

Demand Responsive Transport (DRT) in Warwickshire



What is DRT:

Demand Responsive Transport is traditionally a shared method of travel not restricted by routes or timetables. Journeys require pre-booking and tend to be operated with smaller vehicles. Traditional buses are known as fixed-route services.

Standard DRT type bookable through a dedicated telephone number or call centre.

Bookings taken a minimum of a day ahead and then a passenger manifest is sent to the vehicle operator who then manually, or with the help of route-finding software, works out the best route to pick up all passengers and get them to their destinations at their required times.

DDRT – Digital Demand Responsive Transport

Bookings made primarily through a dedicated mobile phone/tablet app that's usually available 24 hours a day, 7 days a week. Passengers enter their desired date, pick-up and drop-off points, and either 'leave by', or 'arrive by' times. An algorithm then works out how to fit that booking request into the vehicle schedule and can usually provide a means to track the vehicle to their pick-up point. Back-up Call centres are usually available.

Benefits of DRT:

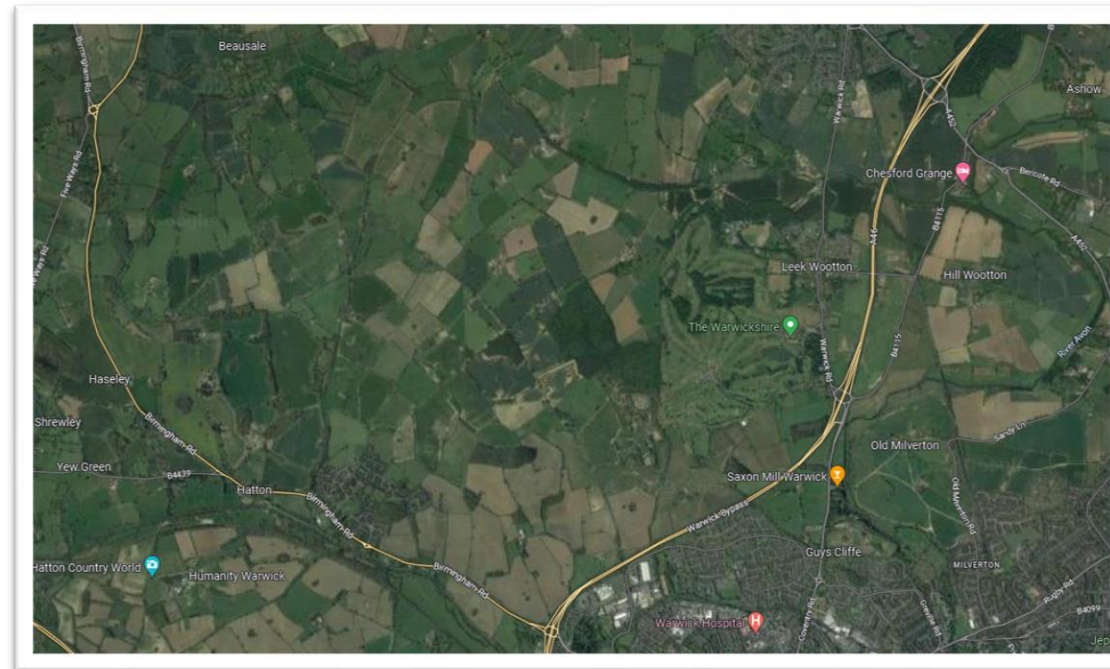
- Moving bus service provision to a sophisticated demand responsive transport service provides greater flexibility for residents.
- Provides access to a wider range of destinations whilst increasing personal mobility and reducing social isolation.
- Can provide direct travel to places of employment, healthcare, education, shopping and social activities.
- Enable travel at a more convenient time compared to a fixed bus timetable with limited frequency.
- Technology can adapt to meet the needs of a growing population or changing demand profile in a flexible manner, unlike conventional timetabled bus services.
- Reduction in CO2 outputs per passenger per mile. Vehicles only make booked journeys.
- Reduce private car usage.
- Usually a fixed cost, but some schemes can charge per mile.

Restrictions with DRT:

- Only pre-booked journeys.
- Set operating areas.
- Smaller vehicles so capacity can be a factor.
- Journey times can change depending on demand.
- The busier a service gets the further in advance bookings have to be made to secure required time.
- Late bookings (less than one hour in advance) may not be accommodated.
- App/technology can be a barrier to those not adept.
- Require significantly more management.
- Require more robust marketing to highlight the benefits of use.
- Are traditionally not financially sustainable.
- Possible technology fail.
- Vehicle routing software relies on a constant and strong mobile data signal. (Multi-Sim options).

