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# Kickstart Norfolk Statistical Data for Year April 2017 – April 2018



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## **Introduction**

Since conception in 2003, Kickstart Norfolk has provided an alternative, affordable transport service to assist individuals residing across Norfolk, Suffolk, Cambridgeshire and Rutland. Since records and statistics began in 2003, our charity has received 14,924 applications from individuals of all ages and from all backgrounds, with over 7,700 individuals progressing on to a moped scheme.

Having their own transport has enabled Kickstart Norfolk's service users to address their complex barriers to work, or to seek, secure and sustain provisions that improve their lives. Of the 7,700 individuals progressing onto a moped scheme, 4,750 were able to secure, engage and sustain employment, training or education provisions.

As a charity, Kickstart Norfolk has the following charitable objectives:

A. The prevention or relief of poverty by the provision of grants, items, equipment and services to individuals in need and/or to charities or other organisations working to prevent or relieve poverty.

B. The relief of unemployment for the public benefit of persons who are unemployed or are in low paid work and who are restricted by transport limitations principally by the provision of mopeds or other two-wheeled vehicles on such terms as the Council may decide to facilitate access to and the use of work opportunities or alternative work opportunities and/or training which is likely to lead to work opportunities or alternative work opportunities.

C. To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of people who are socially excluded, and assisting them to integrate into society principally , but not exclusively, by relieving people who are socially excluded through low or no income and who may have responsibilities for the care of a family member by providing mopeds or other two wheeled vehicles to facilitate access to education and /or training and to social exchange to develop opportunities for integration into society and/or work.

To ensure that Kickstart Norfolk are doing the most effective job of achieving its charitable objectives, statistical data is collated each year to allow the charity's management and board to:

1. Gain a better understanding about the barriers and needs of our beneficiaries
2. Make the best use of funds, advertising and our assets
3. Review and evaluate policies & procedures
4. Monitor performance of the Moped Schemes – look at how effectively Kickstart Norfolk is helping its target group(s) and which scheme is most effective
5. Monitor staff performance
6. Present the relevant data in bids, to working partners and local authorities

As a charity, statistical data is collated each month and yearly using Kickstart's application process and information stored on a secure platform.

The information contained within this document meets the standards set out by GDPR.

## **Aim -**

The aim of this document is to provide the reader with accurate, up-to-date statistical data for individuals residing across the 7 District, Borough & Council areas of Norfolk who have applied to join a Kickstart Moped Scheme during the reporting period 1<sup>st</sup> April 2017 to 1<sup>st</sup> April 2018. Statistical data will cover:

1. Data for applications received across Kickstart Norfolk's operational area – Norfolk, Suffolk, Cambridgeshire & Rutland.
2. Data for individuals applying to Kickstart Norfolk from the 7 District, Borough & Council areas of Norfolk who have progressed and joined a moped scheme
3. Data for individuals applying to Kickstart Norfolk from the 7 District, Borough & Council areas of Norfolk who have been unable to join a moped scheme
4. Breakdown of data covering:
  - a. Number of applications received from the 7 District, Borough & Council areas of Norfolk
  - b. Advertising & breakdown of Promotional Activity undertaken by Kickstart Norfolk
  - c. Number of individuals applying who have progressed on to a Moped Scheme
  - d. Number of individuals applying who have been unable to progress on to a Moped Scheme
  - e. Reasons why an individual has been unable to progress on to a Moped Scheme
  - f. Age Group
  - g. Gender
  - h. Ethnicity
  - i. Outcomes achieved by individuals accessing a Kickstart Norfolk, Moped Scheme
  - J. Summary
5. Highlight strengths and areas of weakness where more work **could** be done for individuals

## **People Involved in Collating Statistical Data –**

The following members of Kickstart Norfolk staff were involved in collating the relevant data:

Dale Curtis	Kickstart Manager
Matthew Page	Partnership Manager
Emily Piercy	Senior Administrator
Katherine Day	Administrator

## Data for Applications Received by Kickstart Norfolk during the Reporting Period April 2017 – April 2018

### Key

Green = Increase

Red = Decrease

**Multi-agencies** = Kickstart Norfolk work in partnership and alongside a number of organisations who deliver services to people with multiple needs. Individuals with an identified transport barrier are referred to Kickstart Norfolk to ensure they are provided with information about the service and funding we can potentially provide. Each individual is also given the opportunity to apply to join a moped scheme.

