

**RAE Ingenious Crowd Wise Transport Event Follow-up Meeting; 3.00 - 5.00pm on Thursday 26<sup>th</sup> January 2012 at SHU.**

Crowd Wise RAE Event question: What's the best way to engineer sustainable transport for Sheffield, our region and beyond in a carbon, pollution and hassle free environment without causing congestion or breaking the bank?

**Present:**

Joachim Dreimann, Active Citizenship;  
Gordon Ferguson, Active Citizenship;  
Tim Hale, Chairman, Sheffield Chamber of Commerce Transport Group  
Tim Lynn, Principal Consultant, Amey  
Gerry Bates, Don Valley Railway Society Committee Member  
Chris Reece, Green Estate, The Manor  
Chairman: Wendy Stern, Founder & Chairman, Action for Involvement  
Ian Wallace, Nether Edge Neighbourhood Group

**Apologies:**

Peter Bull, Sheffield City Council  
Michael Hines, Alcan Energy Ltd  
Sam Fleming,  
Chris Jones, Network Rail,  
John Grant, Action for Involvement Treasurer/Senior lecturer, SHU

**Purpose:** Develop Crowd Wise Ingenious Transport Merged Groups B C's information and efficiency proposal.

**Background: Crowd Wise Transport Event Report - see Appendix A.**

We focused on common interests to achieve objectives to improve local transport systems, increase take up of public transport, reduce reliance on cars as follows:

1. Passionate citizenship about Sheffield;
2. Cheaper fares
3. Effective use of data inputs/outputs to improve Sheffield's information systems
4. Railway services: trains, MLR most efficient, effective fuel, energy regeneration and extension of tramways
5. Educate on tram benefits: electrification; extend trains to supertram;
6. Schedules, scheduling and improved service access to destinations
7. Balance between cost of fuel and time:
  - a. real cost of fuel for transport
  - b. substantial investment of car ownership and use at £130 per week.
  - c. Time sat in traffic congestion and value of fee-earning time
  - d. Meetings on trains to/from London: 4 hours, with 30 minute break booked 3 months in advance to benefit from low costs for groups of 4-8 people.

Improved data software engineering enables transport users to have the right information they need at the right time and in the right place to take informed transport decisions. Poor information leads to people taking the soft option of hopping in their car or a taxi if at the railway station adding to the congestion and sustainability issues.

General discussion on event/outcomes raised practical issues to reduce waste, optimise resources re public transport ease of use and remove obstacles included:

1. Clear sign posting of routes because passengers often did not where to get off buses is a big stumbling block for those unfamiliar with the route - the very people we need to get on the buses to make best use of what we have got.
2. Poor use of circular routes as people don't need or don't know of them and so make two journeys into and out of the city centre.
3. Buses congest the city centre, so reducing need to travel into and out of the city centre makes better use of resources.
4. YOR Card for data engineering was discussed in depth at 2011 SOTM meeting.
5. 52 route with First Mainline and Stagecoach routes to Woodhouse is confusing and unclear:
  - a. First Mainline route is circuitous route, terminates at Woodhouse station and requires two buses from Sheffield City Centre to Woodhouse village
  - b. Stagecoach is direct, goes to Woodhouse village proper and is only one bus

Possible solutions focused on access to cheap information such as:

1. Erect a static sign at the station signposting rail passengers to the bus station increasing the bus passengers and reducing taxi users
2. Electronic bus departure board synchronised to bus interchange system will give rail passengers information on buses to their destination
3. Include a route pictogram in the advertising space along the inside of the bus to help passengers know where they are whilst on the bus
4. Automate voice recording to name each stop before it reaches that bus stage.
5. Government drive to make data publicly available with effective engineering solutions to mine and publish transport data in machine readable format to be available at point of need in clear, simple, easy and cheap for innovation in this space by entrepreneurs in the area.
6. Electronic road side signs, at bus stops and on buses can be used far more effectively by data sharing.
7. Driving: Car Ownership/hire
  - a. ownership of £130/day cited; Daily Mirror published cost as £130/week or £52.75/week without depreciation and finance or c. £18/day and £7.50 respectively. ([www.mirror.co.uk/most-popular/headlines/2011/11/23/cost-of-running-a-car-reaches-all-time-high-115875-23581494/](http://www.mirror.co.uk/most-popular/headlines/2011/11/23/cost-of-running-a-car-reaches-all-time-high-115875-23581494/))
  - b. Hiring a five door car for 250 miles for one day fully insured is likely to be £50 and usually far more cost effective than being a car owner/driver

