



# ShopMobility UK

## ShopMobilityUK Starter Booklet

### How To Start a ShopMobility Scheme

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## How To Start a ShopMobility Centre

### 1: What is ShopMobility UK?

ShopMobility UK is a nationwide network of centres which hire out mobility equipment to the public. This equipment is mainly manual wheelchairs, powerchairs and mobility scooters so people with restricted mobility can enjoy independence outdoors. These hire services are low cost or sometimes free to all ages of people looking to access shops and leisure facilities. ShopMobility Centres only provide reliable and comfortable products that ensure confidence and peace of mind. If walking longer distances is a problem or spending time outdoors with friends and family is challenging, ShopMobility UK can help.

### 2: Who Benefits from ShopMobility?

- customers, friends and carers
- voluntary sector - disability- related organisations
- commercial, retail and hospitality sector – large companies based locally
- public sector – local authorities, Department for Transport, Social Services, and health authorities

### 3: Operating

There are several different options of the way a ShopMobility Centre can be operated:

- by a charity or CIC (Community Interest Company) set up for the purpose
- by an independent voluntary organisation that already exists, working in a related field, or newly formed for this sole purpose
- by the local council itself
- by a private company
- by a retailer consortium
- separately by the management of each of the shopping centres served
- on contract to the council by a third party
- form a steering group from local business's

### 4: Governance Considerations and Data Protection

There are many things to consider such as:

- the continuing commitment of the agency involved
- whether the funder(s) require direct control
- whether there is a need to attract volunteers
- whether charitable status is required
- whether there is a requirement to join with another agency
- the views of the voluntary sector
- how longer-term development will be stimulated

- making sure your compliant with GDPR (General Data Protection Regulation) legislation, this is important to strengthen the protection of personal data.

## Data Protection

- Registration of ICO. The registration page can be accessed here <https://ico.org.uk/>
- Data protection legislation that applies to membership and voluntary organisations is based on The General Data Protection Regulation (GDPR), which came into force in the UK from 25 May 2018 (enacted into UK law through the Data Protection Act 2018) and lays out general rules about data protection. The GDPR contains no exemptions for non-profit organisations.
- Membership of Shopmobility UK requires compliance with the GDPR which is a principle-based legal structure and contains the following six data protection principles:
  - Lawfulness, fairness and transparency
  - Purpose limitations
  - Data minimisation
  - Accuracy
  - Storage limitations
  - Integrity and confidentiality
- More information about GDPR can be found on the ICO website, but here is a GDPR compliance summary for your reference:
  - **Written policy** - Adopt a written policy in which you document your approach to data protection in your organisation.
  - **Specify management responsibility** - assign someone responsibility for organisation data protection and document this in your written policy.
  - **Staff training** - regularly offer staff training on practical data protection issues like clearing out old information, keeping their access passwords secure, etc.
  - **Registration with ICO** - register your organisation with ICO as an organisation that processes personal data.
  - **Privacy notices** - make your privacy policy clear on your website and all the forms through which you collect personal data.
  - **Responding to requests** - adopt a written policy to deal with requests individuals may make to access their personal data or have it removed from your systems.
  - **Appropriate collection** - audit your systems to ensure the data you collect is (a) the minimum data for legitimate business need and (b) kept up to date.
  - **Appropriate disposal** - include within your written policy details about how you will ensure that unused and out-of-date data will be safely disposed of.
  - **Security** - include within your written policy the steps you have taken and will take to ensure the systems you use to process data are secure.

- **Outsourcing** - you are responsible for data processed on your behalf by a third party so check that their processing is also compliant.

## 5: Trustees

Trustees (if you are a charity) have the overall legal responsibility for any charity, they work collectively and have specific duties set out by your organisation.

Reference [trustees - Search - GOV.UK \(www.gov.uk\)](https://www.gov.uk/search/trustees)

## 6: Suitable Premises

Choosing the right place for your ShopMobility Centre is important and factors to consider are:

- location: where are your customers? It makes sense to locate your ShopMobility where the public can easily get to you
- competitors: Do you want to be exclusive to the area
- town centre: convenient and accessible
- setting up in certain locations could lead to, and may qualify for, more grants
- a vacant property may be lower in price but may mean the footfall is low and not good for business

## 7: Lease or Buy

Choosing the right premises is a major decision for any ShopMobility. The right location can be critical for attracting customers and employees, while the premises themselves can significantly influence throughput.