Locations:

- Tend to be in areas of little to no public transport provision such as rural locations that are disparate and challenging to reach with traditional buses. Some services operate in larger suburban environments where traditional buses would be too big.
- Can complement fixed-route buses by providing regular and direct links to larger 'trunk' bus routes.
- Can provide direct links with onward travel locations such as Bus or Railway Stations.



DRT services in Warwickshire



Atherstone

Tuesdays and Fridays only to coincide with Atherstone Market days.



Service A1 - to arrive in Atherstone for 0945

From Kingsbury, Piccadilly, Wood End, Hurley Common and Hurley.

Return from Atherstone at 1220

Service A2 - to arrive in Atherstone for 1045

From Shuttington, Seckington, Newton Regis, Austrey and Warton.

Return from Atherstone at 1320

Service A3 - to arrive in Atherstone for 1135

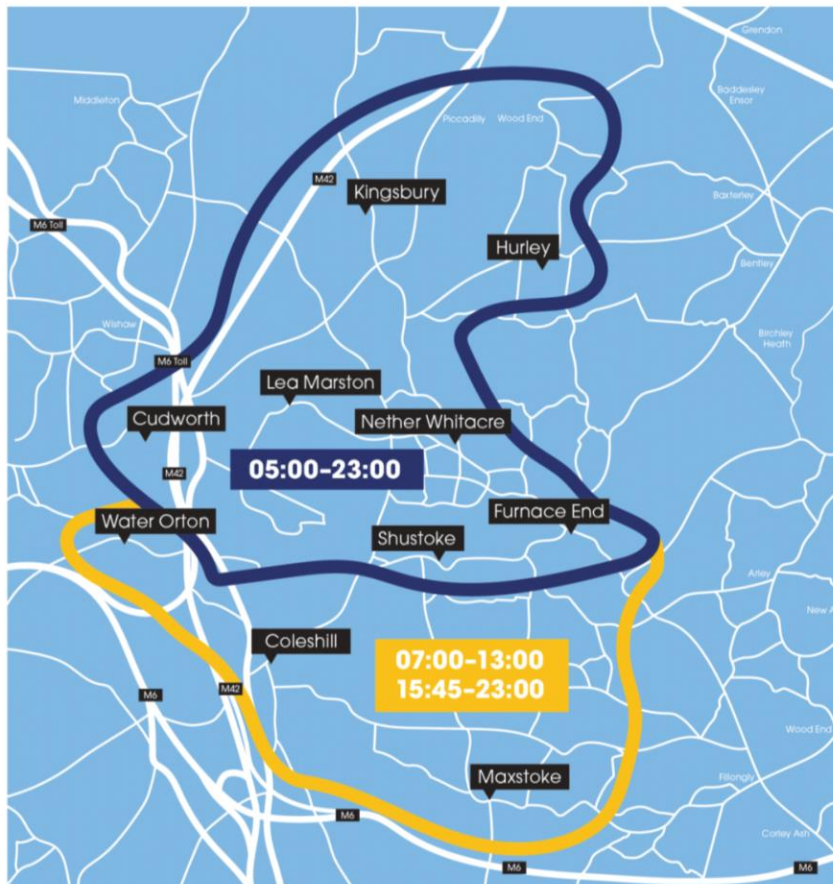
From Ansley, Gun Hill, New Arley & Old Arley

Return from Atherstone at 1420

DRT services in Warwickshire



Coleshill



Operating Hours Mondays To Fridays

Service can be booked for travel to
Hams Hall and Coleshill Parkway Station:

(To arrive at Hams Hall for 0545, 1345 & 2145)

(To arrive at Coleshill Parkway Station for 0555, 1355 & 2155)

Service can be booked travel from

Coleshill Parkway Station and Hams Hall as follows:

(To Depart from Coleshill Parkway Station at around 0605, 1405 & 2205)

(To depart from Hams Hall at around 0615, 1415 & 2215)

Service is available to be booked from the following communities:

Bodymoor Heath, Curdworth, Furnace End, Gilson, Hurley,
Hurley Common, Kingsbury, Lea Marston, Marston, Nether Whitacre,
Over Whitacre, Piccadilly, Shustoke, Whitacre Heath, Wood End

Service can be booked for travel to/from Hams Hall, Coleshill
Parkway Station, Coleshill High Street, Coleshill Medical Centre,
Water Orton Medical Centre or between villages and Coleshill
Morrisons on a demand responsive basis between:

0700 & 1300

1545 & 2100

Service is available to be booked from the following communities:

Bodymoor Heath, Curdworth, Furnace End, Gilson, Hurley,
Hurley Common, Kingsbury, Lea Marston, Marston,
Maxstoke Nether Whitacre, Over Whitacre, Packington,
Piccadilly, Shawbury, Shustoke, Whitacre Heath, Wood End

