

UrbanTide and uMove Rural Introduction

Transport East's Rural Mobility Focus Webinar: Rural
Transport Pilot Project Showcase

Stevie Revill, CEO

UrbanTide.com

uSmart.io



SEStran People and Place Monitoring Dashboard
Region wide

Total Investment ⓘ
£5,326,154

Total Projects
112

Total Delivery Partners
19

Total Programmes
17

Funding Overview

Browse Projects

Group by

Theme

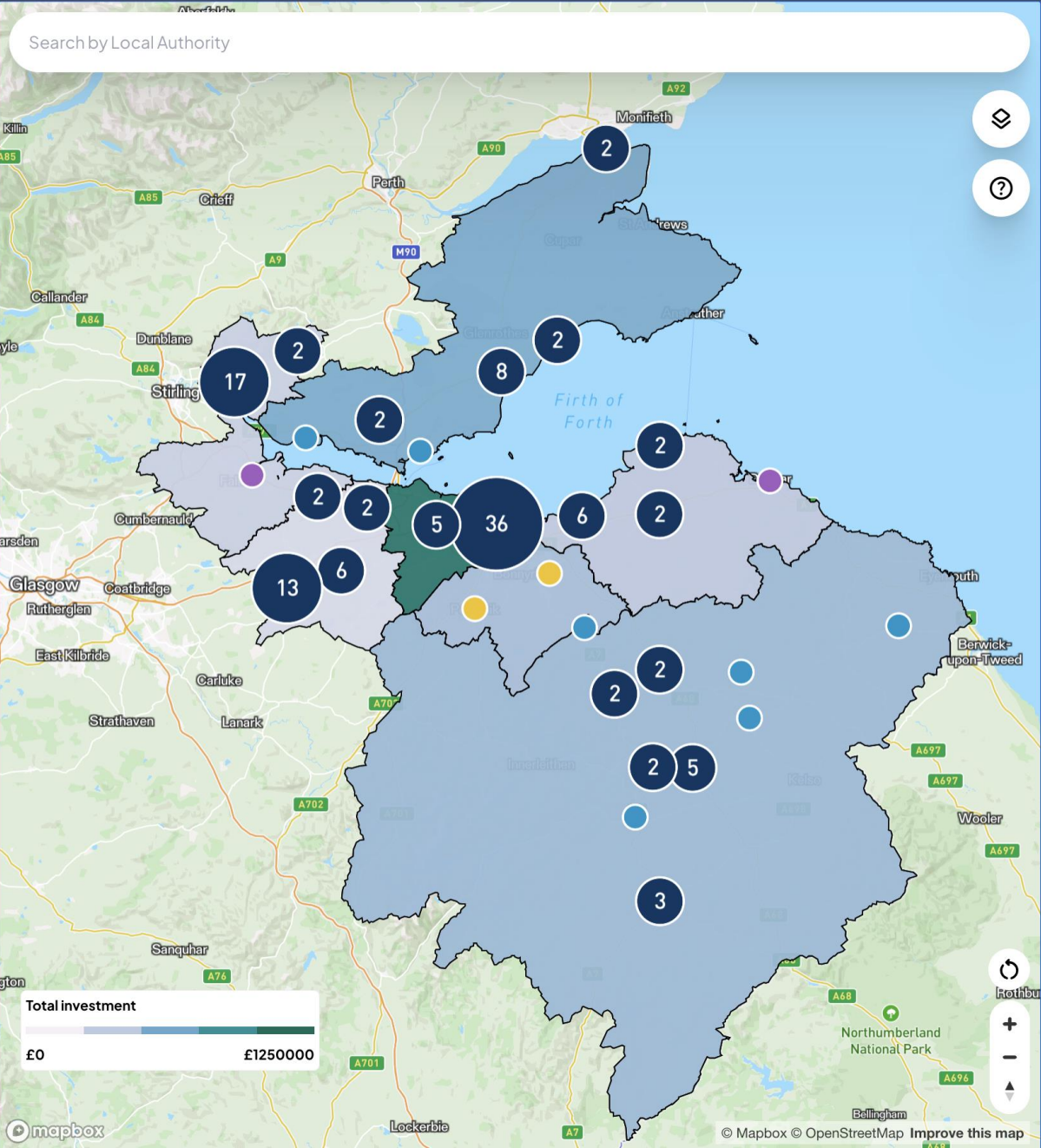
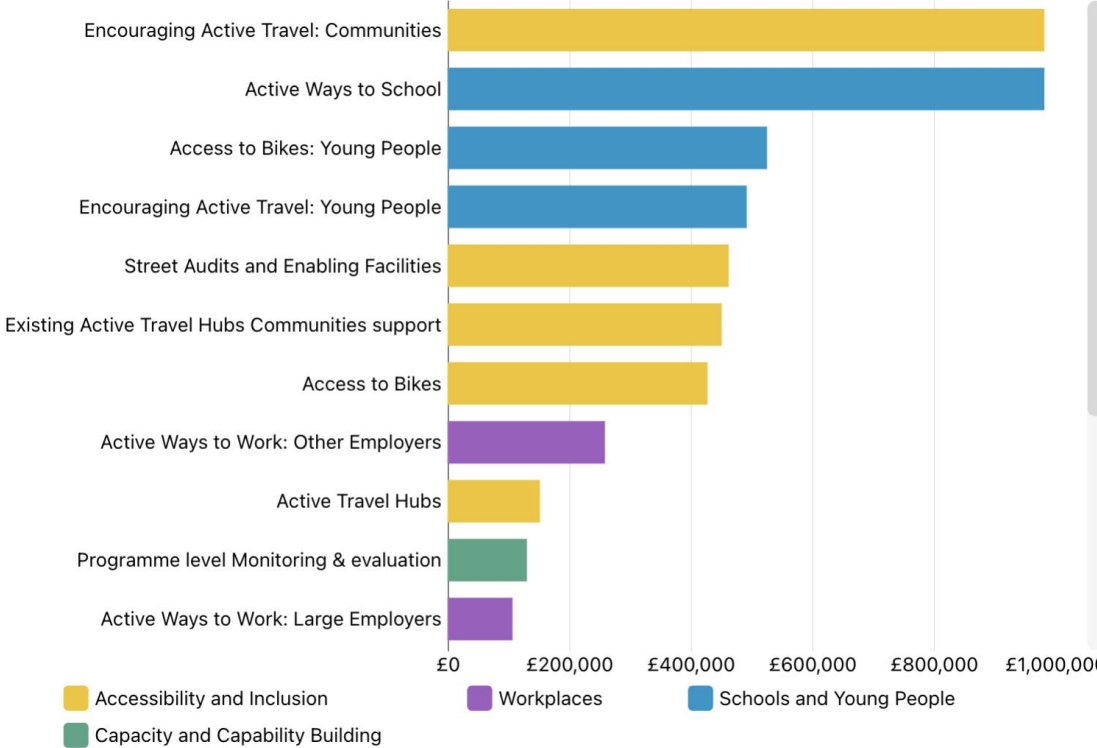
Programme