Provided in the table below is the total number of applications received from individuals residing across Norfolk, Suffolk, Cambridgeshire & Rutland during the reporting period, compared to the same period last year:

Applications received by Kickstart Norfolk during reporting period – April 2017/April 2018	1066
Application received by Kickstart Norfolk during reporting period – April 2016/2017	755
Increase in applications	311
Percentage	41.19%

**Summary** - The 41.19% increase in applications received from applicants residing across Kickstart Norfolk's area of operation is down to many factors, these being:

1. Better communication with Jobcentre staff and **multi-agencies** – regular visits are conducted and information updates regarding moped schemes and funding is provided.
2. Presentations are conducted at job clubs and jobs fairs, and where possible 1-2-1 interviews take place with potential applicants.
3. The offer – as a charity, Kickstart Norfolk have secured funding to offer fully funded and partially funded schemes to service users.
4. Introduction of an effective Advertising Plan – this year, Kickstart Norfolk has sent information/advertising to more **multi-agencies** and several working partnerships have been forged. All **541** Parish Councils across Norfolk have been respectfully asked to promote/advertise Kickstart Norfolk's, Moped Schemes and potential funding opportunities. Facebook and other forms of media is used daily to promote the charity and the offer. The Advertising Plan ensures that Kickstart Norfolk can target specific client groups residing in isolated areas.
5. New Website –launched in the Autumn of 2017, we now provide detailed information of all moped schemes and funding opportunities to readers. Analysis of the Kickstart Norfolk website shows visits to our site have increased month on month throughout the reporting period.
6. The Service – Kickstart Norfolk's management constantly review and evaluate the service provided by the charity to ensure it meets the requirements of all service users. Where required, new procedures have been implemented to offer service users mentoring to ensure they are provided with a support network as they attempt to better their lives. Detailed budget planning now takes place with all clients to ensure they are able to budget effectively.

## **Advertising & Promotion of Kickstart Norfolk's, Potential Funding & the Moped Schemes**

Provided in the table below is a breakdown of where clients stated that they heard about Kickstart Norfolk, the Moped Schemes & potential funding opportunities:

Facebook & other Social Media	418	39.21%
Word of mouth/friends	349	32.73%
Jobcentre	182	17.03%
Advertising by Norfolk Parish Councils (since 12/02/2018)	64	6%
Multi-agencies	53	4.67%
Newspaper	0	0%
Radio	0	0%

**Summary** – as previously mentioned, Kickstart Norfolk has implemented a daily and monthly Advertising Campaign on Facebook and other forms of social media which has proved to be extremely successful. Facebook and social media has allowed Kickstart Norfolk to promote its Moped Schemes in communities residing across our area of operation, allowing the charity to target specific groups of society. Kickstart Norfolk can potentially provide individuals residing in the Norfolk area, with the following funding:

1. **Apprenticeship Scheme** – funding is offered to individuals of all ages who have secured an apprenticeship and reside in Kickstart Norfolk's area of operation. The scheme provides up to £614 of funding per individual allowing them to:

a. attend Compulsory Bike Training (CBT) – required by law

b. be issued with the relevant safety equipment and clothing – Kickstart Norfolk will issue each individual with:

- Motorcycle Helmet
- Armoured Motorcycle Jacket
- Armoured Motorcycle Gloves
- Waterproof Trousers
- High Visibility Vest

c. receive subsidised hire for a period of up to 1-year.

***During the reporting period April 2017 – April 2018, the Apprenticeship Fund supported 35 individuals***

2. **Get Britain Working Fund (GBW)** - It may be that an individual is best suited to take part in a Work Trial, Work Experience or Traineeship before they move forward towards securing employment. The Get Britain Working Fund is available to individuals who are unemployed and working with a Jobcentre Plus Advisor to move towards employment.

