

Community Transport in Devon

Transport for Your Community: Just Ask

Frequently Asked Questions

What is Transport For Your Community: Just Ask?

Transport for Your Community – Just Ask (TFYC) is a marketing campaign to raise awareness of the many types of Community Transport operating across Devon.

It is run as a consortium membership body open to organisations based within the County of Devon operating not-for-profit Community Transport services.

The Consortium is led by its members through an elected Steering Group, an annual Members Meeting and through other meetings or forums established from time to time.

Current Steering group members:

Faye Ashton : Tiverton & District Community Transport Association

Duncan Goodman : Torridge Community Transport Association Ltd.

Neil Hurlock : TRIP Community Transport Association

Tim Lamerton : North Devon Voluntary Services

Andy Lyle : Tavistock Area Support Services

Wendy Passmore: Exmouth & District Community Transport Group

Kevin Yarnley : Crediton & District Community Transport Co Ltd

Administrative support and funding is provided by the Community Transport team, Devon County Council.

The Steering group's remit is set out in a separate document - Terms of Reference of Steering Group.

A number of independent community transport operators, each struggling to gain recognition of what Community Transport is and what it does, agreed to work together to develop a Devon-wide identity for Community Transport which could help all operators' efforts in promoting their services.

With funding support from Devon County Council, a sub-group of CT operators from across Devon worked with leading marketing company, Bray Leino (Link to their website) to establish areas of common agreement from which to establish a brand. Sponsorship was sought and achieved from GM Coachwork (link to website) and additional funding from Devon County Council to pay for the design work and marketing materials in support of the campaign.

What are the Aims and Objectives of Transport for Your Community: Just Ask?

It is designed to promote the work and services of Community Transport schemes across Devon with 3 distinct audiences in mind: potential passengers, funders and volunteers.

It will help to give Community Transport in Devon a unique and recognisable look whilst retaining each organisation's own identity and independence.

What are the benefits of Membership?

Marketing Resources

New Community Transport groups joining the Consortium will be given a pack of promotional Transport For Your Community leaflets and posters plus a promotional DVD. There is space available on this literature to include details of your own organisation.

Consortium members will have access to the TFYC logos which can be incorporated into letterheads, promotional literature, vehicle livery, group's own websites etc.

There are also sets of professional TFYC banners which may be booked out to use at special events, launches, fundraising events, open days and fetes etc.

Additional TFYC merchandise is currently being developed (ie voluntary car stickers, keyrings, pens, fundraising collection boxes). This will be available for members to purchase at a subsidised rate.

Secure Members Website

Members' details will be included on the TFYC website. In addition, the TFYC website includes a 'member's only' section, accessed by password, giving access to additional information, a newsletter and model good practice documents which can be downloaded. This will be expanded as membership develops.

In due course, it is hoped to develop discount and bulk purchase deals with local suppliers of goods and services relevant to members which will be promoted on the TFYC website.

Member Support, Advice and Training

Following the initial assessment, Steering Group members will be able to offer support to new members, either directly or by signposting to relevant agencies. It is intended to develop 'in-house' training opportunities for TFYC members in due course.

How much does Membership cost?

The current membership fee for any community transport group joining before April 2011 is £25.

How can my Community Transport organisation join TFYC:Just Ask?

In the first instance, you will need to complete a Membership Application Form. When applying for membership, proof of your organisation's not-for-profit status and primary objectives will be required as well as evidence of certain policies and procedures being in place. This helps to legitimise the CT sector in Devon and reassures the public and funders that TFYC members operate to a high, professional standard.

Your application will be assessed by the TFYC Steering group following which a meeting will be arranged between representatives of your organisation and two Steering group members to undertake appropriate checks and verify your organisation.

If all is satisfactory, the Steering group will then provide you with a Membership Agreement document which describes your organisation's responsibilities and states the terms and conditions under which you may use the TFYC marketing tools.