Delivery Partner

Local Authority

Investment

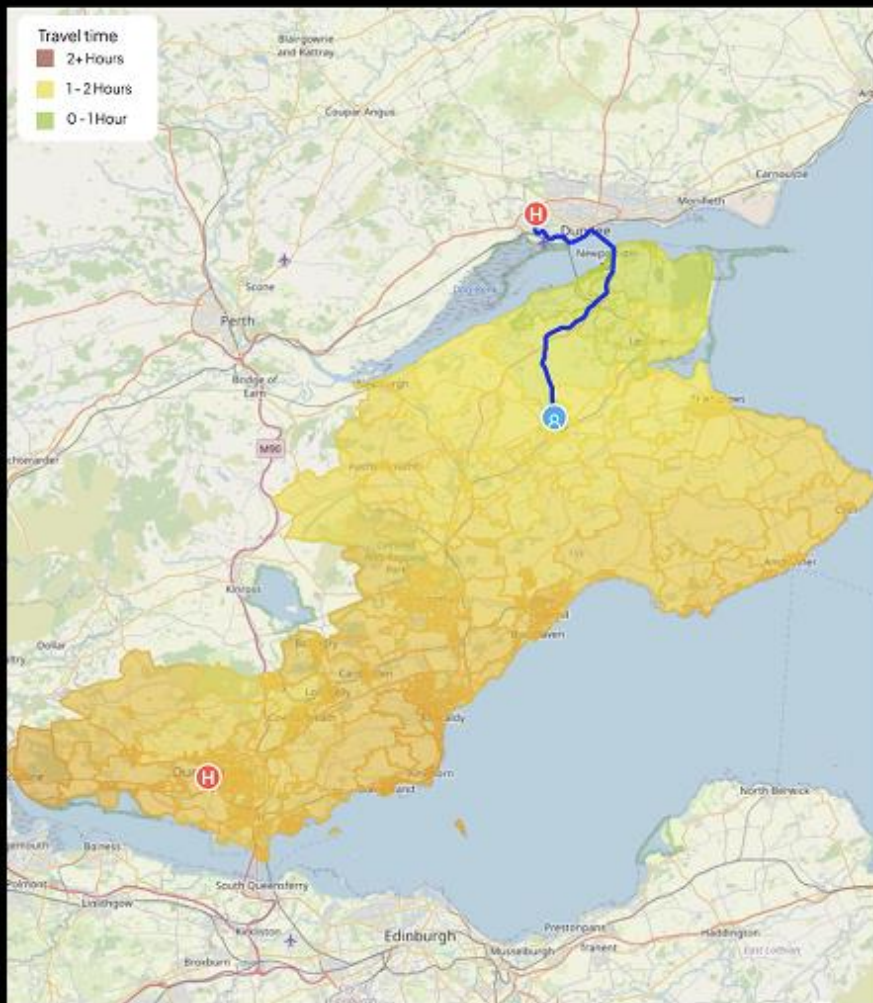
Sort by: Value (Desc)