The fund enables the Kickstart Charity to provide access to our Moped Scheme to individuals who are attending a Work Trial, Work Experience or Traineeship, all of which can potentially lead to employment being secured. The Get Britain Working Fund can only be accessed via a referral from a Jobcentre Plus Advisor and will provide an individual with the following:

- a. attend Compulsory Bike Training (CBT) – required by law
- b. be issued with the relevant safety equipment and clothing – Kickstart Norfolk will issue each individual with:
  - Motorcycle Helmet
  - Armoured Motorcycle Jacket
  - Armoured Motorcycle Gloves
  - Waterproof Trousers
  - High Visibility Vest
- c. Free Weekly Hire of moped for a period of 12 weeks. At the end of the 12-week period the moped will be collected by the Kickstart Charity unless the individual states they are happy to self-fund the weekly hire cost of £32 for a 50cc moped or £42 for a 110cc scooter.

***During the reporting period April 2017 – April 2018, the Get Britain Working Fund supported 10 individuals***

3. **The Kickstart Norfolk, Rural Scheme** – research shows that the largest barrier an unemployed individual residing in rural communities' faces is the lack of transport, and often the first question an employer will ask at an interview is "do you have your own transport?". Kickstart Norfolk has recognised this and to ensure residents from across rural Norfolk and certain Suffolk areas have the best opportunity of moving forward towards employment, the charity has secured funding that can potentially provide an individual with transport for a period of up to 6 months. This funding is the first of its kind providing transport to individuals and giving them the flexibility they need to:

- a. attend appointments to address complex barriers to employment or health conditions.
- b. engage in community activities – an individual who has been house bound due to their location or health condition can use the transport to travel around the community and engage in activities hosted by community centres etc.
- c. Search and apply for employment, training or education provisions.
- d. attend provision interviews
- e. Start and sustain employment, training or education provision
- f. socialise with family & friends

To secure funding an individual must reside in Norfolk or certain Suffolk areas, be unemployed and working with a Jobcentre Plus Advisor to move towards employment. Rural Scheme funding will provide the individual with the following:

- a. Issue of a 50cc Moped – The Rural Scheme will provide the moped at a discounted price of £17 per week – £15 off the standard hire cost
- b. Issue of 110cc Scooter – The Rural Scheme will provide the scooter at a discounted price of £27 per week - £15 off the standard hire cost

By providing transport at a discounted price the Kickstart Norfolk, Rural Scheme is accessible to those on benefits. Funding to provide the individual with Compulsory Bike Training (CBT) and to issue them with Safety Clothing and Equipment is secured via the Jobcentre, Flexible Support Fund and is only refused if the individual is not complying with the Jobcentre Advisor's weekly tasks.

***The Kickstart Norfolk, Rural Scheme started on the 1<sup>st</sup> February 2018 and between this date and the 1<sup>st</sup> April 2018, 38 individuals have been supported with 5 going on to secure employment***

As previously stated, this year has seen Kickstart Norfolk communicate and request the support from all **541** Parish Councils across Norfolk. These are the information hubs of their community and with their support we are seeing a substantial number of individuals learning about Kickstart Norfolk, our moped schemes and potential funding opportunities for the first time. Since sending Parish Councils request in February 2018, we have seen a significant increase in applications from individuals residing in remote locations.

During the reporting period, detailed analysis has been provided into the productivity of the use of a local newspaper and radio station for advertising. Unfortunately, of the 1066 applications received by Kickstart Norfolk, not one applicant stated that they had seen our advertisement in a newspaper or heard it on the radio. Following a review and evaluation of statistics and website analysis a decision was taken by management to stop using this method of advertising for the foreseeable future.

Analysis of the new Kickstart Norfolk website shows visits to our site have increased month on month and this is attributed to Advertising Plan.

Through regular review and evaluation of advertising, and the support of Parish Councils and [multi-agencies](#), Kickstart Norfolk has seen a 41.19% growth in the number of applications being received during the reporting period.



