

Reducing Inequalities: Learnings from Tactran ENABLE Programme

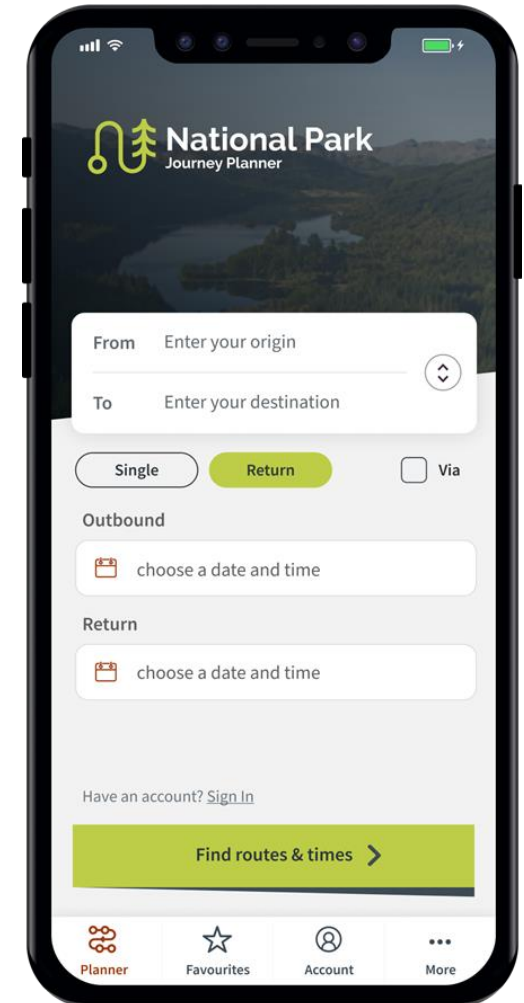
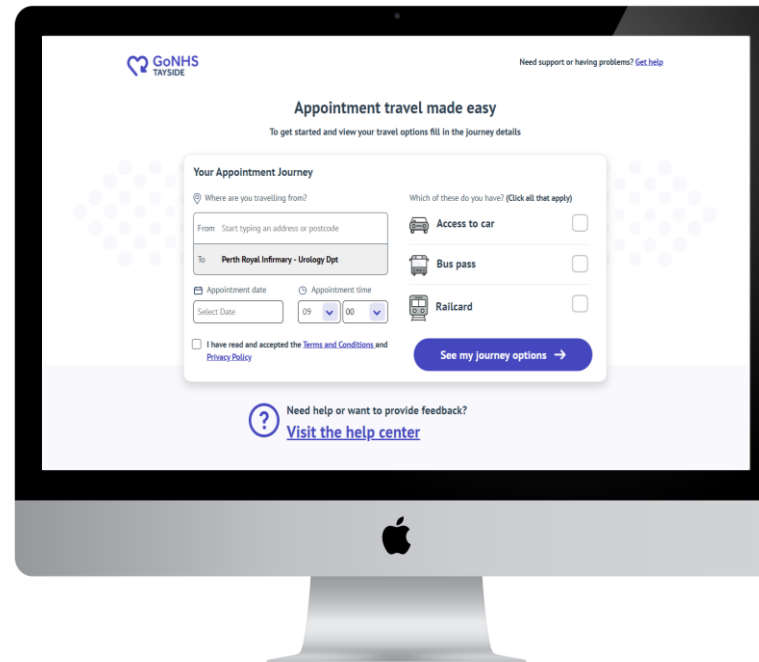
MaaS Scotland Conference 8th June 2003

Jonathan Padmore, Tactran

Merry Smith, Tactran

Content

1. The role of journey planning tools in reducing inequalities
2. What is the Tactran ENABLE Programme?
3. What we learnt
4. Next steps
5. Conclusions



1. The role of journey planning tools in reducing inequalities

1. What outcomes do we need tools to support?

- Will provide fair access to services we need / will get people where they need to get to
 - Will be easy to use for all
 - Will be affordable for all
- (+ reducing health inequalities)