Findings

Our trial confirmed that transport and health services in rural areas in the UK are not aligned





uMove Rural: Smart Healthcare Transportation Planner

Help NHS schedulers with travel insights for optimal appointment booking

Endoscopy

KY15 4DT

NHS Endoscopy Services:

An endoscopy is a procedure used in medicine to look inside the body.

Is wheelchair / mobility access required? ☒

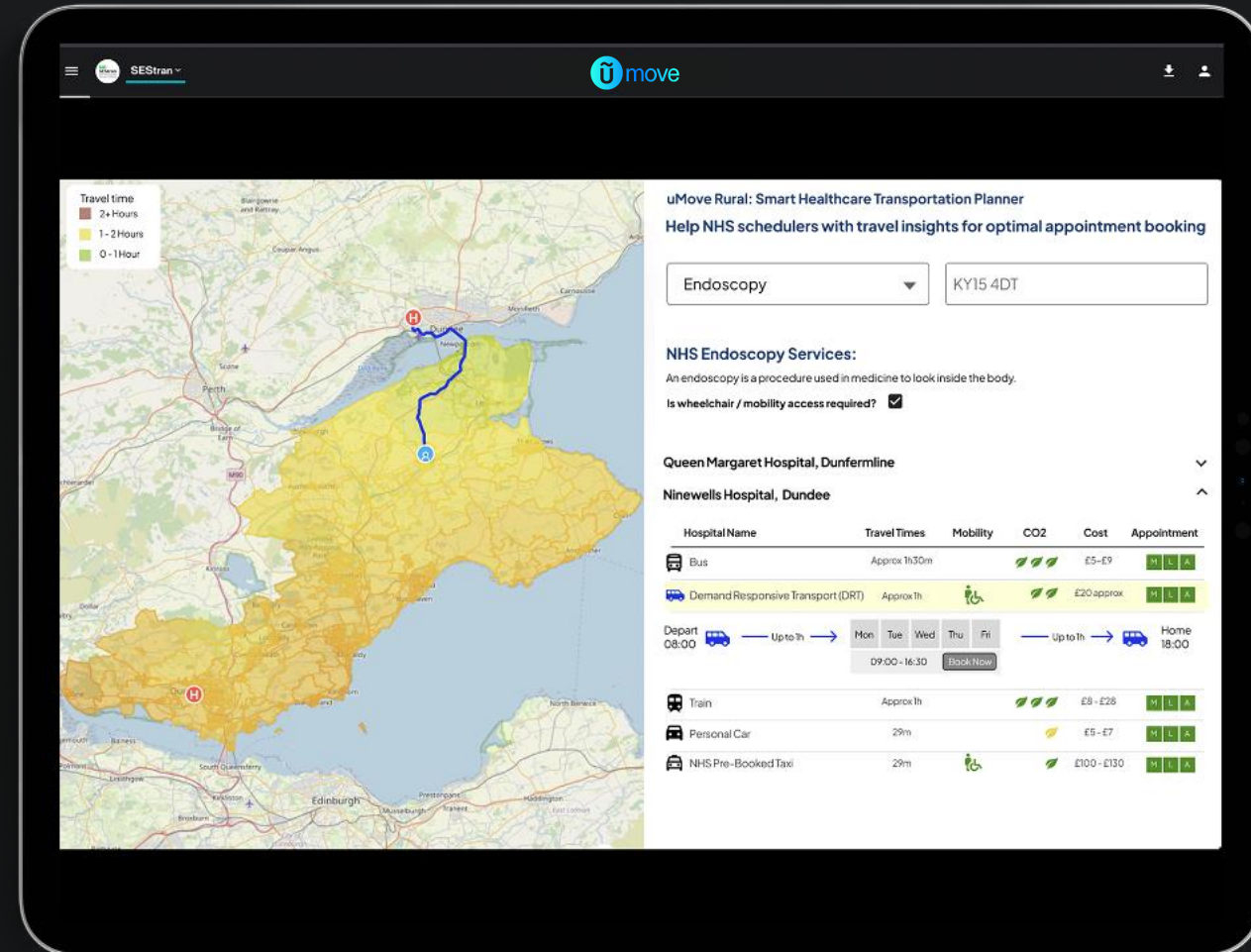
Queen Margaret Hospital, Dunfermline

Ninewells Hospital, Dundee

Hospital Name	Travel Times	Mobility	CO2	Cost	Appointment
Bus	Approx 1h30m			£5-£9	
Demand Responsive Transport (DRT)	Approx 1h			£20 approx	
Depart 08:00	Up to 1h	Mon Tue Wed Thu Fri	Up to 1h	Home 18:00	
	09:00 - 16:30				
Train	Approx 1h			£8 - £28	
Personal Car	29m			£5 - £7	
NHS Pre-Booked Taxi	29m			£100 - £130	