## **Statistical Data for the Applicants Residing across the 7 District, Borough & Council Areas of Norfolk**

Provided below, is a breakdown of data for applicants residing across the 7 District, Borough & Council areas of Norfolk who applied to join a Kickstart Norfolk, Moped Scheme during the reporting period April 2017 – April 2018. This data is broken down into the following 2 categories;

1. Statistical data for applications received by Kickstart Norfolk, from individuals residing across the 7 District, Borough & Council areas of Norfolk, who applied to join a Kickstart Moped Scheme but did not progress
2. Statistical data for applicants from individuals residing across the 7 Council areas of Norfolk, progressing and joining a Kickstart Norfolk Moped Scheme

### **Application Data for Reporting Period – April 2017/April 2018**

#### **Applications Received During Reporting Period:**

Total number of applications received from individuals residing across Kickstart Norfolk's area of operation	1066
Total number of applications received from individuals residing across the 7 District, Borough & Council areas of Norfolk	825
Percentage of applications received from across the Norfolk area against the total number received	77.39%

#### **Applicants Progressing onto a Moped Scheme:**

Total number of applicants residing across the 7 District, Borough & Council areas of Norfolk applying to Kickstart Norfolk and progressing on to a Moped Scheme	396
Percentage against the total number of applications received by Kickstart Norfolk, from individuals residing across the 7 District, Borough & Council areas of Norfolk	48%

#### **Applicants Not Progressing onto a Moped Scheme:**

Total number of applicants residing across the 7 District, Borough & Council Areas of Norfolk applying to Kickstart Norfolk, but not progressing on to a Moped Scheme	429
Percentage against the total number of applications received by Kickstart Norfolk, from individuals residing across the 7 District, Borough & Council areas of Norfolk	52%

### **Reasons why an individual/applicant has been unable to progress on to a Kickstart Norfolk, Moped Scheme**

	Broadland	Breckland	North Norfolk	South Norfolk	Kings Lynn & West Norfolk	Great Yarmouth	Norwich	Total	%
Unaffordable to the client	20	46	22	24	37	16	22	<b>187</b>	<b>43.58%</b>
Kickstart Norfolk could not provide funding	15	15	7	13	17	25	33	<b>125</b>	<b>29.13%</b>
Failed to provide evidence to secure funding	3	4	3	0	17	3	3	<b>33</b>	<b>7.69%</b>
Failed Compulsory Bike Training (CBT)	1	1	1	2	3	1	2	<b>11</b>	<b>2.56%</b>
Unable to provide insurance due to criminal conviction(s)	1	1	0	0	0	0	0	<b>2</b>	<b>0.46%</b>
Personal choice – individual decided not to proceed	8	17	6	9	4	8	19	<b>71</b>	<b>16.55%</b>

**Summary** – Statistics show, that whilst Kickstart Norfolk can offer both fully funded and partially funded Moped Schemes to individuals residing across the 7 District, Borough & Council areas of Norfolk, the costs of joining a moped scheme for certain individuals remain the number 1 reason as to why they cannot access transport. It is important to state at this point, that the following financial situations are arising on a regular basis:

1. an individual may be single or have a family but due to being on a low income, the hire fees cannot be made a priority over keeping themselves or their family in a home, providing them with food and clothing and ensuring that the essential bills are being paid. Therefore, a moped scheme is not affordable. ***This situation is the most common reason stated as to why a moped scheme is unaffordable and it is preventing low income workers from having the opportunity to progress into better paid employment. Norfolk statistics also show that being unable to see a defined career path is the number 1 reason leading to Social Immobility***
2. Due to an individual's postcode, Kickstart Norfolk are unable to provide any form of funding and this is most applicable for individuals residing in the Norwich City Council area.

When questioned, many individuals applying to Kickstart Norfolk stated that they believe they will become an unemployed statistic and spend their life claiming benefits. Research shows that this leads to stress, depression and de-motivation which can lead to other medical issues

occurring. With more support from local councils/authorities Kickstart Norfolk are positive that we can provide the means for more rurally based individuals to move forward with their lives. As a charity, we are committed to securing funding to assist individuals who are on a low income, with transport.

