreams



# Travel Training



# Travel Training

## What does the training involve?

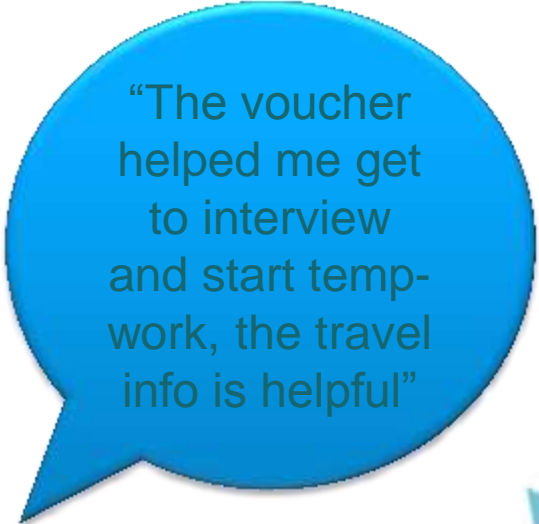
- Techniques for online journey planning
- Group exercises to challenge barriers to transport
- Signposting to local transport services
- Interview travel scenario
- Showcasing the My Journey website

The collage features several documents and a website screenshot. The top-left document is titled "My Journey Exercise 2 – Travel Planning getting to an interview" and includes a scenario about a job interview at Omega Business Park. It contains two parts: "Part 1 – Postcode search" which instructs users to use Google to find postcodes for Wessles Close, Basingstoke and Omega Park, Alton; and "Part 2 – Choose your option" which asks users to select the best transport option (Train, Road, or Cycle) based on time, cost, and other factors. A thought bubble next to Part 2 lists "Time", "Road", and "Cost". The top-right document is titled "My Journey Exercise 2 – Getting to an interview" and shows a screenshot of a Google Maps interface with a route highlighted. A thought bubble next to it lists "Time", "Road", and "Cost". The bottom document is a screenshot of the My Journey website, which has a colorful header and a main section titled "What is My Journey?" with a bus icon and a "Click to find out more" button. The website also features a navigation bar with links for "Home", "Get started", "Traffic and Travel info", "Routes and Contacts", "Feedback", and "More".

# Travel Training

## Why provide transport information this way?

- Supporting LSTF objectives
- Personalised advice
- Flexible approach
- Social Inclusion, a new approach to 'transport issues'
- Engaging with harder to reach individuals
- Transport and job searching are interlinked



“The voucher helped me get to interview and start temp-work, the travel info is helpful”

# Travel Training

## Who benefits?



ATKINS



### Jobseeker

- Confidence
- Aware of options
- Broadened 'travel horizons'
- Consider a wider range of jobs

### Organisation

- Improved staff knowledge
- Information resources for future use
- Fewer jobseekers reporting transport as a barrier to employment