DRT services in Warwickshire

IndieGe

Rugby



DRT services in Warwickshire

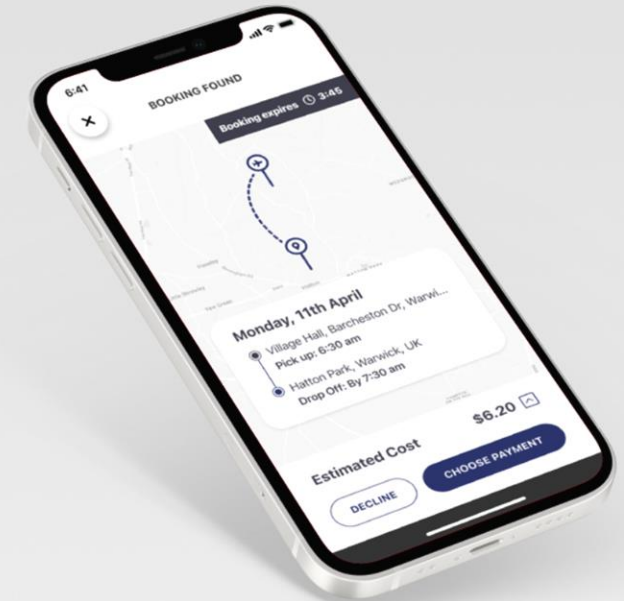


- 5 Vehicles in operation between 1000am and 7pm Monday to Friday (except 2.30pm-5pm on schooldays).
 - Booked through dedicated Call centre.
 - Wheelchair accessible vehicles.
- Operated by Stratford District Council but mainly funded by WCC.
 - Payment on-board the vehicle.
 - ENCTS passes accepted.