### **Applications received from individuals residing across the 7 District, Borough & Council Areas of Norfolk**

Provided below, is the data for applications received by Kickstart Norfolk from individuals who have progressed on to a moped scheme and those that been unable too.

Council Area	Number of Parish Councils	Total Number of Applications Received from the Council Area	Percentage Against Total Number of Applications Received from Across the Norfolk Area	Number of Applicants progressing on to a Moped Scheme	Percentage against the number of applications received from the Council Area	Number of Applicants Kickstart Norfolk have been unable to help	Percentage against the number of applications received from the Council Area
Broadland District Council	65	77	9.33%	29	37.66%	48	62.33%
Breckland District Council	113	186	22.54%	102	54.83%	84	45.16%
North Norfolk District Council	122	88	10.66%	51	57.95%	37	42.04%
South Norfolk District Council	119	74	8.96%	26	35.13%	48	64.86%
Kings Lynn & West Norfolk Borough Council	101	147	17.81%	69	46.93%	78	53.06%
Great Yarmouth Brough Council	21	85	10.30%	32	37.64%	53	62.35%
Norwich City Council	Unparished	168	20.36%	87	51.78%	81	48.21%
<b>Total</b>	<b>541</b>	<b>825</b>		<b>396</b>		<b>429</b>	

**Summary** – Kickstart Norfolk have implemented an Advertising Plan to ensure individuals residing in all areas of Norfolk, including the most rural, are receiving information about the charity, the moped schemes and potential funding opportunities available. As previously mentioned, advertisement is now being conducted in each district or borough area and in February 2018, all **541** Parish Councils across Norfolk were contacted to request their support in ensuring their communities are made aware of Kickstart Norfolk's fully funded, partially funded and standard Moped Schemes. We are delighted to state that this has been extremely productive and we are seeing a good spread of applicants from across the 7 areas, resulting in the highest number of applications ever received in a year.

On the downside to this, whilst we are seeing year on year growth in the number of applications being received from the 7 District, Borough, Council areas of Norfolk, we are also seeing a year on year increase in the number of applicants we have not been able to help and the reasons for this have been provided. If more financial assistance was provided by local parishes, councils and authorities, a great deal more could be done to assist the hard to reach individuals who are desperate for a help in hand to move forward with their lives.

## Age Groups for Applicants Residing across the 7 District, Borough Council areas of Norfolk

Provided below, is the age group data for applications from individuals residing across the 7 Council areas of Norfolk. The following information covers:

1. data for applicants progressing and joining a Kickstart Norfolk Moped Scheme
2. data for individuals who applied to join a Kickstart Moped Scheme but did not progress

Council Area	Individuals Progressing on to a Moped Scheme					Individuals not progressing on to a Moped Scheme					Total
	16-25 years	26-30 years	31-35 years	36-40 years	41 years +	16-25 years	26-30 years	31-35 years	36-40 years	41 years +	
Broadland District Council	23	1	1	0	4	35	3	4	3	3	<b>77</b>
Breckland District Council	77	8	6	4	7	52	8	7	4	13	<b>186</b>
North Norfolk District Council	40	2	1	2	6	23	5	4	2	3	<b>88</b>
South Norfolk District Council	19	2	0	0	5	27	9	5	4	3	<b>74</b>
Kings Lynn & West Norfolk Borough Council	51	3	4	3	8	50	9	4	5	10	<b>147</b>
Great Yarmouth Brough Council	17	4	7	2	2	33	7	5	2	6	<b>85</b>
Norwich City Council	56	13	5	6	7	42	16	10	1	12	<b>168</b>
<b>TOTAL &amp; PERCENTAGE</b>	<b>283</b> 71.46%	<b>33</b> 8.33%	<b>24</b> 6.06%	<b>17</b> 4.29%	<b>39</b> 9.84%	<b>262</b> 61.07%	<b>57</b> 13.28%	<b>39</b> 9.09%	<b>21</b> 4.89%	<b>50</b> 11.65%	<b>825</b>

**Summary** – As with recent years, Kickstart Norfolk’s main rider age group is 16 – 25 years old and this reflects the largest unemployment age group for the Norfolk area.