You've helped  
make the world  
feel a little bit  
smaller



# Travel Training in Action!



One to one travel advice at The Vine



My Journey resources



Interview preparation at Ringwood Jobcentre

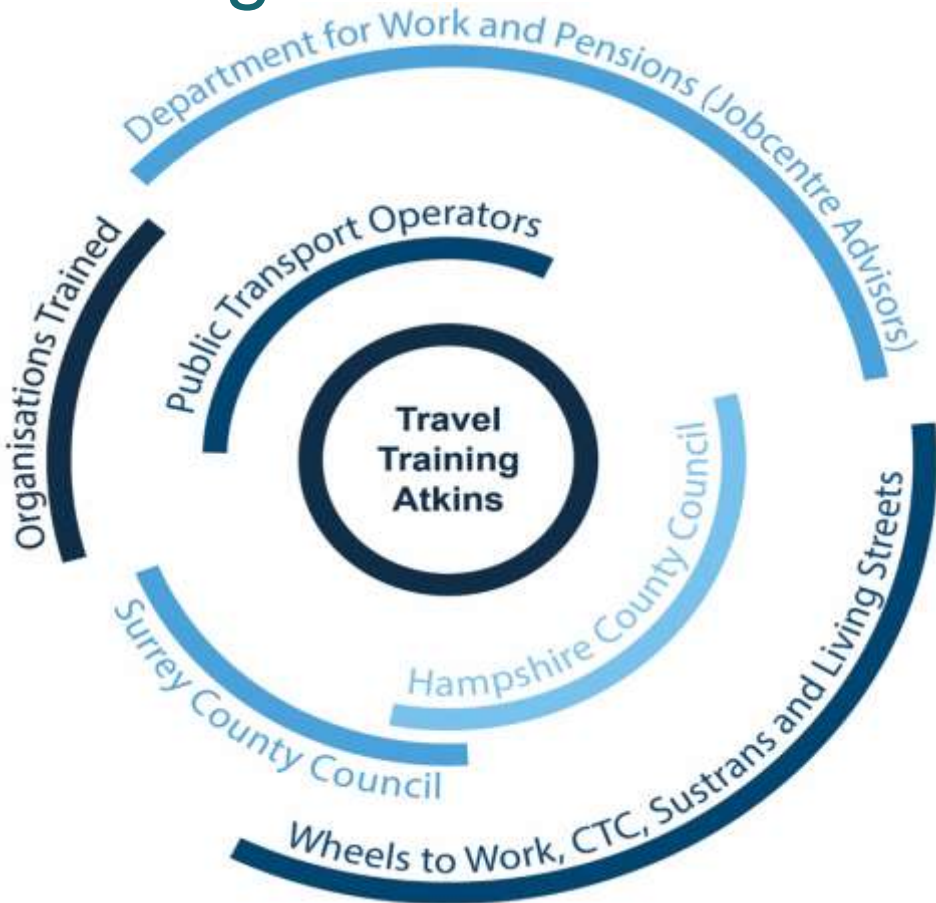


Jobcentre advisers at Petersfield

# Partnership Working



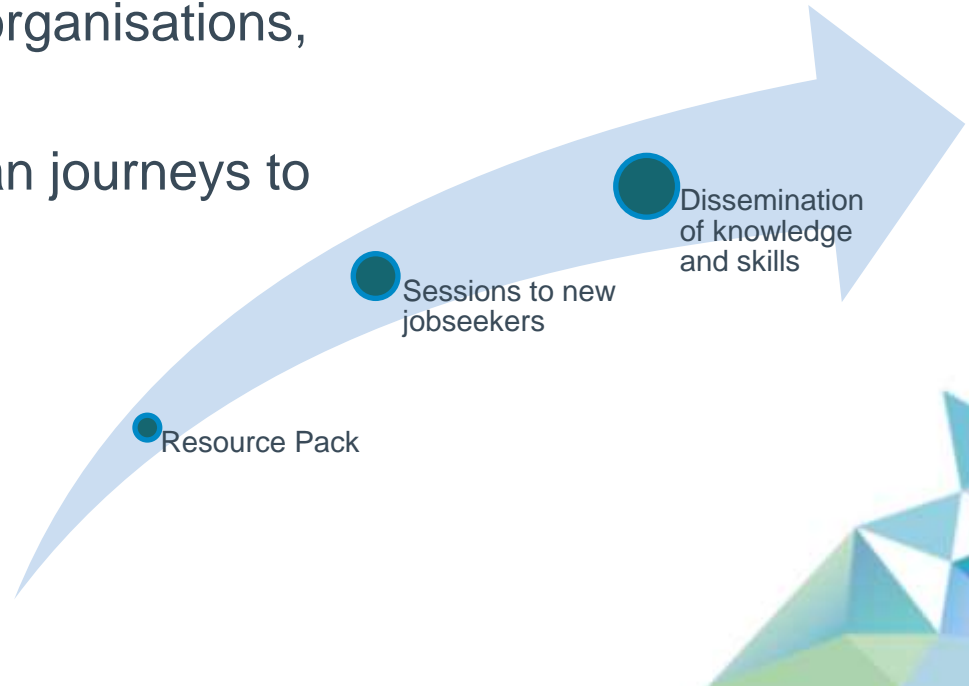
# Partnership Working



# Building a Legacy

# Future Implementation

- Training Resource Pack
- Ongoing delivery by third party organisations, staff with new skill sets
- Jobseekers have the skills to plan journeys to interview & work





# Funding Opportunities

- Joint programme delivery
- Supporting multiple policy objectives
- Future funding to be unlocked by tapping into partnership opportunities



# Questions?

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