

ACCESS 4

a design for integrated transport - and beyond



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Access4 is a partnership between

Du Services CIC,
Multi-Modal Solutions
and the Centre for Transport Research at Aberdeen University

“This is a really exciting project which has the potential to connect people with where they want to go, at an affordable price. What makes it even more exciting is that it would bring local people into developing and running the project.”

Hilary Armstrong MP, as Minister of Social Exclusion and MP for North West Durham

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“You are hitting government policy at every point. I wish you every success.”

Penny Marshall, Department for Transport,

THE VISION

An **integrated, sustainable, scalable and transferable 21st Century** public transport system, which is able to provide:

desirable, visible, high quality, reliable, accessible and affordable services, which meet the needs of those **without access to private transport** - and those **wishing to reduce their car use**.

Transport Integration by place - not client group or provider.

Local Co-ordination of, and Simple Access to:

- All Public Sector Transport
- Community Transport
- Community Based Private Transport
- Commercial Operators
- Non-motorised Transport

Rather than competing against each other, **Access4** provides Transport Operators a mechanism to join forces to provide a viable alternative to single occupancy of private cars.

BACKGROUND

Originally conceived in the rural/urban mix of County Durham and the North East, named Durham Integrated Transport (Du-IT), the model is now available to be rolled out in Authorities across the UK. The lessons learned from eighteen months of work in Durham have been incorporated into the model.

BUSINESS CASE

By bringing together existing transport budgets, reducing duplication and designing new delivery mechanisms, Access4 proposes improved quality and reduced cost - offering significant financial and social returns on the investment in Design.

To establish the scope and scale of this potential return, the first stage of the project is to model the design, in a defined area, firstly by means of thorough research and a cross sector benefit analysis, then through prototyping.

KEY ELEMENTS

Project Board

Access4 may encounter low-level institutional resistance. This is to be expected, as the project is based on a radical redesign of existing systems and may be perceived as a threat in some places. Therefore, full support is required at corporate level in the transport co-ordinating authority and the health commissioning bodies. Political support and understanding is also essential.

Design Teams

Under the guidance of Access4 partners, Design Teams will maintain the integrity of the design throughout the life of the project, ensuring that any adjustments that prove necessary do not compromise the design essence

Community Hub

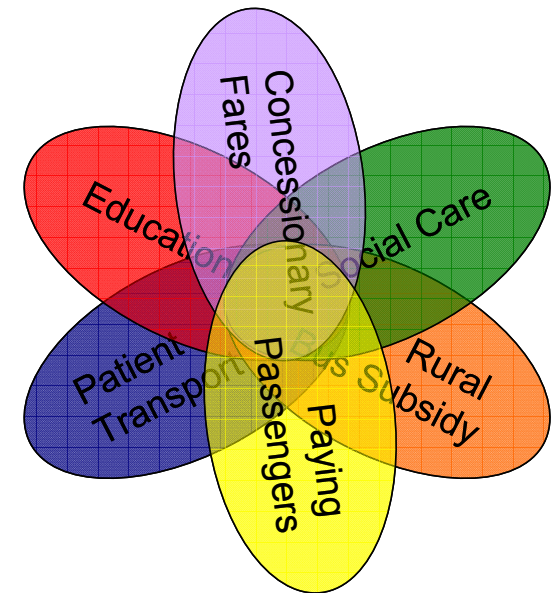
The local access point for a range of services - part-funded by the savings from creating an integrated transport budget.

Community Transport Plus (CT+)

All community-based transport, including traditional Community Transport, but also encompassing private and non-motorised transport options

Flexibly Routed Demand Responsive Transport Services (DRT)

An opportunity to combine over half of all journeys made by Social Care and Patient Transport Fleets; and to act as feeder routes to a more direct bus service.



THE METHOD

A unique, yet flexible and responsive method has been developed to ensure the delivery of the Access4 vision.

It comprises three distinct but inter-related phases.

Initial Steps

Outputs	Outcomes
Form a consortium of stakeholders to sit on Project Board and Design Teams	All stakeholders are fully engaged in the project
Develop a robust financial model, which incorporates cross-sector benefit analysis	Ensure spending and delivery decisions are evidence based.
Establish a Joint Commissioning Board	Ensure budgets are in line with strategy and delivery plans
Develop Community Transport Infrastructure	Ensure Community Transport Sector is fit for purpose to deliver their component of the project
Establish Baseline information and Monitoring and Evaluation procedures	Ensure the project can be accurately and openly assessed at any time.
Develop cash-free cross-operator ticketing	Makes all public transport available to all

Implementation

Outputs	Outcomes
Professional Marketing Campaign	People understand DRT & CT+ is an improvement in public transport - not a step towards service cuts.
Design Flexibly-Routed, Demand Responsive, scheduled bus services to deliver transport for all user groups except those with specialist needs	More people can travel on fewer vehicles enjoying a better service
Enhanced definition of Community Transport (CT+)	Increased range of transport modes available to a wider passenger base (e.g. car clubs, lift share, cycle hire)
Co-ordinated Delivery via Community Hubs	Enhanced role as co-ordinator and broker for local transport services Public have access to a wider range of transport options from a local, single point of contact
Local "Transport Action Groups"	Operators, users and service providers meet to monitor and improve transport provision. TAGS form a network that feed into LSP framework.

Integration

Outputs	Outcomes
Embed Integrated Transport within the Strategic Partnership Framework	Fills a gap in current structure. Ties "Integrated Transport" into the Strategic Partnership framework
Work with Partners in neighbouring areas	Ensure Inter and Intra Regional integration

WHAT WILL IT LOOK LIKE

- Public - “I call one local number and have access to a complete range of transport options - plus access to all other services delivered from my Community Hub”
- Commissioners - “I can meet my transport requirements with a wider range of options and save hundreds of thousands of pounds.”
- Operators - “I have access to a larger market”
- Service Providers (Destinations) - “I can rely on public transport to support my service without having to provide it myself - and identify evidenced opportunities to deliver services more locally”

STAKEHOLDER CHOREOGRAPHY

The recruitment, motivation and positioning of all the stakeholders is a vital job for the Design Team.

A series of seminars on European Integrated Transport Systems, Change Management, Access4 etc. will keep all stakeholders fully informed and engaged.

Adjustments in procedure and policy will be identified in the initial cross sector benefit analysis and financial modelling.

THE RESEARCH BASE

Access4 is informed by the FAMS European Research Project and the evidence gathered by its demonstration projects.

Professor John Nelson, previously of Newcastle University, now at Aberdeen, was responsible for the academic side of FAMS and Brian Masson of Angus Transport Forum, one of the demonstration projects, played key roles in Du-IT and carry forward their experience into Access4.

CONCLUSION

Access4 is designed around European examples of best practice in integrated transport.

It predicts overall savings while delivering a better quality service, and addressing social exclusion, climate change and congestion.

“I am pleased to commend the ideas contained in this proposal. The intention to promote an integrated approach that incorporates both fixed and flexibly routed services is fully supported by the Commission. This should produce both an overall improvement in accessibility and a reduction in social exclusion for rural communities.”

Malcolm Craig, Senior Policy Advisor, Commission for Rural Communities