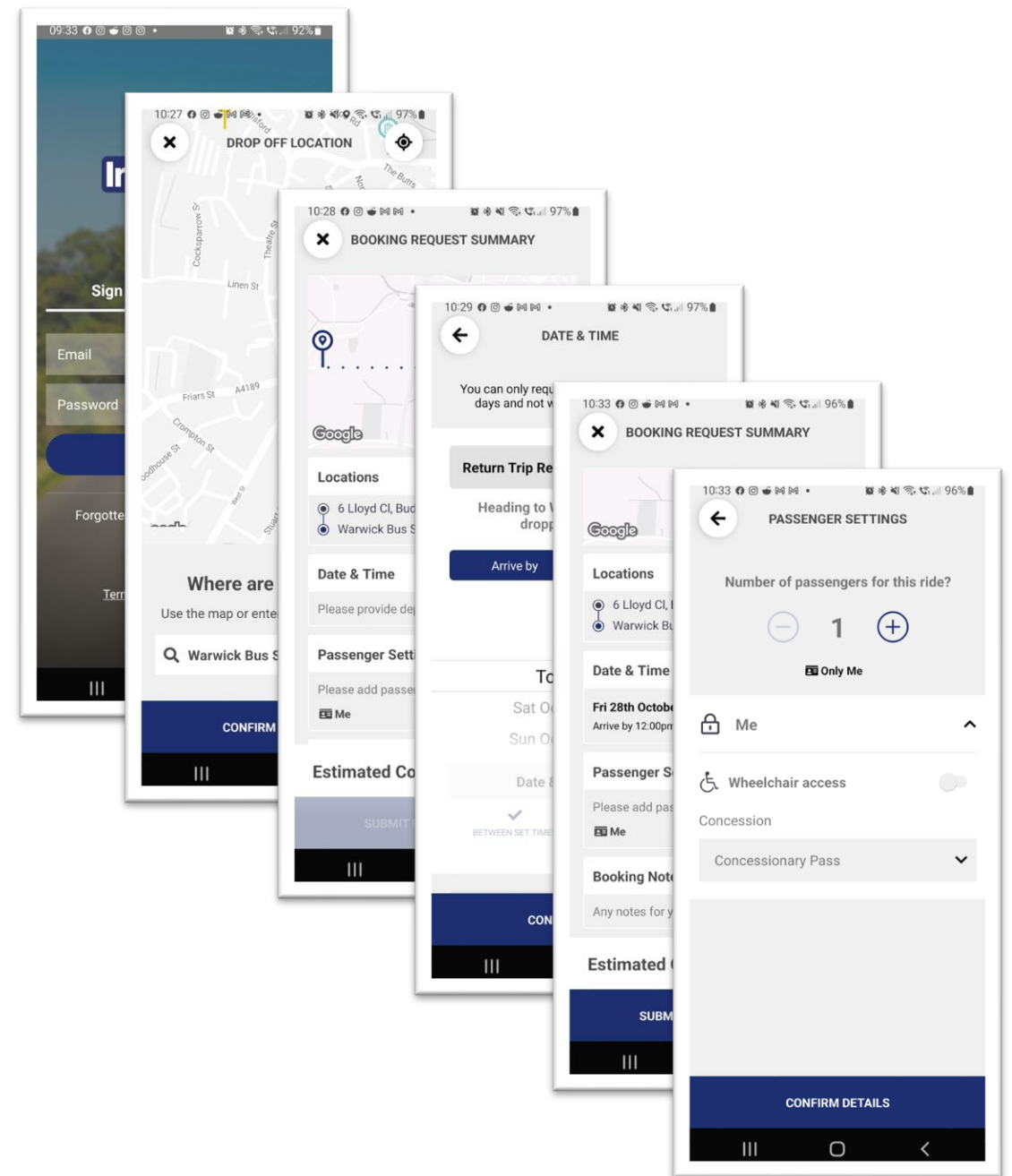
DDRT service in Warwickshire



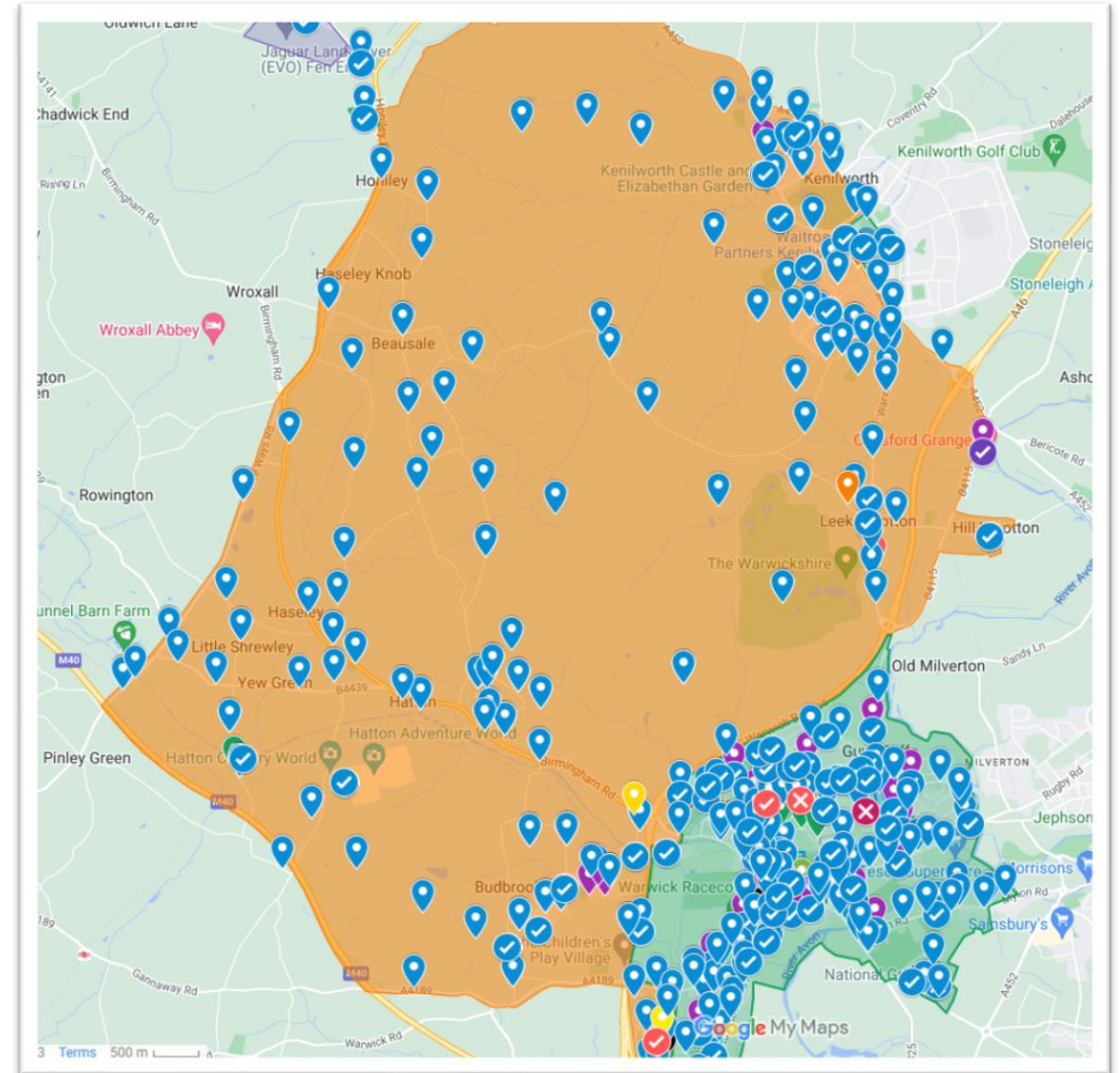
Hatton & West Warwick



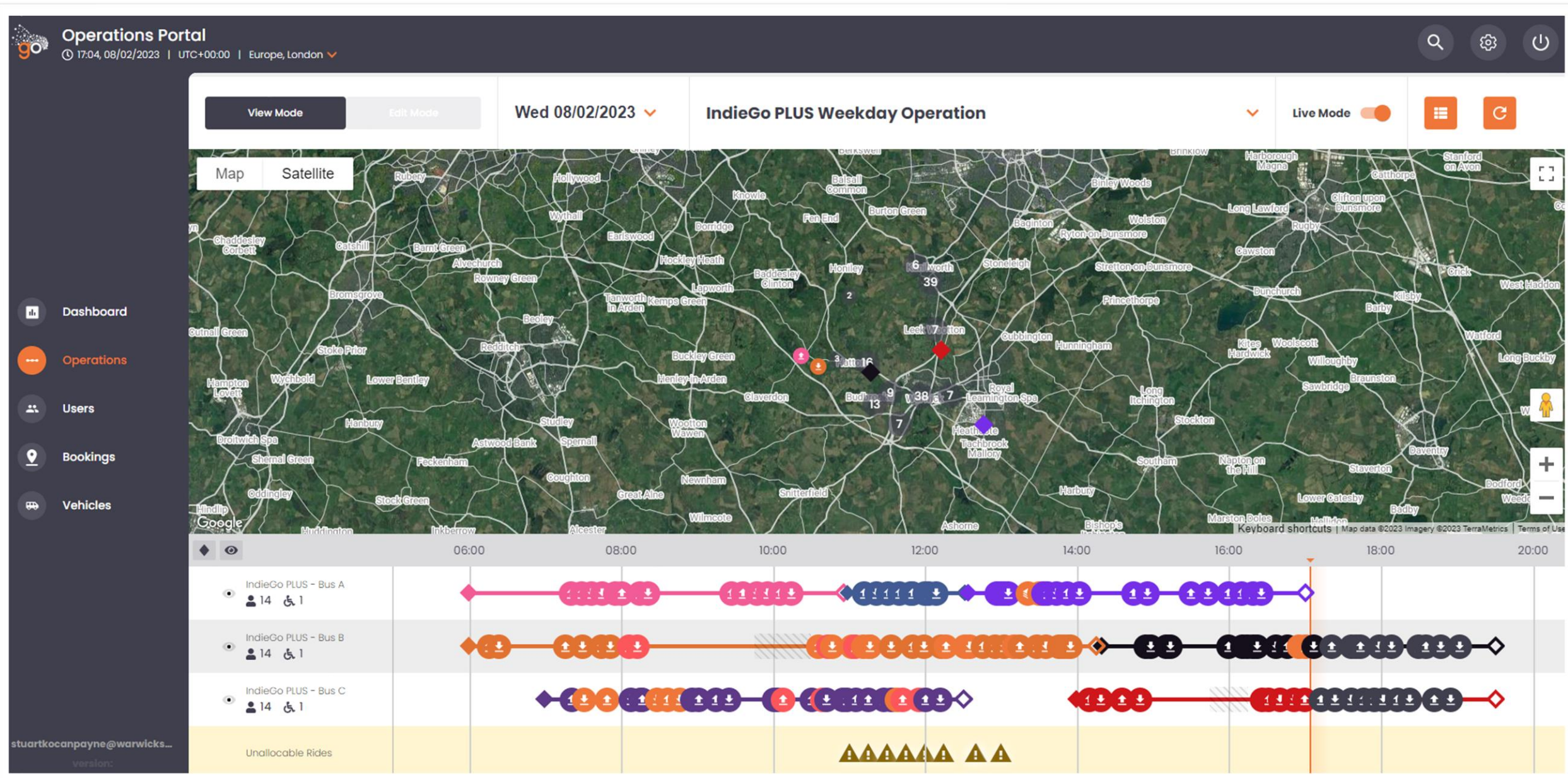
- Funded through a combination of the DfT's Rural Mobility Fund and redirected funding from a fixed-route bus removed and replaced by this service.
 - Total of £1.752Million over 5 years.
- Procured using European rules and tendered in 3 Lots – Lot 1 App, Lot 2 Call Centre and Lot 3 Vehicle Operations.
- Liftango operate Lots 1 and 2, Stagecoach operates Lot 3.
 - Service operates in an area to the west/north-west of Warwick and includes the town itself.
- 3 specialist wheelchair ramp accessible vehicles in operation from 6am to 7.30pm Monday to Saturday, with a 4th as a back-up. Each vehicle fitted with free Wi-Fi and USB charging points. Euro 6 engines and Stop/Start technology.
- App available 24/7. Call centre open 0830am to 5pm Monday to Friday.
 - Launched 23rd May 2022.