You also need to consider how the decision to license, lease or buy your premises affects your costs and the flexibility you will have if your premises requirements change in the future.

## 8: How Expensive is the area

- new towns and developments are often cheaper but may not be suitable
- prices are lower in areas with vacant property, but that may indicate that the area is not good for business
- setting up in certain locations may qualify you for grants or other financial incentives

## 9: You must be near transport links

- can customers, suppliers and employees reach the premises easily
- do you need to be close to road links, bus stations, train stations or other public transport or community transport

#### 10: How will the location affect employees

- will you be able to recruit suitably skilled people locally
- will the location meet employees' needs for housing, schools, shopping, and lunch

#### 11: What local facilities do you need

- do you need to be near a bank or post office

#### 12: Parking Facilities

It is important to have car parking space, preferably within a distance of 40 metres or less, with designated disabled spaces, or if that is not possible then consider operating assistance in helping the client to and from the nearest parking area

#### 13: Floor Space and Access

You will need to consider not only floor space for staff and a working area but enough showroom space for the equipment to be displayed and suitable power for charging. Making sure you have good access into the building with ample door width and providing a ramp if needed for wheelchair access.

#### 14: Hygiene and Toilets

Understanding and knowing the importance about hygiene and how it affects staff, the premises, wheelchairs, and scooters. Customers sit in these vehicles for all sorts of activities, including eating and drinking so they can get very dirty. It is important for the next customer that they are in a suitable and hygienically clean state.

A policy document is needed to show that there is a procedure to follow for cleaning vehicles to ensure they go out in a clean condition.

Useful contacts: Local Environmental Health Officer

Accessible toilets are the best option but if you don't have accessible toilets then it is important to let the public know before they use your Centre or that you are able to signpost giving them an alternative option. See below reference

<https://cae.org.uk/wp-content/uploads/2017/01/CAE-Managing-Accessible-Toilets-Factsheet-Jan-2017.pdf>

#### 15: Range of Mobility Equipment

Choosing the right equipment to enable your customers to become more mobile, taking into consideration the terrain they will be using the equipment on.

- manual wheelchairs
- electric wheelchairs
- powered mobility scooters

### 16: Purchasing of Equipment

Spend some time talking to other ShopMobility Centres finding out about recommended suppliers and which equipment is most requested.

### 17: Trading Social Enterprise Potential

Social enterprises in non-profit form can earn income for their services or goods. Some ShopMobility retail small items to supplement their income.

### 18: Funding & Finance

Ensure you have adequate financial resource to cover your start-up costs, and a financial “system” that meets your needs. Popular software systems for small business such as Quick Books may be considered. You need a designated bank account set up for the purpose.

If possible, aim to budget into your finances a 6 – 12 months trading finance

### 19: Internet Access

Being able to search information for the public and to correspond by email is an important part of your business.

Overall a saving of cost due to less paper waste, ability to manage your business from anywhere, and global access, 24 hours a day, 7 days a week.

### 20: Telephone – Communication

Efficient and important to be able to communicate between customers and your organisation.

A personal and easy way to communicate and provides good customer service.

### 21: Electronic Booking System

Finding a system that works well and efficiently for your customers and staff is good but this may not be immediately necessary at start-up.

### 22: Website

Downloadable logo and posters are available for members from the website [www.shopmobilityuk.org](http://www.shopmobilityuk.org)

### 23: Training for staff and Volunteers

The types of training that will help keep your business safe and to show your duty of care:

- disability awareness training
- customer care training
- training for all aspects of their duties so they are properly equipped to deal with difficult situations

- health and safety
- supportive supervision and appraisals
- ShopMobility Newsletter, giving information on up to date training and dates shared also on the website [www.shopmobilityuk.org](http://www.shopmobilityuk.org)
- find out more what's going on [www.drivingmobility.org.uk](http://www.drivingmobility.org.uk)

#### 24: Identification Required for Use of Equipment and Registering

The sort of identification needed for customers to show you who they are, who they claim to be:

- Passport
- Driving Licence
- Identity Card
- Bus pass
- Utility bill
- NHS (National Health Service) letter
- Medical card

#### 25: Choosing how people can contact you

- Appointment only
- By telephone or email
- Set opening times to avoid disappointment
- Answer phone service

#### 26: Problems

Do you have emergency breakdown cover 24-hour helpline?