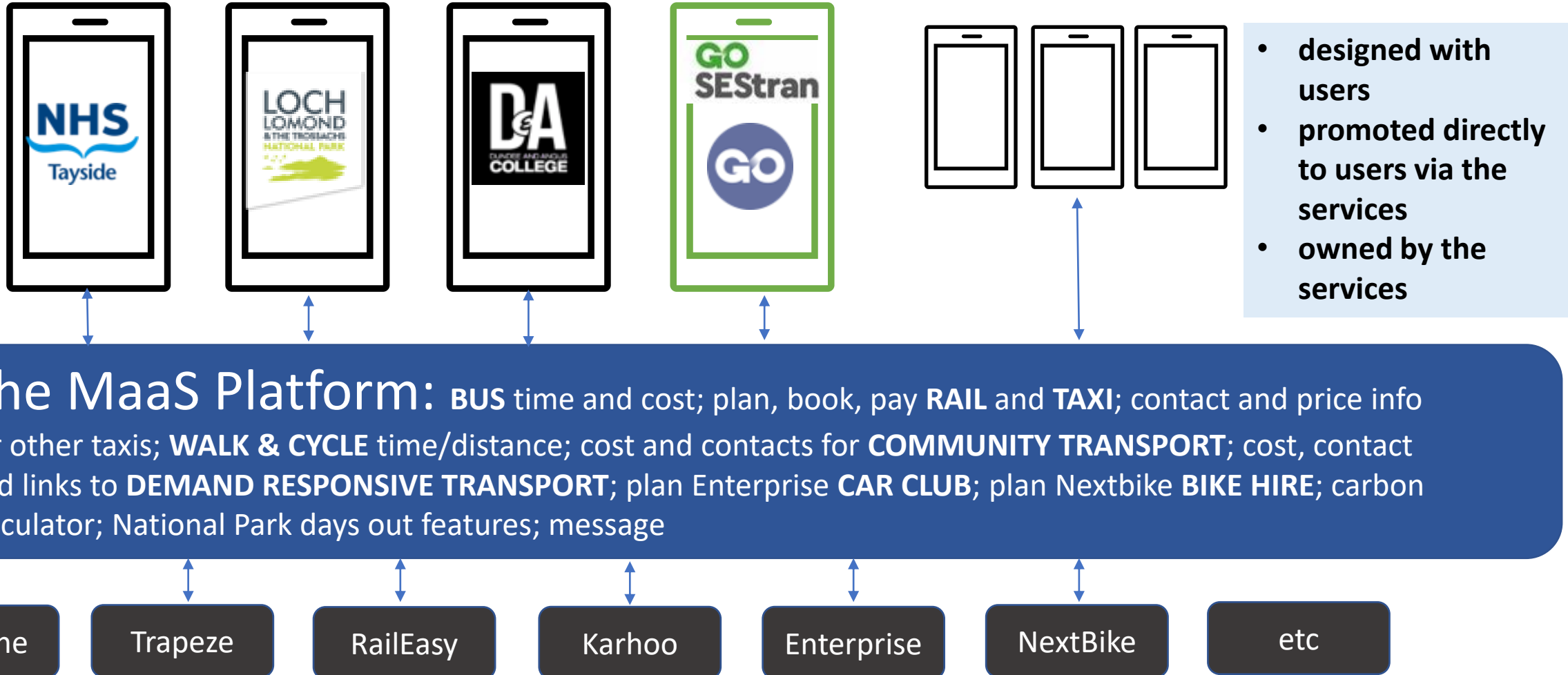
→ what are the problems for users?

→ what do users need / want from journey planning tools?

2. What model of provision can ensure that those that need support get it?



2. What is the Tactran ENABLE (& GoSEStran) Programme?



3.1 What we learnt

Data sources

Data dashboard: Approx 12,062 users over 14,641 sessions Sept 2021-Jan 2023



User and non-user surveys: 1,313 respondents

Making Connections Audit: Testing of tools with 24 people with disabilities and early onset dementia, learning and adapting the tools accordingly

3.2 What we learnt

There is a need for tools: users problems....

Users were more likely than non users to experience travel difficulties

Options: No access to a car or driving license

- National Park 16% users (1% non-users)
- NHS 17% users (13% non-users)
- 41% of D&A users had no-one to share a car with (26% non users)

Sensitivity to cost

- 31% of D&A users indicated they could not afford the alternative modes of travel (17% non-users)
- compared the cost of different journey options
 - NHS 87% of users (19% non-users)
 - National Park 93% of users (12% non-users)

Journey complexity

- 77% D&A users travelled by more than one mode of transport (49% non-users)
- 87% of NHS users had more than one journey part for their journey (39% non-users)
- 47% of National Park users had more than one journey part for their journey (24% non-users)

More likely to have a disability which affects their travel arrangements

- 14% D&A users (5% non-users)
- 61% NHS users (9% non-users)
- 57% National Park users (7% non-users)

3.3 What we learnt:

What users need / want (vs maximising technology)

Easy to use

Users want clear & simple information

Not gadgets, not incentives...

(Co-design, user feedback loops and Making Connections Audit)



Following Making Connections Audit, **simplified interfaces...** fewer steps / fewer words / fewer images

Access to services / Get people to employment and training

Users / non-users want to plan a journey

What would users/non users find useful:

- Planning a journey (National Park 71% / NHS 66%)
- Show journey stages on a map (NP 62% / NHS 50%)

Very few (users or non users) book tickets

- Only 30% want to pay, and only 35% want to book on-line
 - Find best option, then book direct?
 - Re buses: Do the public have a problem buying a bus ticket?!?