This reporting period has seen for the first time, a significant increase in applications from those aged 41+ and statistics show that this is largely due to referrals from Jobcentre +. Unfortunately, over the last 12-months, a large number of individuals within this age group have been made redundant following the closure of some large companies based within the Norfolk area.

### **Gender Breakdown for Applicants Residing in the Norfolk Area**

Provided below, is gender data for applications from individuals residing across the 7 Council areas of Norfolk. The following information covers:

1. data for applicants progressing and joining a Kickstart Norfolk Moped Scheme
2. data for individuals who applied to join a Kickstart Moped Scheme but did not progress

Council Area	Individuals Progressing on to a Moped Scheme					Individuals not progressing on to a Moped Scheme					
	Male	%	Female	%	Total	Male	%	Female	%	Total	Total
Broadland District Council	22	5.5%	7	1.76%	29	30	6.99%	18	4.19%	48	77
Breckland District Council	88	22.22%	14	3.53%	102	49	12.37%	35	8.15%	84	186
North Norfolk District Council	42	10.60%	9	2.27%	51	25	5.82%	12	2.79%	37	88
South Norfolk District Council	21	5.30%	5	1.26%	26	28	6.52%	20	4.66%	48	74
Kings Lynn & West Norfolk Borough Council	64	16.16%	5	1.26%	69	57	13.28%	21	4.89%	78	147
Great Yarmouth Brough Council	28	7.07%	4	1.01%	32	31	7.22%	22	5.12%	53	85
Norwich City Council	75	18.93%	12	3.03%	87	55	12.82%	26	6.06%	81	168
<b>TOTAL &amp; PERCENTAGE</b>	340		56		396	275		154		429	825

**Summary** – Kickstart Norfolk has a female target of 25% and we use an Advertising Plan in an attempt to attract females to join our moped scheme. By working with the Jobcentre, multi-agencies, parish councils, local businesses', colleges and schools this year has seen a significant

increase in females applying to join a moped scheme. However, statistics show that more females fail to progress on to a moped scheme than those being issued with a moped. National data shows that the average age for female motorcyclists is 39.

### **Ethnicity for Applicants Residing in the Norfolk Area**

Please Note: although there are more ethnic groups, provided below is the data for the relevant categories.

	Number of Individuals from total number of applications received from the 7 District, Borough & Council Areas of Norfolk								Total Number	Ethnicity %
	W1 – British	W2 – Irish	W4 – White Other	W5 – White & Black Caribbean	W6 – White & Black African	W7 – White & Asian	8 Any Other Mixed			
Broadland District Council	68		7		1	1		<b>77</b>	<b>11.68%</b>	
Breckland District Council	162		11	2	5	2	4	<b>186</b>	<b>12.90%</b>	
North Norfolk District Council	76		8		1	3		<b>88</b>	<b>13.63%</b>	
South Norfolk District Council	65		5		1	3		<b>74</b>	<b>12.16%</b>	
Kings Lynn & West Norfolk Borough Council	120		18	1	3	4	1	<b>147</b>	<b>18.36%</b>	
Great Yarmouth Borough Council	62		16	1	3		3	<b>85</b>	<b>27.05%</b>	
Norwich City Council	139	2	14	1	7	2	3	<b>168</b>	<b>17.26%</b>	
<b>Overall Percentage</b>									<b>17.93%</b>	

**Summary** -\_As a charity, Kickstart Norfolk have a non-British ethnicity target of 20% and we are working hard with Jobcentre, Employment Coaches, multi-agencies and our advertisement to achieve this. During the reporting period April 2017 – April 2018 Kickstart Norfolk achieved an ethnicity percentage of 13.51%, whilst the 7 District, Borough and Council areas of Norfolk achieved 17.93%. This is a considerable increase against previous years and we will be working hard to ensure this trend continues.