#### 27: Marketing, Promotion and Publicity

Ideas of how to market your business:

- printed information such as Leaflets to hand out to local stores, doctors, dentists, hospitals, and hotels.
- collaborate with other shops business groups in the community
- tell people what you are doing
- contact your local radio station
- contact your local newspaper
- social media – Facebook, Twitter, Instagram
- Purple pound recording for future funding applications

#### 28: Information for the public

- printed information
- public transport – timetables and proximity of public transport



**29: What type of ShopMobility do you want to be**

- Will you be in charge?
- Will it be funded?
- Will it be free to the consumer?

## APPENDICES

### APPENDIX 1 – NUTS & BOLTS

**1: Aims and objectives.** A Scheme needs to decide how it is to be run, charity, local authority, part of a retail outlet, as part of a management company (shopping malls) etc. What type of ShopMobility will you be, will you charge or will it be funded completely and free to the consumer.

For charitable status as well as aims/objectives the following should be considered: Memorandum and Articles of Association; Other incorporation document (e.g., Co-operative registration); Policy document detailing aims and objectives such as a Business Plan, Mission Statement.

**2: User involvement:** You must have at least one of: Governing document showing make-up of Committee(s); Minutes showing resolution to have a user representative; Constitution of a User Group or Committee; Minutes of a User Group or Committee; Complaints Procedure Policy Statement; Written agreement with a User Group.

**3: Equal opportunities:** You must have a Policy Statement, that should incorporate a Code of Practice

**4: Safety of Clients and Public** You must consider the sort of tuition you give to each client as well as making an assessment of their ability to ride safely and treat other members of the public with respect. Appendix 3 shows an example of a quick checklist used by one of our members, but you should consider getting at least one of your staff or volunteers properly trained through ShopMobilityUK. Such training is free and largely delivered online.

**5: Insurance:** Core insurance which must be covered, the first list below is a must and the second optional depending upon circumstance.

#### First Type of Insurance

- i) Employers' Liability Insurance
- ii) Management Liability Insu
- iii) Personal Accident Insurance
- iv) Property Damage Insurance

#### Second type of Insurance

- i) Business Interruption Insurance
- ii) Money Insurance
- iii) Computer Equipment Insurance

**6: Health and safety:** Is a vital issue which you are legally required to address. You will need to be aware of your responsibilities with regards to the Health and Safety at Work Act 1974 and the standards needed to comply with it.

If you have five or more employees, risk assessments must be in writing, and you must display a written statement of your health and safety policy.

Copy of a self-assessment form completed within the last 12 months.

Copy of a certificate from local H&S representative showing adequate precautions after site visit within last three years.

Current certification that a Health and Safety trained competent person is employed on your site.

Consider the conducting of Risk Assessments and specify when these should be carried out.

**7: Maintenance:** You must have at least one of the following: -

Copies of service sheets regularly completed by staff

Copy of service contract with any sub-contractor

Equipment issue Policy Document

## APPENDIX 2 – SHOPMOBILITY UK AS AN ORGANISATION

### What is the relationship with Driving Mobility?

ShopMobility UK is operated by Driving Mobility. Supported by the Department for Transport (DFT), Driving Mobility is a national charity that accredits a network of driving and mobility assessment Centres. Its 21 Centres, with over 70 outreach facilities, provide a range of services from “fitness to drive” assessments to advice on mobility equipment. Service users either self-refer or are signposted from the DVLA, Motability, the Police or NHS hospitals, clinics, or GPs. Driving Mobility staff include Clinicians and Approved Driving Instructors who deliver a clinically led service to ensure everyone can drive or remain mobile safely. By operating within Driving Mobility, ShopMobility UK is able to provide a wider range of services and offer greater access to mobility equipment. ShopMobility Centres are now able to share ideas and work together for the benefits of service users across the country, more easily.