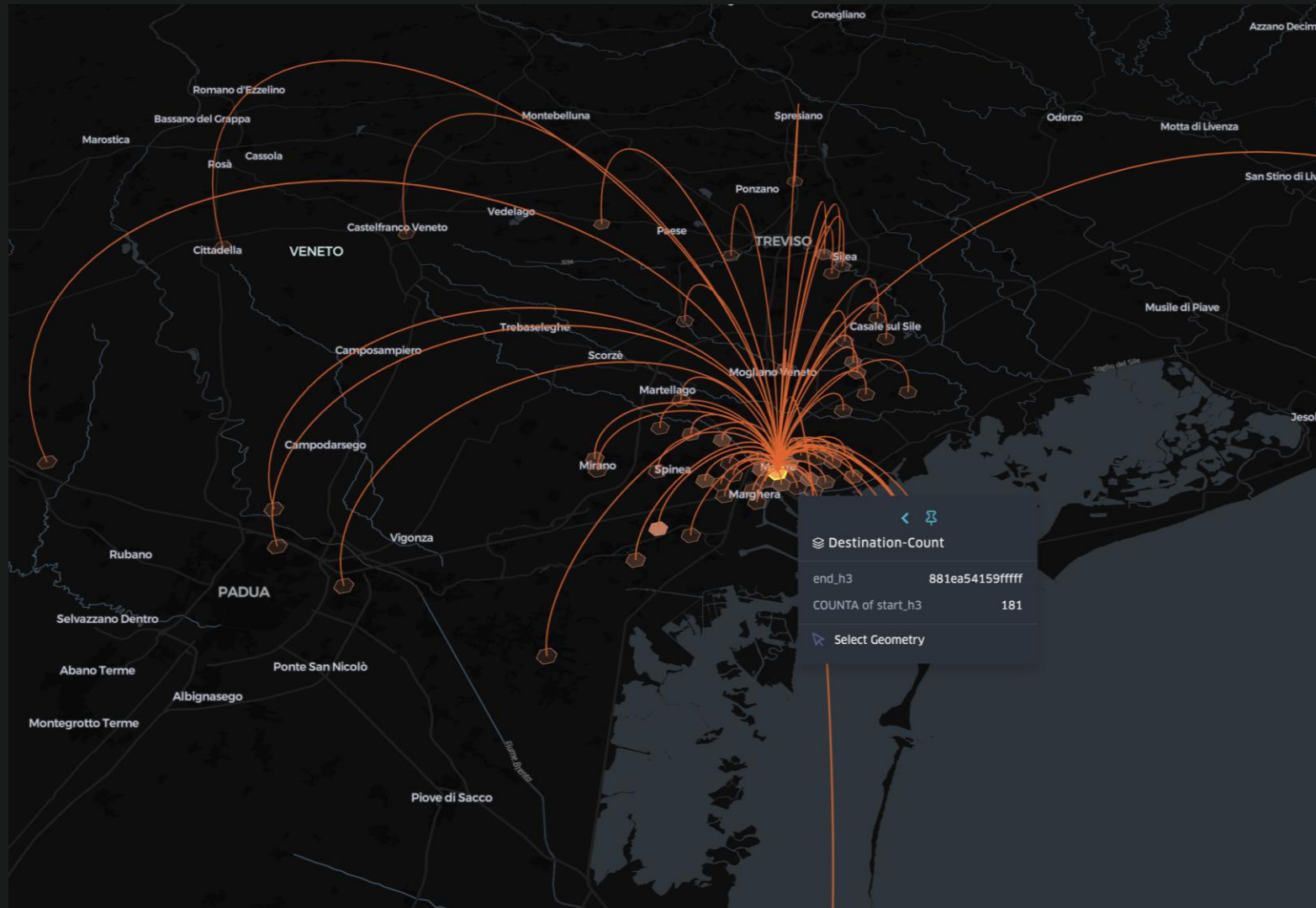
Next Steps

- uMove Rural intelligence for NHS appointment booking
- Scheduling to suit rural patients
- Work with NHS Trusts/ Boards to identify NHS beneficiaries

