

COMMUNITY TRANSPORT REALLY DOES MAKE A DIFFERENCE

LONDON BASED COMMUNITY TRANSPORT PROVIDER IS PROUD TO LAUNCH THE INNOVATION FUND

This year exempt Charity and Registered Society Westway CT (WCT) is celebrating its 25th year anniversary. Over the last two and a half decades the organisation has grown from a small scheme with only six minibuses, to a thriving Social Enterprise that now employs over 50 people. With a fleet of 50 vehicles and with the help of an even bigger task force of volunteers it delivers vital services for local community groups, whilst retaining focus on the provision of affordable accessible transport for local people.

Over the last few years, like many CTs around the country, WCT has periods of downtime that seem to be unavoidable. WCT felt that resources that have been paid for through regular contract work could be better used, so faced with this dilemma decided that it was time to think of ways to encourage use during downtime.

The management team and committee put their heads together and from a brainstorming session came up with the 'Innovation Fund', with the hope of

encouraging local groups to introduce new innovative projects and activities for their users that take place during the slower part of the day.

They set aside £20,000 for this award in the form of transport credits, specifically available to new emerging community groups based in Kensington & Chelsea, Westminster and Hammersmith & Fulham. The fund was also available to existing member organisations and could be used for transport costs for new innovative projects and activities. The Innovation Fund was a success and at least seven applicants created new activity schedules for their users and all were awarded transport credits of £1,000 - £4,000.

"We believe that the Innovation Fund is a great way to encourage members to change their booking habits, by getting them to think 'outside of the box' and create new opportunities for the local community at different times of the day. It is important in these days where money is tight, that we make the most use of our resources while meeting the demands of our members", says Andrew Kelly, Director.

The Innovation Fund will reopen to local community groups later this year.

Tel: 020 8964 4928
www.westwayct.org.uk



"We believe that the Innovation Fund is a great way to encourage members to change their booking habits, by getting them to think 'outside of the box' and create new opportunities for the local community at different times of the day".