59% indicated that the **using myD&A had influenced how or when they chose to travel to and from college**

56% (staff, patients and visitors) agreed that using Go NHS Tayside made it **more likely they would not miss their medical appointment or that they would arrive on time**

Reduced anxiety for NHS users (69% vs 58%)

Users want public transport information

- Users planned public transport trips, not active travel trips
 - National Park 60% vs 12%
 - MyD&A 73% vs 11%
 - NHSTayside 61% vs 10%



Tools have made it **more likely for users to use sustainable travel** (NP 57% / NHS 59%)

87% of NHS / 93% National Park users compared the cost of different options

Affordable to all

3.4 What we learnt

What model of provision can ensure that those that need support get it?

1. Need a model that can get journey planning tools to users

- Promoting tools to users by the service directly works
- User feedback opportunities for continued improvement

2. Need a sustainable model

- Could a commercial model address all social inclusion issues? Would a commercial model cover rural Scotland?
 - Not the numbers for advertising / ticket sales
 - Ability to gather all local travel options? (community transport and schemes; local bike hire; taxis etc)
- If not a commercial model, then need a model that is good value for the public purse
 - Reduce costs for the public purse of not attending health appointments; not going to college etc
 - To improve access we need to
 - Improve availability and affordability of transport options
 - Promote and make it easier to use transport options

=> A model which is 'owned' by a wider group of public sector organisations assists with getting the tools to who needs it and sharing costs

% of population in accessible small towns and rural areas

- 38% Angus; 46% Stirling; 68% Perth and Kinross
- 28% Scotland

Child poverty....far wider than least affluent Scottish Indices of Multiple Deprivation (SIMD) datazones

→ Need to target support through the various support agencies

Digital inclusivity

Latest smartphone / data usage....these are real issues for many of the socially excluded

4. Next steps

Integrated Mobility Partnership

Working with SEStrans and Fuse to continue to:

- Understand what tools organisations need to support their social and environmental objectives
- Understand what users need and find useful

....to inform respective Regional Transport Partnership Boards, Transport Scotland (*and whoever wants to listen*) about taking forward public sector led journey planning tools



5. Conclusions

When considering models for journey planning tools which reduce inequalities

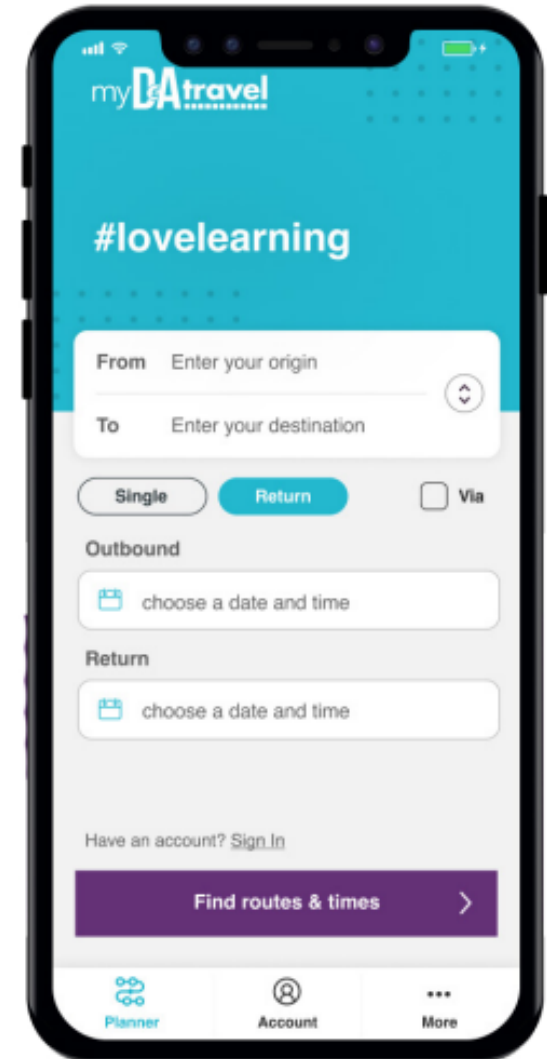
Not getting to a health appointment or to college or to work is a societal problem, not a transport problem

If you want to solve these problems you need to work with and FOR these partner agencies

When designing a tool for users

The user journey does not start with “*where do I catch a bus*” it starts with

“I want to go to college”



Tactran Enable

Tactran have been successful in securing funding from Transport Scotland's 'MaaS Investment Fund' (MIF) to deliver Mobility as a Service (MaaS) across the Tactran region. The Tactran region covers the Stirling, Perth and Kinross, Dundee and Angus local authority areas. Match funding for the project is also being provided by Tactran, Perth and Kinross Council and Smarter Choices, Smarter Places.



www.tactranenable.scot

jonathanpadmore@tactran.gov.uk

merrysmith@tactran.gov.uk

steve.cassidy@fusemobility.co.uk

david.smith@fusemobility.co.uk

 Fuse Mobility