



Making Connections 8

DHC was established in 1996 to design and deliver solutions to improve accessibility for all people and businesses.

From large infrastructure, to the smallest community travel or transport problem, our tailored approach ensures that we add value by working closely with clients and their partners.

Our accessibility planning toolkit Loop Connections includes leading technologies to support better physical communications, customer feedback, information for travellers and management of revenue for better value capture.



Smarter Travel Just Got Smarter



If you don't know your customer then you cannot meet their needs. Successful smarter travel delivery starts by understanding these needs and opportunities, and designs targeted action programmes to deliver more sustainable solutions.

Smarter travel approaches have come a long way since the 1990s when DHC helped local authorities plan safe routes to school, with pupils drawing maps suggesting improvements. Today customer feedback comes in many more forms.

Our integrated toolkit "Loop Connections" brings together the information from social media, accessibility analysis, travel behaviour surveys, and feedback from customers and communities. The toolkit enables stronger customer relationships, with increasingly smart approaches to communication and payment.

"The approach merges social media, accessibility analysis and customer feedback to organise targeted smarter travel solutions within an integrated business model"

Loop Connections plugs into any community or business planning system to offer new more personalised services to citizens and consumers. Rewards and offers are used to prompt changes in travel choices and behaviour. The approach received the ACT Travelwise Innovation Award when it was first piloted, and the toolkit is now live in various locations with more following soon.

Adding Value with Loop Connections

Each stage of a journey is important but sometimes transport is unconnected. Loop Connections adds value to each link in the travel chain, helping partners to work better together to deliver more profitable and sustainable solutions. Whether the connections are within transport or with other sectors there is now no need to get bogged down in time consuming partnership discussions. Loop Connections offers "Off the Shelf" integration of transport.

Our innovative business model and multi-media solutions combine to connect partners for shared benefit. Our ground breaking approach uses feedback loops to personalise solutions and ensure continuous system optimisation.

Using our tools, transport operators gain customer loyalty, local authorities deliver citizen focused policies and partner companies and agencies share in the benefits of a more successful passenger supply chain.



www.loopconnections.org.uk

Protecting Critical Evening Bus Services

Highland Council needed to understand who was using evening bus services in some of the remotest parts of Scotland to make best use of available public transport funding. The Council wanted to ensure provision met the needs of the community, particularly shift workers dependent on buses for access to work.

DHC surveyed passengers and undertook a social and economic analysis of the current Council contracts. This helped the Council to work with bus operators, revising schedules to deliver better value.



Parliamentary Inquiry Endorses Accessibility Planning

The Department for Transport should help local authorities to make more of the opportunities from accessibility planning. This was the finding of the 2013 inquiry 10 years after the cabinet office report “Making the Connections”.

As part of their responsibilities to local communities, local authorities need to check that people can reach opportunities and services, and organise solutions to the accessibility gaps they find. The delivery process is one of continual improvement working systematically through priority problems.

Between 2003 and 2005 DHC helped DfT to develop and pilot the current accessibility planning requirements, working with local authorities and other partners across the country. Since then DHC has been assisting DfT to monitor accessibility change, calculating national accessibility statistics to help measure of the changes taking place nationally. Some local authorities and developers also use DHC’s analysis consistent with the national approach.

The recent inquiry showed that huge steps had been made over the last decade but more needs to be done. Travel discounts for job seekers, wheels to work, and integrated high care transport are just three of the areas where accessibility planning has enabled new approaches. But centralisation of services, declining rural bus services, growing road congestion, and financial pressures all work to reduce accessibility. DHC continues to support many local authorities and other clients as they use evidence of accessibility change to bring together community partner-

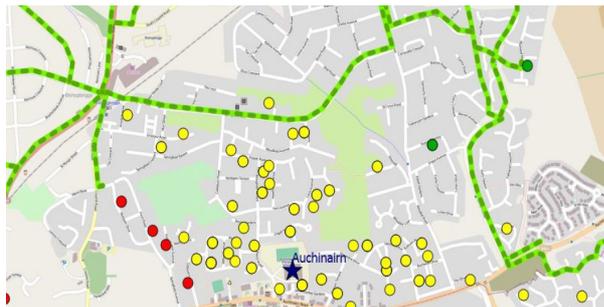
Schools Improvement Programme

East Dunbartonshire Council were looking at how they could modernise their schools to improve the educational environment and reduce costs. However, new school locations impact on travel choices, so DHC has helped the council assess the potential changes to assist in developing proposals for good future access.

The work involved mapping safe routes to school to understand current travel choices for pupils to existing schools and reviewing school access arrangements.

Proposed new schools were assessed by looking at the effects of changes on the travel decisions of pupils.

The DHC analysis was published to help local people make informed comments on the Council proposals.



Further information on these and other DHC projects is at www.dhc1.co.uk

Evidence based delivery lies at the heart of all DHC projects.

For an approach to consultancy that is more effective, and which delivers better value, contact any of the DHC team.

We work with a wide network of partners across the UK, so can resource most consultancy requirements - including large programmes—dealing with almost any specialist topic.

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