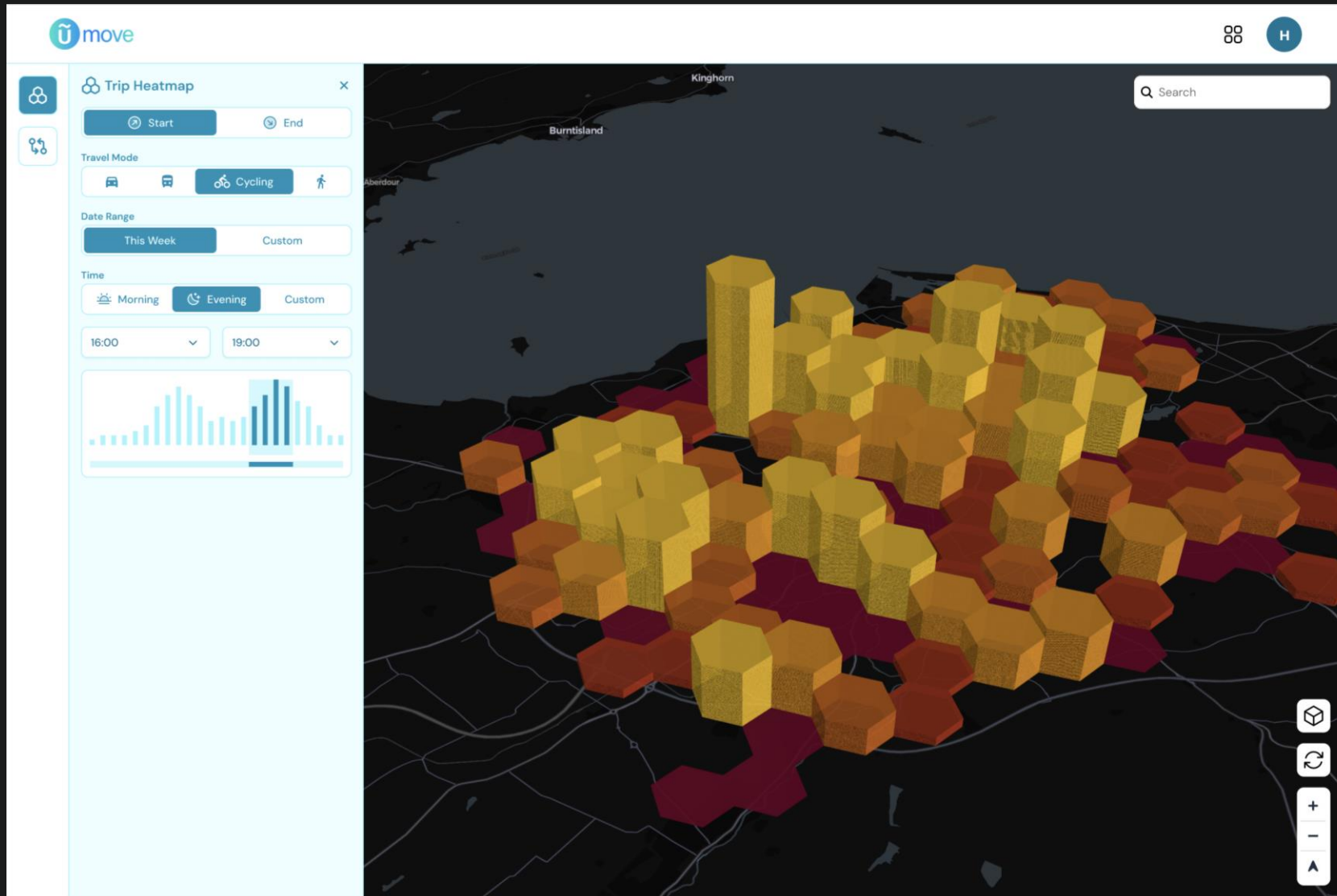


- ▶ **Strategic Planning:** Prioritise which corridors will deliver highest modal shift and get evidence base for demand
- ▶ **Scheme Design:** Design to match actual desire routes and identify quick wins (short car trips ready to convert)
- ▶ **Impact Measurement:** Before/ after analysis of interventions help to prove ROI and justify continued investment
