

Objective	Allocated to	Timeframe
Work with healthcare partners to identify and address transport factors in missed appointments and increase public transport use among staff.		
Improve patients' awareness of assistance with transport available (including access to and understanding of reclaiming travel expenses via the Healthcare Travel Cost Scheme (HTCS)) to reduce Did Not Attend rates and increase the percentage of patients with outpatient appointments who utilise the HTCS.	Northumbria Healthcare Foundation Trust (NHFT)	6-12 months
Develop mechanism for patients to raise transport issues, including a clear pathway for raising and addressing transport issues relating to accessing appointments.		
Develop and promote public transport opportunities for staff, resulting in evidence of increased public transport usage in the staff Annual Travel Survey.		
Raise awareness of community transport as a travel option to appointments including better integration of platforms such as Frontline into materials utilised by NHFT.	NHFT, Northumberland County Council Public Health (NCC PH)	
Recognise the interconnected nature of transport and work		
Consider how plans to increase visitors to the county will also provide transport options for future employees of the tourism industry.	NCC Employability	6-12 months
Work with employers, anchor organisations and the North East Combined Authority to understand and address transport to work issues.		
Re-assess commissioning requirements to reflect the importance of transport when working with business partners, including liaising with commercial providers to review public transport investment opportunities for routes to work and training.		1-2 years
Embed an understanding of, and partial responsibility for, how employees reach work within employers' recruitment and retention practices.		
In-depth data analysis of public transport network		
Share principles of route allocation with local Bus Board and determine if these need to be formalised.	NCC Transport	6 months
Highlight rural transport needs within regional work		
Feed into the Transport North East Transport Plan to ensure that it reflects the needs of rural Northumberland, resulting in a draft for presentation to the new North East Mayor.	NCC Transport	12 months
Create a clear position statement to be co-agreed with other rural local authorities (such as Durham) and presented to Transport North East.	NCC PH	6 months
Longer term funding for CT focused on evaluation alongside innovation		
Provide advice and guidance to assist Community Transport in the development of business cases including sharing statistics to help with evidence-base for proposals.	NCC Transport, NCC PH	12 months
Collaboration between LA and VCSFE partners as well as between VCSFE partners		
Identify a county-wide Voluntary Community Sector (VCS) link through Thriving Together to sit on the Bus Board to encourage co-produced solutions.	NCC Transport	3 months
Develop a document for stakeholders detailing what the NCC role, commercial operator role and VCS transport role is.		6 months

Work with Thriving Together to encourage a more strategic outlook on transport within the VCSFE and to facilitate a united voice in communicating transport issues.	NCC Transport, NCC PH, Thriving Together	6-12 months
Take a place-based approach to transport interventions		
Appoint a Bus Ambassador to collect information on local need and deal with individual concerns and queries.	NCC Transport	1-3 months
Appoint a Bus Champion to liaise with groups (such as schools, employers, VCS groups) and promote public transport options.		
Increase awareness of concessionary passes / transport support via welfare benefits		
Pursue opportunities to increase the number of concessionary passes in circulation, including work with internal and external partners (e.g. healthcare, revenue and benefits, VCS).	NCC Transport	6-12 months
Mitigate the impact of COVID on concessionary pass user travel by increasing messaging around benefits of bus travel.	NCC Transport, NCC PH	
Standardise the concessionary offer across the region to allow for coordinated marketing.	NCC Transport	1-2 years
Ensuring accessibility 'quick wins'		
Review the NCC contract standards for operators to ensure greater emphasis placed on accessibility requirements, and aim for better alignment between regional local transport authorities to ensure standard requirements region-wide.	Transport North East, NCC Transport	1-2 years
Arrange a consultation with the commercial market regarding accessibility requirements.		
Utilise Bus Service Improvement Plan (BSIP) funding and collaborate with Town and Parish Councils to improve accessibility infrastructure.	NCC Transport	6 months