### ShopMobility UK Membership Benefits

- Authorisation to use the ShopMobility name and symbol (UK Registered Trademark applied for) on promotional and other material.
- Use of the ShopMobility name and symbol <sup>TM</sup> on highway signs to your scheme, meeting the Department for Transport criteria.
- Certificate of Membership valid for a year from issue.
- Inclusion in the ShopMobility UK online directory with full details of services listed on the website (and downloadable directory where available).
- Access to preferential insurance rates for your ShopMobility scheme.
- Online Newsletter circulated regularly, bringing you news views and tips from the industry and each other.
- Access to information and advice, including Updates and news on upcoming events, Information about changes to relevant legislation and regulations Scheme news and information pages in a members- only area of the ShopMobility UK website [www.Shopmobilityuk.org](http://www.Shopmobilityuk.org)
- Access to the Shopmobility UKSHOPMOBILITY UK Facebook Group, enabling you to communicate with other Shopmobility schemes, share stories, images, and ideas.
- Access to the independent mediation service run by Driving Mobility, to deal with any complaints or issues that arise
- Opportunities to network with other Schemes through regional meetings with ShopMobility UK support, and to attend other centrally arranged events relevant to ShopMobility activities.
- Discounted training, with member-only rates for Driving Mobility training courses including
  - Disability Awareness
  - Posture & Seating
  - Suitability Assessment and Road Safety for Scooters

- Eligibility to enter the Tom Hillier Award for the exceptional Shopmobility scheme.

### **GET THE INFORMATION YOU NEED**

Becoming a member allows access to information and advice when you need it to help with Scheme development.

Website provided for the exclusive access of Full Member Schemes containing a wealth of information and guidance.

### **INFORM GOVERNMENT**

Financial and other direct benefit from nationally based campaigns, Government interaction, awareness, and grant funding initiatives.

### **RAISE AWARENESS ABOUT SHOPMOBILITY**

You will be part of an increasingly powerful community – the federated ShopMobility network: that helps give more people greater access to shopping centres and other facilities throughout the UK. Attracting national interest, your Centre will benefit from increased profile and the Government initiative Driving Mobility undertakes.

### **APPENDIX 3 – GOVERNMENT SUPPORT AND INFORMATION**

ShopMobility UK operates across all the countries in the UK and dependencies, however transport is a devolved responsibility in the component administrations making up the UK. We have listed below some useful starting points for each administration:

**Department for Transport Document Mobility and Powered Wheelchairs see link on [www.shopmobilityuk.org](http://www.shopmobilityuk.org)** or go to

<https://www.gov.uk/government/publications/mobility-scooters-and-powered-wheelchairs-on-the-road-some-guidance>

**APPENDIX 4 – ASSESSMENT AND INSTRUCTION OF HIRERS**

This single-sheet checklist is provided simply as an example of the sort of things which should be considered when hiring out mobility equipment. We do however strongly recommend that any ShopMobility centre considers benefitting from free training available from ShopMobility UK in terms of training staff to assess/instruct would-be hirers of equipment.

**Chesterfield and District Shopmobility Ltd**

**Scooter Tuition Checklist**

**Customer Name:**

**Membership No:**

**Date:**

**Section 1**(To be completed by Staff or Volunteer)

- |  |                             |             |
|--|-----------------------------|-------------|
| 1. <b>Eye sight test.</b>  | <b>PASS</b>                 | <b>FAIL</b> |
| 2. Vehicle is suitable for size/weight of customer   | <b>Small, Medium, Large</b> |             |
| 3. Customer is informed on the controls of the vehicle   |                             |             |
| 4. The customer is advised to use dropped kerbs to cross the road where available. To ride clear of shop doorways and to be aware of people walking across their path. |                             |             |

**Staff/Volunteer signature:**

**Driving Test Check list**

Controls	Safety Hints
How to go forward	Negotiating dropped kerbs, cobbles
How to go backwards	Climbing slopes
How to stop	Speed on slopes
Manoeuvring	Going through doorways
How steer right	Going round corners
How steer left	No drinking and driving
How to steer backwards	No carrying of passengers
How to control speed	No overloading the scooter

**Declaration**

I am happy with the instruction given and am confident to use the equipment in the designated area of hire, Town Centre, Long term loan, Local Community or Short term holiday loan.

**Customer signature:**

**Date:**

**In case of accident or illness when using Shopmobility Equipment.**

**Contact Name:**

**Phone Number:**

**Volunteer/Staff signature:**

**Date:**

Charity No:1136369

Company No:07106728

## APPENDIX 5

Highway Code for Users see link on [www.shopmobilityuk.org](http://www.shopmobilityuk.org)

Proud to be  
part of:



**Driving Mobility**