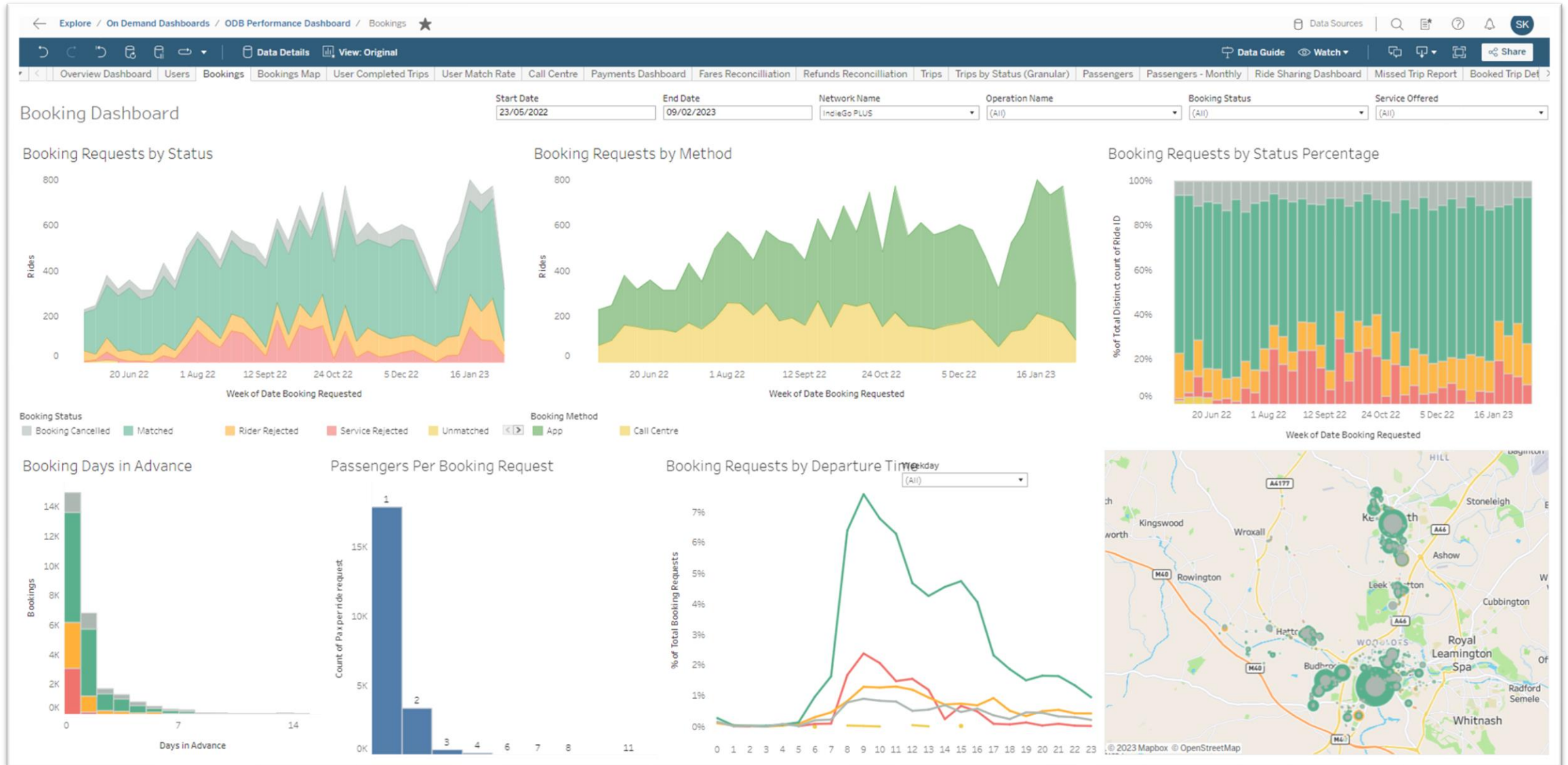
- No payment on the vehicle.
- Over 250 defined pick-up and drop-off points, including Bus and Railway Stations for onward travel, Hospitals, Industrial Estates, shopping centres and many more.
- Door-to-door service wherever possible for mobility-impaired passengers.
- Vehicles and bookings managed by algorithm linked to Google Maps Sat Nav function.
 - Dedicated Wheelchair/Mobility Device space.
- ENCTS passes accepted in line with standard terms.
 - Simple fixed-price fare structure.
- Over 15,000 completed passenger journeys.
 - Over 1400 registered Customers.
- Part of the current £2 Single Fare Cap initiative.



