



THE DIFFERENCE  
MADE TO OUR  
PASSENGER'S LIVES

**KEY FINDINGS**

# NORWICH DOOR TO DOOR - SOCIAL IMPACT PLANNING TRIANGLE

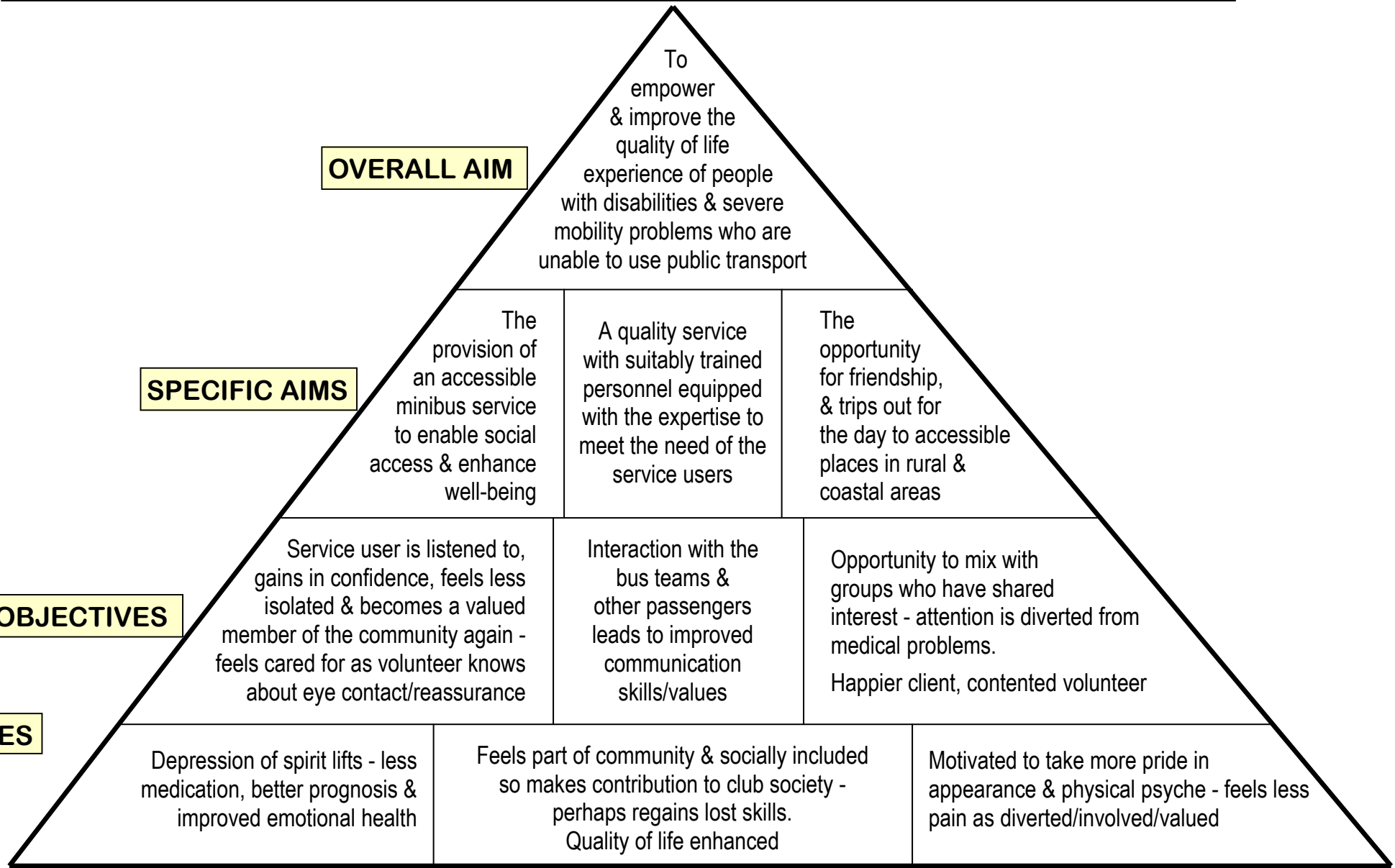


Figure 1.—Social Impact Planning Triangle

put together our first social impact report to understand and demonstrate the ways in which and to what degree the existence of the service influences our passenger's lives.

Results were compiled from the results of our 2010/11 annual user survey and a specially issued social impact survey. 107 completed surveys were analysed from the user survey (29% response) and 68 from the social impact survey (approx. 45% response).

---

**Results show that *Norwich Door To Door* clearly does have a far-reaching, widespread positive influence on the lives of our passenger's and is exceptionally well thought of and valued by the people we serve.**

## USE OF THE SERVICE:

56% of passengers use the service **at least once a week**, rising to 84% using it **at least once a month**.

The most popular reason for using the service is **Shopping** (18%), the second most popular is for **Shopping & Healthcare** (9%), and the third most popular reason is for **Shopping, Healthcare & Social Visits** (8%).

**20% of passengers use the service for three different purposes**

**81%**

of passengers rated the **Service/Experience**

**Excellent**

rising to

**87%**

of passengers rated their level of **Comfort** as

**Excellent**

rising to

**85%**

of passengers rated their level of **Safety** as

**Excellent**

rising to

**82%** considered their lives to have been **GREATLY** improved

---

**91%**

of passengers thought their **Independence** had been improved

**76%**

Felt they had more **Control over their own life**

**81%**

thought their **Level of Access** was improved

**52%**

thought their **Health** had improved

**72%**

thought their **Isolation** was improved

**72%**

thought their **Confidence** was improved

**65%**

thought their **Social Life** had improved

**40%**

Felt they were more **Involved in the local community**

**29% of passengers reported an improvement in ALL EIGHT of these areas, rising to 39% recognising improvement in 7 out of 8**

## USER COMMENTS:

*"Without the service I wouldn't go out"*

*"The drivers are helpful & very caring"*

*"You take me to the library and that makes my world "tick" for the week .*

*"Door To Door has given me back my mobility. Life is worth living again."*

*"I think Door To Door is an excellent service; it has so much improved my life"*