

**Report back from the Health and Transport Group Meeting
The Mechanics Institute - 28th February, 2008.**

Richard Lovell (Manchester City Council)

Individual Travel Marketing (ITM) has been implemented in Australia, USA and Europe.

An ITM package is one of the areas which forms part of the Transport Infrastructure Fund (TIF) proposal.

There are interesting applications from a patient and healthcare staff perspective.

Its purpose is to support and motivate people to use alternative forms of travel as a lack of information and experience are deterrents to public transport use.

Information must be provided, but also incentives.

Aim is to reduce car use *when it is appropriate to do so*.

Stages are as follows:

1. Personal contact. This identifies which of the three following groups the individual falls into:
 - (a) Regular familiar users.
 - (b) Non-regular users.
 - (c) Not interested.
2. ITM targets group (b). An order form is given to these individuals, and personal packages are produced. This is accompanied by an ongoing consultation service.

David Beer (GMPTE)

His department is responsible for producing passenger information.

Due to our relationship with private bus operators, GMPTE has to *respond to* service changes. Unfortunately, these changes can cause people to be less confident about using the services.

There are both electronic and paper based information services.

The paper information has in the region of 3,500 outlets. These outlets include hospitals and health centres.

The GMPTE information website can be found at www.gmppte.com/info

This features a very useful and versatile journey planner.

Information can also be obtained by telephone by contacting National Travel Line.

This is a national service, but your call will be automatically directed to your local travel office – and in the case of GM residents, you will go through to GMPTE officers.

Wherever you are travelling, you will always be speaking to a local expert with knowledge of your specific route.

The GMPTE website also features a local bus stop finder. At present this only works on postcode basis.

GMPTE works closely with System One Travel Cards

(www.systemonetravelcards.co.uk). We can provide information on which travel

cards or tickets are best, and will also tell you where you can buy them. Pay Point outlets sell tickets

Discussion opens to the floor:

Delegate pointed out that tickets direct from bus operators are cheaper than System One tickets. David Beer agreed that this is often the case, but countered that System One tickets are more versatile.

A delegate suggested putting real-time information in health centres and hospitals.

A delegate asked about information in minority languages. David Beer responded that, unfortunately, our capacity to provide these services are restricted by resources. Bev Gallier pointed out that GMPTE has an ongoing contract with private translation service, Language Line.

Kath Tierney from RA Transport Consultancy had been involved in a project in London where local people with second languages were used to work with groups.

A delegate noted that season tickets are not a viable or attractive option for part-time staff. David Beer said that this will probably be addressed by the upcoming introduction of smartcards.

A delegate from Pennine Acute Trust spoke of how they contacted First Group to set up a service contract. First Group were very eager to come to an agreement, but similar approaches to System One were fruitless. System One told him they do not make contract agreements with organisations.

Another delegate voiced the opinion that System One are not attractive to students due to the availability of tickets and their cost.

A delegate pointed out that Pay Points at local newsagents tend to add their own supplementary charge for purchasing tickets using a credit or debit card, and that this should be factored into costing.

A delegate said that people in poor communities are the first to suffer due to unfamiliarity with public transport. David Beer said GMPTE is working closely with government to compel bus operators to share information more effectively. At present PTE do not have sufficient powers to force bus operators to deliver.

Delegate said usage is the best possible way for people to familiarise themselves with transport services available.

David Beer informed delegates that they can request information (leaflets etc) at their own premises.

END