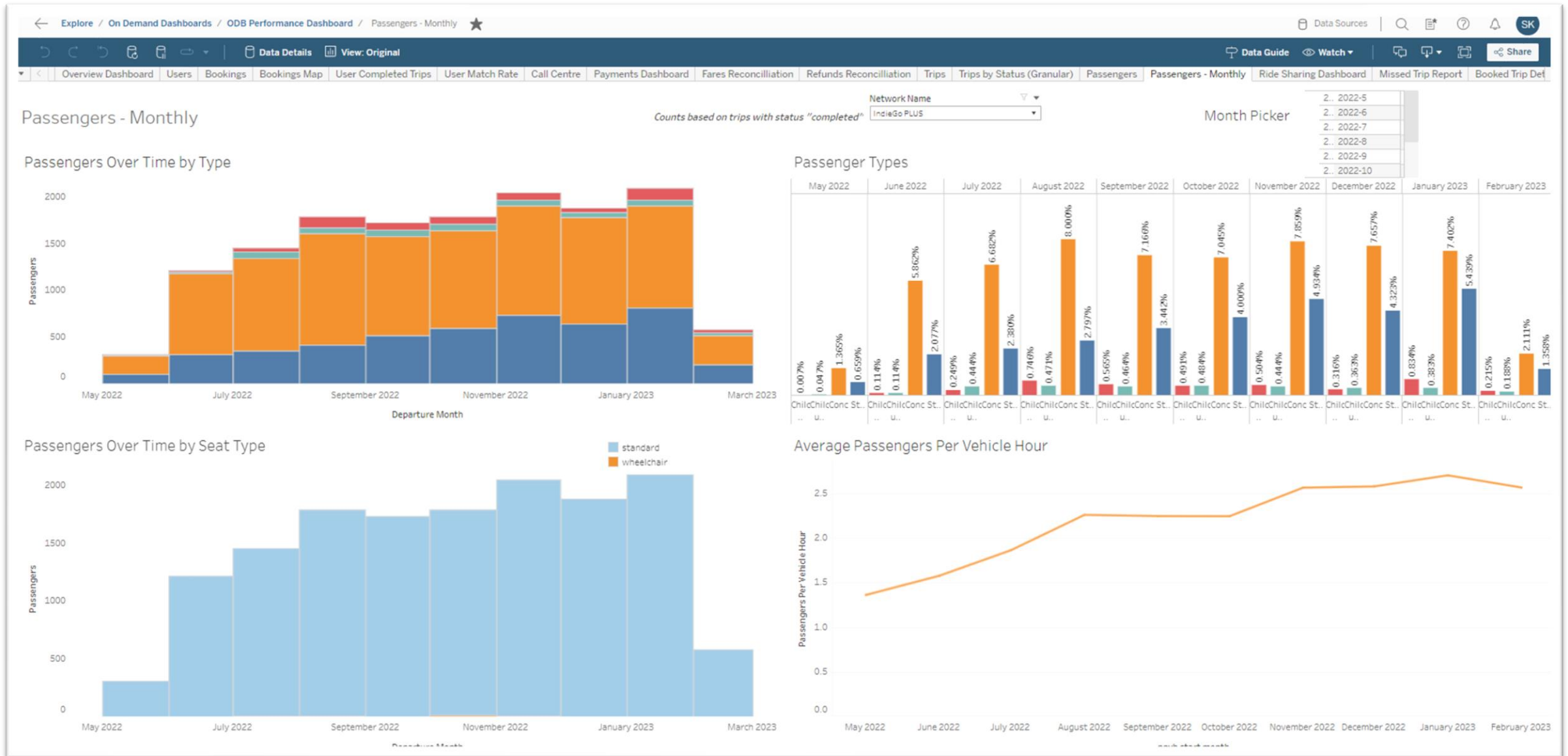
Reporting and data.