- ▶ **Equitable Access:** Ensure active travel infrastructure serves all demographics and underserved communities

- ▶ Origin & Destination
- ▶ Mode Choice
- ▶ Route Selection
- ▶ Journey Purpose
- ▶ Demographics
- ▶ Temporal Patterns

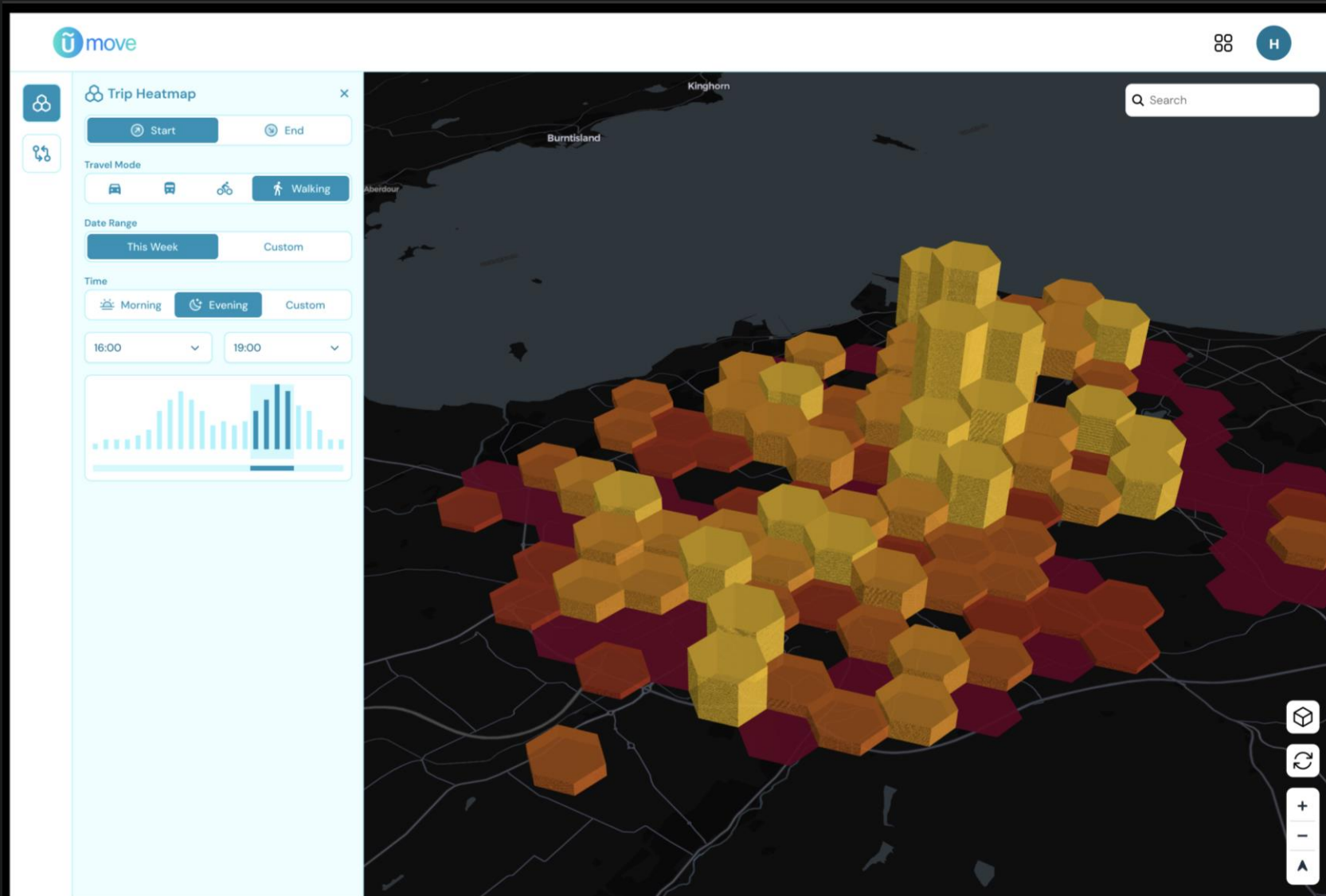


Mobile Application Data (Edinburgh)



