

Total Transport

Getting Started

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Total Transport

- It will never work because...
- What does collaboration mean?
- Taking the first steps
- Challenges to overcome

It will never work because...

- Different user communities
- Different eligibility/entitlement
- Different funding/budget
- Different objectives
- Private v public interests
- 'Small v large' & 'weak v powerful'
- Different governance
- Lack of leadership
- Lack of vision
- Over-ambition
- "Collaborating is really hard!"

Collaboration

“ It is the long history of humankind that those who learned to collaborate and improvise most effectively have prevailed”

Charles Darwin



Working together to achieve a goal

Collaborating means.....

- Recognising the difficulties!
- Engaging with a really open mind
- 'Buying-in' to the collaborative vision
- Recognising different interests
- Sometimes surrendering the individual interest to the collective interest
- 'Give and take'
- Willingness to let others lead

Taking the first steps....

- Taking a lead.....
- Get together!
- Consider an ‘honest broker’
- Establishing a powerful coalition of the willing
- Make the case – establish the vision
- Communicate and engage
- Focus on what can be done – not what can’t
- Identify ‘easy wins’ and build on those
- Map the strategy – short-term and longer-term
- Take risks – try it and see!

Challenges to overcome.....

- What's the model? Integration, federation...?
- Collaborative agreements and resource sharing protocols
- Establishing a transport hub/bureau/focal point
- Cost/income sharing mechanisms
- Common booking/scheduling systems
- Cross-charging arrangements
- Common 'currency' – smartcards etc
- Legal/Contractual/Insurance constraints
- Personal data sharing agreements

NHS PTS

Black Cab

Private Hire

Taxicard

Borough Transport

Freedom Pass



Joe Client



Joanna Citizen

Borough Contracted Private Hire

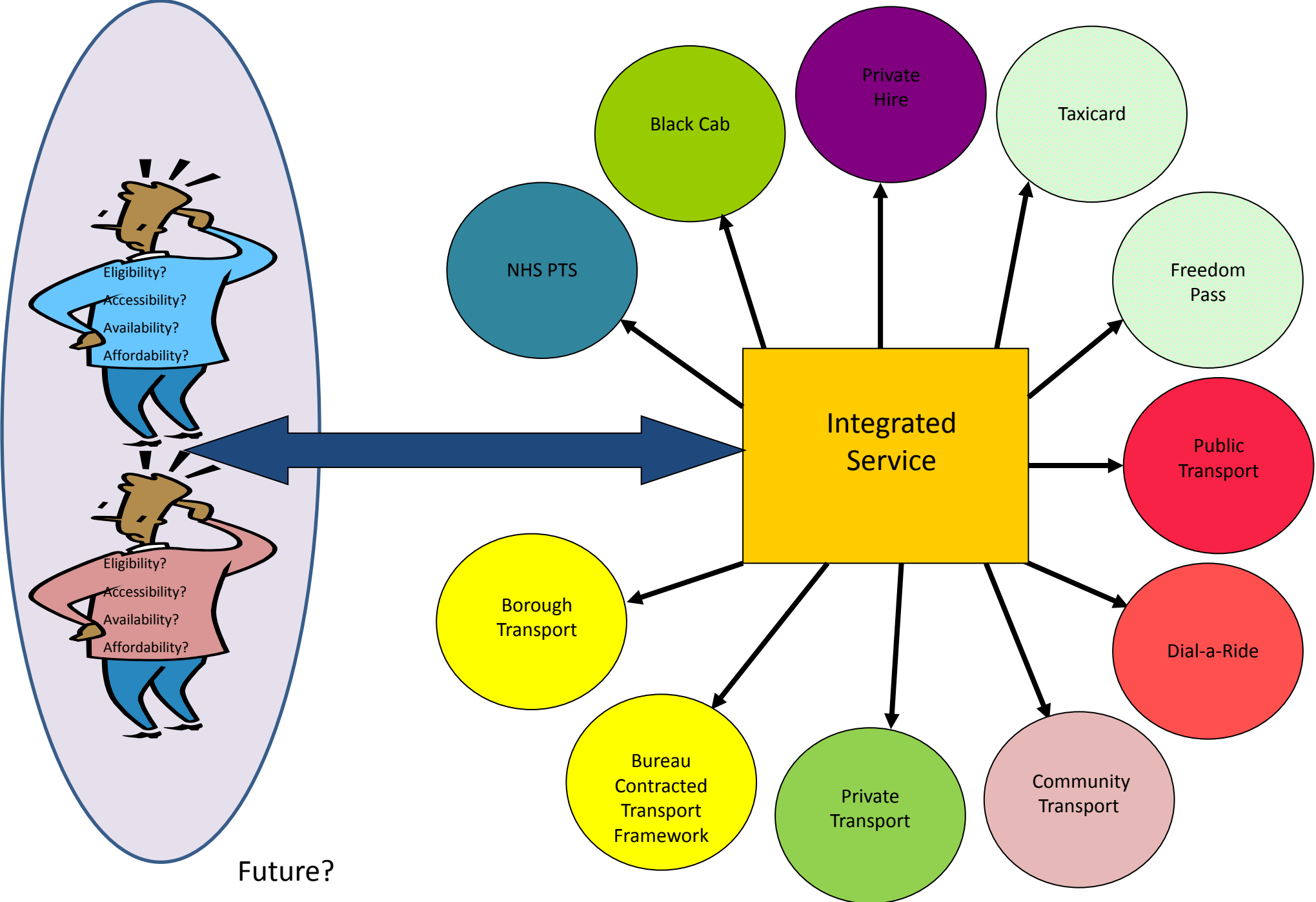
Public Transport

Private Transport

Community Transport

Dial-a-Ride

Current



Future?



Come on in – the water's warm!