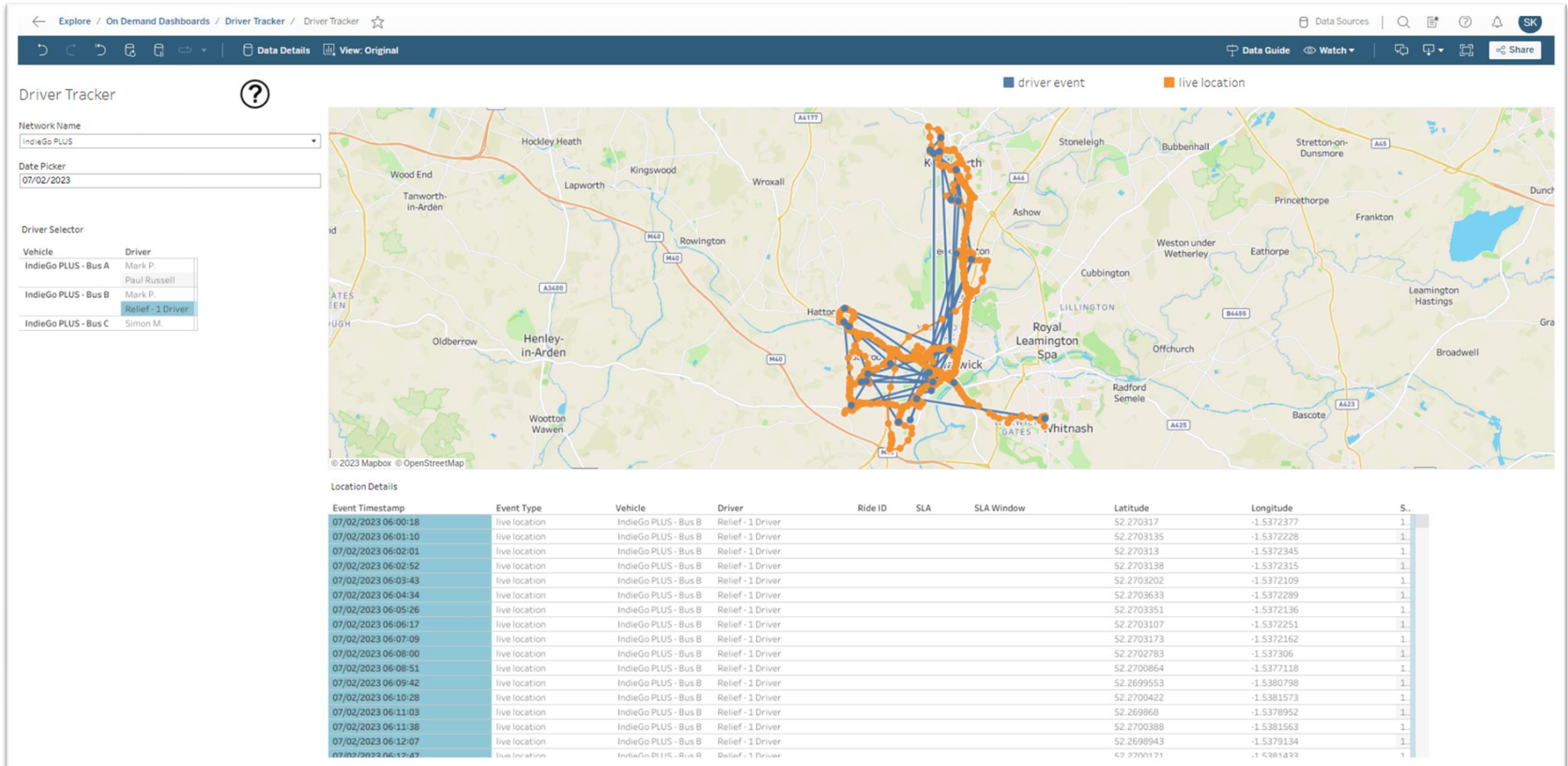
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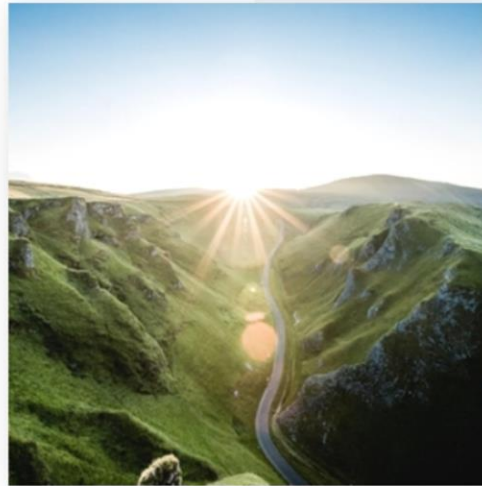
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DRT and the Environment.



Sustainability

FEBRUARY 22, 2021

Understanding Climate-Positive Transport

Discover how Liftango's Climate-Positive Transport initiative can help organisations meet their sustainability targets.

2020 was a year of sudden and dramatic changes around the world. In the transport sector, we saw huge behaviour shifts—a loss of trust in public transport, more people working from home and far fewer cars on our roads. These changes have been so drastic, we may never go back to how it was before. It's in our nature to adapt, and we've done just that.

Why is Climate-Positive Transport important?

Whilst undoubtedly challenging, this last year has also given us an opportunity to reshape the world we return to. It's allowed society to imagine a more positive future.



OFFICIAL

Questions?

www.warwickshire.gov.uk/buses
www.warwickshire.gov.uk/indiegoplus
indiego@warwickshire.gov.uk

Stuart Kocan-Payne MCIHT

Publicity & Development Lead Officer

Transport Delivery

stuartkocanpayne@warwickshire.gov.uk