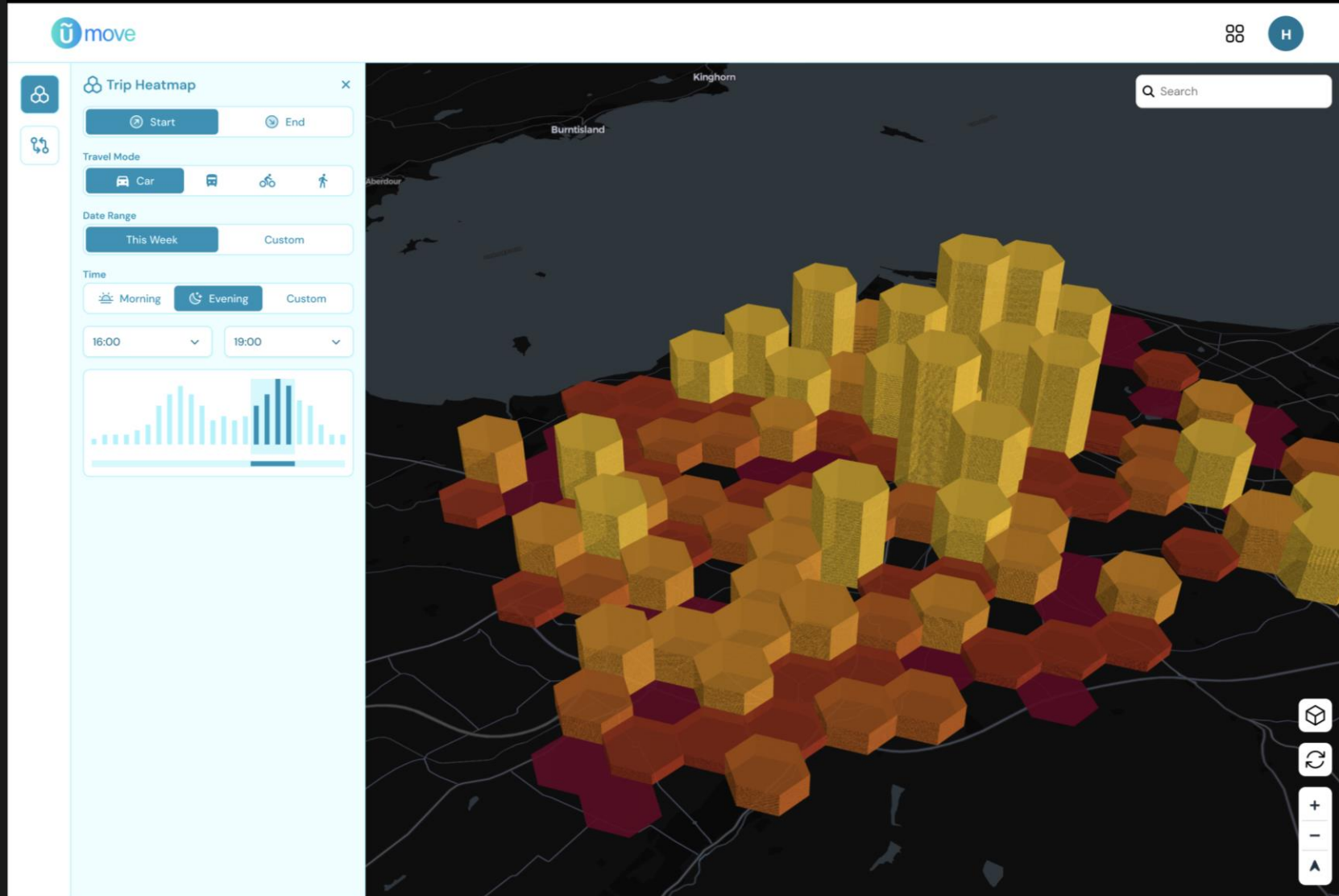
- The volume of origin for cycling trips for the Edinburgh evening peak

