

# Business Innovation Workshop

## Yorkshire Dales: ShareRoute

**4 November 2014**

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## Introduction

The Yorkshire Dales Business Innovation Workshop was held on Tuesday 4 November 2014 at West Yorkshire Combined Authority (WYCA) in Leeds, to introduce and demonstrate the ShareRoute software pilot developed by the ITRACT project to a range of journey planner, real time information, data and software experts from the passenger transport authorities and transport operators across the Yorkshire region. After the demonstration we sought feedback under the headings set out in the Business Model Canvas.

## Photographs



## Attendees

Name	Organisation
Richard Saunders	Dales Integrated Transport Alliance
Ed Beale	West Yorkshire Combined Authority
Chris Mottershaw	East Riding of Yorkshire Council
Bob Rackley	East Yorkshire Motor Services
Andrew Guadeloupe	West Yorkshire Combined Authority
Lisa Clough	West Yorkshire Combined Authority
John Prince	South Yorkshire Passenger Transport Executive
Mike Nolan	West Yorkshire Combined Authority
Tim Rivett	South Yorkshire Passenger Transport Executive
Alison Pilling	West Yorkshire Combined Authority
Geraldine Cocker	Data Images
Lawrence Cocker	Data Images
Pam Sian	West Yorkshire Combined Authority
Dave Pearson	West Yorkshire Combined Authority

## Programme

1. Introduction to ITRACT, DITA (Dales Integrated Transport Alliance) and ShareRoute (Dave Pearson, Assistant Director Transport Services, WYCA)
2. Demonstration of ShareRoute journey planner (Ed Beale, WYCA)
3. Demonstration of ShareRoute trip booking functions (Lawrence Cocker, Data Images)
4. Feedback Session (Ed Beale and Pam Sian, WYCA)
  - a. Block 1 – Users
  - b. Block 2 – Value Propositions
  - c. Block 3 – Channels
  - d. Block 4 – Customer Relationships
  - e. Block 5 – Key Activities
  - f. Block 6 – Key Resources
  - g. Block 7 – Key Partners
  - h. Block 8 – Costs
  - i. Block 9 – Revenue

## Block 1 – Users

People who live in rural areas (particularly areas with no or limited scheduled public transport). Especially elderly people and young people.  
Anyone in the household without a car.  
Visitors to the Dales.

Operators: community transport, volunteer car scheme and taxi operators.

## Block 2 – Value Propositions

Easily search or cost-effective and time-effective door-to-door journeys. All public transport, community transport and taxi information available in one place.  
Up-to-date information  
Easy way to find answers to complex travel queries  
Operators can receive, accept and manage bookings easily  
Incorporation of real time information and alerts  
Desktop website version, mobile phone and tablet versions – works on all devices.

## Block 3 – Channels

Implant the journey planner within existing websites  
Advertising and marketing to make people who need it aware of the service through: call centres, local libraries, village shops, Hubs, hospitals, tourist information centres, tourism providers, railway stations, big events e.g. the Yorkshire 3 Peaks challenge, Ramblers Association

## Block 4 – Customer Relationships

Ease of access to the service (website works on all devices)  
Journey planner training sessions  
Could be useful in the Traveline call centre in Hull for dealing with the more remote enquiries in North Yorkshire.  
Local libraries / community centres

## Block 5 – Key Activities

Populate the system fully with community transport operators, car schemes and taxi operators

Improve journey matching where one end of the route is a long way from scheduled public transport

## Block 6 – Key Resources

Hub managers time to input the community transport schemes, voluntary car schemes and taxi operators in their area

Financial

3G / Broadband internet access in the Dales.

Maintenance of the software

## Block 7 – Key Partners

Health services

School services

Taxi firms

Tourist Information Centres

Rail stations e.g. Settle – Carlisle

Walking groups

Ramblers Association

Local event organisers

## Block 8 – Costs

Further development fees to turn the pilot system into a full system suitable for large-scale use by the general public

Inputting of all community transport, voluntary car and taxi operators within the area, and upkeep of this data

Annual licence fees

## Block 9 – Revenue

Ongoing revenue funding from the transport authority

Taxi operators may pay to be on the system as they get more bookings, or they may be prepared to pay a small fee per booking

Selling advertising space on the ShareRoute website / App

Volunteer car schemes may pay a very small fee per booking received using the system

Combine with health transport and bring money in from the NHS via the 'Invest to Save' programme

Funding is one of the biggest problems – no obvious public funding nor any easy ways to make a private sector business case.

## Other Recommendations

Add in cycle parking facilities e.g. at rail stations.

Give walking distances up to 5km.

Add in bus fares.

Add in Patient Transport Services (PTS) – a lot of people travel long distances to hospital, and it would be very useful to have something to bring PTS, community transport and scheduled public transport together.

Resolve problem of missing village names in North Yorkshire (a problem shared by other journey planners due to non-standard NAPTAN interpretation by North Yorkshire County Council).

Mobile phone alert to say that the vehicle has arrived.