

Is Demand Responsive Transport (DRT) the answer for new housing schemes?



Robin Pointon
Managing Director / Founder
Go Travel Solutions

What we will cover

- Context
- Story so far
- What have we learnt?

Context

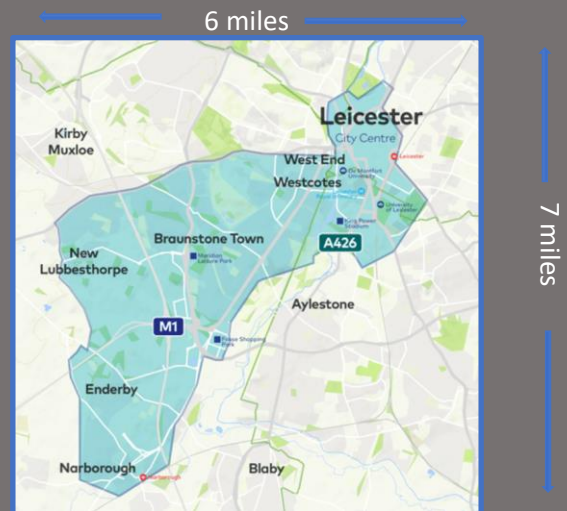
- The location – New Lubbesthorpe
 - The DRT operation
 - Key stakeholders and players
- Short history – why DRT for New Lubbesthorpe?
 - Role of Go Travel Solutions

Location – New Lubbesthorpe

- Sustainable Urban Extension of Leicester - 5 miles west
- 4,250 dwellings + schools (x3) + 325 acres of open space + employment + local services and retail
- 20 year programme – currently 350 occupations and primary school
- New community – engagement of Pioneer Community Worker
 - Seeking to create legacy – local landowner

The DRT operation

- 5 x 15 seat Mercedes Sprinter minibuses – high spec
- Operation 06:00 – 23:00 everyday (except Christmas Day)
- New Lubbesthorpe part of bigger operating area



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 - New Lubbesthorpe part of bigger operating area
 - Serving population c50,000
- Embedding of LocalGo discount offer for residents
 - Fares based on distance and time of day

Key stakeholders and players

- Effective partnership in place
- Landowner – Drummond Estate – desire to create legacy
 - Development Agent - Mather Jamie
 - Planning Authority – Blaby District Council
- Transport / Local Authority – Leicestershire County Council
(NB> Majority of DRT operation in Leicester)

Short history – why DRT for New Lubbesthorpe ?

- Original Public Transport Strategy - fixed route solution
 - Why change?
 - History of fixed route services in UK
 - Ability of new format DRT services to attract car drivers
 - Desire for innovation/legacy from landowner and key partners
 - Arriva presence in Leicestershire
 - Multiple destinations of New Lubbesthorpe residents
 - Value for money

Role of Go Travel Solutions

- Purpose driven business – social enterprise
- Promote and develop sustainable transport solutions for communities and workplaces e.g. LocalGo, SmartGo
 - Day to day management of contract with ArrivaClick
 - Travel Plan Co-ordinators for New Lubbesthorpe
 - promote and develop sustainable travel opportunities



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Story so far....



- 27,000 customer journeys – 9% of these to/from New Lubbesthorpe
- 220 LocalGo sign-ups – over 50% residents – 170 ArrivaClick credit bundles
 - 9,500 ArrivaClick accounts opened
 - Ride rating of 4.8 out of 5 (20% sample size)

What have we learnt?

- Only 6 months in – need for caution
- Attraction to traditional non bus users
 - There are a maximum of 75 seats
- Challenge of converting interest into usage
- Enthusiasm for service - meet Jon Wainwright

Jon with Carrie, Hannah and Lydia

In Week 1 Jon tested the service and in week 2 he sold his car!

An example of the potential of new mobility solutions



What attracted you to trialling ArrivaClick?

The Click service launched around the time of the birth of our second child, so the biggest selling point was that the Click service could fit a double buggy and could take us nearly all the places we regularly went to.

How does ArrivaClick benefit your current lifestyle?

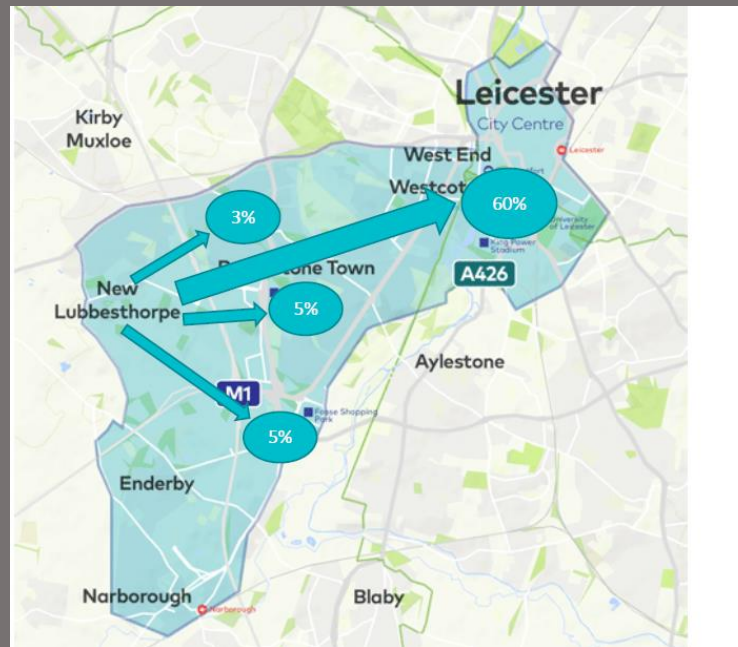
Everyone will tell you that without a car, you have much less freedom. But we've actually found the opposite. ... the Click service dropped us off exactly where we wanted to be. And I didn't have to worry about doing the driving!

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- Ability of service to offer to meet dispersed demands

What have we learnt?

- Ability of service to offer to meet dispersed demands



Summary

- Early days
- There is no silver bullet when it comes to public transport
 - DRT for New Lubbesthorpe delivering behavior change

Contact details

Robin Pointon

Managing Director

Go Travel Solutions

Tel: 07887 950 633

Email: robin.pointon@go-travel-solutions.com



Questions