Mobile Application Data (Edinburgh)



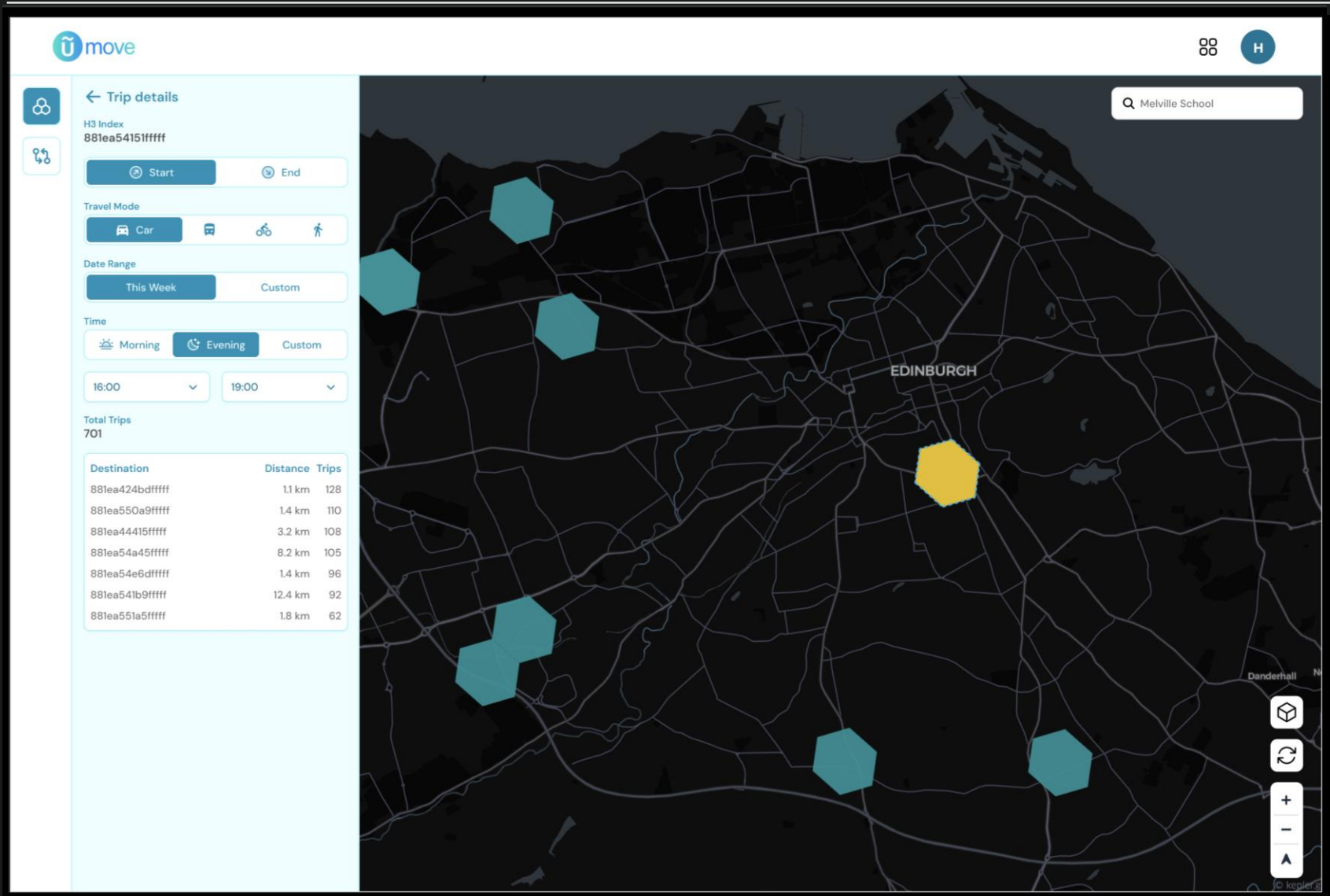
- The volume of origin for pedestrian trips for the Edinburgh evening peak

Mobile Application Data (Edinburgh)



- The volume of origin for car based trips for the Edinburgh evening peak

Mobile Application Data (Edinburgh)



► The most popular car trip destinations from origin

UrbanTide and uMove Rural Introduction

Transport East's Rural Mobility Focus Webinar: Rural
Transport Pilot Project Showcase

Stevie Revill, CEO

UrbanTide.com

uSmart.io

