




What Matters to Us

Our vision, mission and values





“What we do is life changing for some people. For us, it’s not about the biggest, most noticeable thing we have done. The reason we are doing all this is because it benefits the people we serve. It’s the difference we make to a particular person’s life.”

- ECT Driver

WELCOME FROM THE ECT CHARITY TEAM!

This publication sets out our vision, mission and values as a charity and a social enterprise – in other words, what matters to us and what drives us to make a positive difference. It represents what we stand for and how we approach our work – from our drivers to senior management and the board of trustees.

As a charity, we've had strong values since we started over 35 years ago. Over the years, as we have matured as an organisation, our values have also developed. In 2015, through a series of interviews with our staff and trustees, we set out to understand more about our aspirations as an organisation, our guiding principles and the culture we have fostered. From this process, we created our fresh vision, mission and values set out in this publication.

In setting out our values, we aim to demonstrate how we combine our drive to have a positive social impact on our local communities, together with the professionalism of an entrepreneurial business.

Most importantly, we know that our strength is in our people. Our dedicated team is committed to delivering positive social change with utmost professionalism – whether it's delivering a door-to-door service for an older person, providing transport for a youth sports group or coordinating the trailblazing accessible shuttles for the London 2012 Olympic and Paralympic Games. This makes us stand apart from our commercial competitors, and makes a real and meaningful difference to the passengers and communities we serve.





INTRODUCING ECT CHARITY

ECT Charity provides a range of safe, affordable, accessible and innovative community transport services for individuals and groups across the UK.

Since 1979, ECT Charity has provided essential transport solutions to people who are unable to access mainstream transport services, such as those with mobility difficulties or with a lack of access to any transport.

By providing accessible transport to local communities, we deliver a public benefit by reducing loneliness and social isolation. We support people to participate in their communities, and give them access to more opportunities to improve their lives and live independently.

We are both a charity and a social enterprise, combining business thinking with social values to deliver high quality transport services that positively benefit the local communities.

ECT Charity operates a wide range of transport services around the UK, including transport for groups, individual door-to-door services, home-to-school transport, transport to GP surgeries and rural bus services, as well as consulting and delivering on accessible transport for major international sporting events.

SETTING GOLD STANDARDS

ECT Charity delivered, as lead partner, the Accessible Shuttle service at the London 2012 Olympic and Paralympic Games – the largest operation of its kind ever attempted. This success has been repeated at the inaugural Invictus Games 2014 in London, as well as the 2015 Rugby World Cup at Twickenham and Olympic Park stadiums.

WHY COMMUNITY TRANSPORT MATTERS

In addition to providing a wide range of transport services, we work hard to highlight and evaluate the social value of community transport.

Most recently, we developed a methodology for community transport operators to demonstrate the value of the impact of community transport on the health and wellbeing of individuals and communities.

We have also collaborated with Deloitte on groundbreaking research into the economic cost of loneliness and isolation, and showed that community transport schemes could save health and social care agencies up to £1.1 billion across the UK.

Our vision

Our vision is for inclusion and accessibility
for all members of society, whatever their transport needs.





Our mission

To provide top-quality, safe, affordable, accessible transport services for every community we serve.

To collaborate with partners who share our vision for inclusion and accessibility.

To be a dedicated and energetic advocate for the positive impact that community transport can have on the health and well-being of individuals, communities and public services around the UK.

Our values

We care passionately about making a difference

We always go the extra mile

We are an organisation that you can trust

We are flexible, adaptable and open to change

We believe in collaboration and the sharing of success and ideas



OUR VALUES

01

WE CARE PASSIONATELY ABOUT MAKING A DIFFERENCE

We are motivated by a powerful and genuine desire to make a difference to the individuals and communities we serve. This aim is shared across our board, our staff, our suppliers and our stakeholders. We are committed to adding value through our actions, and enriching the lives of those using our services. We enable people with mobility difficulties or with a lack of access to transport – whether young or old – to live independent lives and participate in their communities. In this way, we reduce social isolation through providing safe, accessible and affordable transport.

“What I enjoy the most is seeing the joy in our passengers, especially the children and their expressions when we get them into the vehicle, or drop them off at school. For the older people who have not been out of the house for a while, I love being able to see them smile and bring some sunshine into their lives. It’s ever so rewarding.”

- ECT Driver





OUR VALUES

02

WE ALWAYS GO THE EXTRA MILE

We offer the highest quality, personal service. The personal, caring aspect of how we deliver our services is what sets us apart from others. We are friendly, patient and professional, and we do everything we can to ensure the safety, comfort, happiness and well-being of our customers. We are always improving our services in line with our users' needs and we aim to be the best at what we do, setting the standard for the sector.

“We never like to say no to our passengers, as some have no one else to turn to. Going that extra mile is second nature to us - we will always bend over backwards to help.”

- ECT Chief Executive

03

WE ARE AN ORGANISATION THAT YOU CAN TRUST

Trust is at the heart of everything that we do. We operate in a way that demands trust between our own staff and board members, from our partners, from our customers and other members of the public. This means trust in our standards of delivery, trust in the reliability of our service and trust in us as people who care. We work to maintain and build upon our historical reputation for delivering a reliable, safe, high quality, affordable service for local people who really depend on it.

“My child needs transport to take her to school. When you see that a service is just functional then it’s fine, she’s got from A to B. But when you see that someone’s taken the time to understand what she needs, that makes me feel completely comfortable that she’s being looked after. It’s not just about what you do – it’s how you do it.”

- ECT Volunteer





OUR VALUES

04 WE ARE FLEXIBLE, ADAPTABLE AND OPEN TO CHANGE

We are always open to new thinking, and we embrace change. We think about solutions rather than problems. When a solution is hard to find we take a practical, commonsense approach. We have the ability to change and adapt to what is required – whether this involves changes in legislation, commissioning criteria, strategy or new projects. We are keen to explore new ways to improve our services and increase our social impact.

“It’s about collective change and people inside the organisation being owners of that change. It’s not revolutionary, but evolutionary change – bringing people with you.”

- ECT Trustee

OUR VALUES

05

WE BELIEVE IN COLLABORATION AND THE SHARING OF SUCCESS AND IDEAS

We are truly collaborative, with each other and with our partners. Teamwork is critical to our success, and at every level drivers, operations staff and our senior team work together to ensure we deliver a high quality service that we can all be proud of. We build successful partnerships and work to promote shared success for the good of the community transport sector, both by sharing our knowledge and through pursuing shared opportunities.

“The fact that we are chosen to provide transport solutions for high profile events such as the Olympics and Rugby World Cup is a reflection of how well we work together internally, and with third parties as well.”

- ECT Driver



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