## Outcomes Achieved during the Reporting Period April 2017 – April 2018

Due to the hard work of Kickstart Norfolk, Parish Councils, Jobcentre Plus, [multi-agencies](#) and the individuals themselves, during the reporting period we have assisted 396 individuals from across the Norfolk area to move forward with their lives. Working together really has made a difference to our service users lives and provided below is a breakdown of what was achieved over the last year.

Total number of outcomes achieved by applicants from across Norfolk, Suffolk, Cambridgeshire & Rutland, during reporting period – April 2017/April 2018

481

Outcomes achieved during reporting period – April 2017/April 2018 by residents residing across the 7 District, Borough & Council areas of Norfolk

396

Percentage

**82.32%**

This has been a record year for outcomes being achieved by Kickstart Norfolk service users and 82.32% of these have been secured by individuals residing across the Norfolk area. Working together with Jobcentre Plus, Parish Councils, [Multi-agencies](#) and the clients themselves has allowed 396 individuals to secure provisions that will help them secure a better life for themselves and their families.

Below is a breakdown of outcomes achieved by residents from each of the 7 District, Borough & Council areas of Norfolk

Council Area	Secure/attend Apprenticeship	Secure/attend Training	Secure/attend Education	Secure/attend Employment	Attend Work Experience	Search for Provision	Total	%
Broadland District Council		2		23		4	<b>29</b>	<b>7.32%</b>
Breckland District Council	12	3	9	76	1	1	<b>102</b>	<b>25.75%</b>
North Norfolk District Council	4	1	8	29	3	6	<b>51</b>	<b>12.87%</b>
South Norfolk District Council	3	1	1	16	3	2	<b>26</b>	<b>6.56%</b>
Kings Lynn & West Norfolk Borough Council	9		6	47	1	6	<b>69</b>	<b>17.42%</b>
Great Yarmouth Borough Council	1	4		19		8	<b>32</b>	<b>8.08%</b>
Norwich City Council	4	1	10	57	1	14	<b>87</b>	<b>21.96%</b>
<b>Total</b>	<b>33</b>	<b>12</b>	<b>34</b>	<b>267</b>	<b>9</b>	<b>41</b>	<b>396</b>	

## Executive Summary

Kickstart Norfolk is a charity whose principal activity is the hire of mopeds to overcome transport limitations faced by individuals in low paid work, unemployed people moving into employment, those seeking access to education and training and others who, due to the lack of transport, may be socially excluded.

Since its incorporation as a charity in 2003 Kickstart has received nearly 15,000 applications for assistance and 7,700 applicants have progressed on to a moped loan scheme.

In the last year (1<sup>st</sup> April 2017 – 31<sup>st</sup> March 2018) applications from the four counties that Kickstart serves (Norfolk, Suffolk, Cambridgeshire and Rutland) were 1,066 – and increase of 41% over the previous year.

825 of the applications were from Norfolk – 60% from the Breckland, Norwich City and Kings Lynn and West Norfolk council areas with the other 40% from Broadland, North Norfolk, South Norfolk and Great Yarmouth. 396 (48%) of the Norfolk applicants progressed to a moped loan, either paying the full cost of the moped hire themselves or benefiting from one of the subsidised schemes that we provide thanks to the generous funding we receive from our supporters.

Of the 396 Norfolk applicants who hired a moped from Kickstart, 67% secured employment and a further 22% secured/attended education, training, work experience or an apprenticeship.

Kickstart moped loan charges are very competitive and include insurance, servicing and breakdown cover. However, affordability is the main reason given by those who apply to us but do not take up a moped loan. For individuals or families on low incomes, the hire fees cannot be made a priority over keeping themselves and their family in a home, paying for food and clothing and other essential bills. Kickstart can help a number of applicants in specific Council areas, so those from other postcodes cannot be helped.

With more support from local councils Kickstart Norfolk is well placed to continue to provide the means for rurally based individuals to secure employment, progress to better paid employment or benefit from education, training and work experience. As a charity, we are committed to securing funding to assist people who are on low incomes to access the independent transport they need to move forward with their lives

On behalf of Kickstart Norfolk and all applicants, may I thank you for your continuing support, by working together we really can make a difference to people's lives.

Kind regards,

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