8. Step change from Car owner/driver to public transport or car-hire as-needs requires confidence in public transport a key element of which is access to reliable information on demand because:
  - a. Car owners do not consider driving costs because costs for tax/insurance are paid with costs incurred whether or not the car is used for the next journey.
  - b. Cheaper/free fares will not incentivise people out of cars onto public transport which requires a major step change.
9. Information exchanges, inputs, outputs affecting Sheffield's transport systems;
10. Change in staff or other arrangements in those organisations involved with Sheffield's transport systems.

### **Additional comments**

1. Make better use of taxis by introducing a Sherut service whereby a taxi will go along a specific route and take multiple passengers travelling along that route - I had raised this with SOTM/LSTF; I understand the idea was viewed favourably and that key organisations wanted us to do more work on building up a viable proposal.
2. Comment overheard at a bus stop: "It's very difficult to see the bus route number until the bus is nearly at the bus stop".
3. Our taxi drivers are a massive pool of wasted talent; from chats with the Taxi Association, I understand many of them have degrees which they have never been able to use!

For anyone interested, Sheffield City Council's Sheffield on the Move, invited Action for Involvement to organise a joint event on *Reducing Car Dependency* in January 2011 at the Town Hall and attended by nearly 100 people. Our joint report fed in to LTP 2 and can be found at [www.sheffield.gov.uk/roads/about/sheffield-on-the-move](http://www.sheffield.gov.uk/roads/about/sheffield-on-the-move).

**Report on Crowd Wise Ingenious event, Sheffield, 6<sup>th</sup> December 2011**

*Question:* Focussing on Sheffield's future landscape for a sustainable transport system, how it may look like in 25-30 years, how to move loads of people, goods, services and supplies in to, out of and around in a low carbon environment without congestion or breaking the bank.

**How the event went**

The two votes in the table below took place at the start and end of the event. People arriving early were invited to take part in the first vote to become familiar with the voting process and options. The options are described a little more fully in the ballot paper (Appendix 2). Ten people voted in the first ballot. The six engineers who gave presentations in their area of expertise and ensured their ideas related to one or more of the options were:

- Dr Peter Bull, Traffic Information & Control Manager, Sheffield City Council focused on managing information
- Dr Michael Hines, Chemical Engineer, ACAL Energy Ltd talked about the potential of fuel cells to reduce the impact of pollution
- Chris Jones, Graduate Engineer, Network Rail explained how they use information systems to provide a more efficient, effective and safer rail service
- Professor Lenny Koh, University of Sheffield about Supply Chain Management;
- Tim Lynn, Transport & Traffic Engineering Consultant, AMEY Ltd about how to release Sheffield's City Centre road space for cycling and walking;
- Dr Andy Young, Principal Lecturer, Sheffield Hallam University

We started the event with four options A, B, C and D (see Table below). Following short presentations, participants in Groups B and C merged to develop their plans on deciding they had similar ideas. A fifth option was proposed and we had a group of one person who invited other event participants to develop free public transport but there was no interest in this option. Shortly after forming this group, the group member abandoned his proposal and joined another group.

After discussions working with this revised setup, the three options went to a Second Vote in which the whole audience of 24 people took part. The outcome for both ballots is:

First vote			Second vote		
Option	Title	Score (%)	Option	Title	Score (%)
A	Burning issue	75.0	A	Burning issue	54.2

B	Don't Waste It!	62.5	B + C	Don't Waste It + Make the best of what we've got	72.2
C	Make the best of what we've got	35.0			
D	Two feet and a Heartbeat	60.0	D	Two feet and a heartbeat	54.2

Merged Groups B + C about efficiency, was slightly preferred to the two remaining and slightly more radical options.

A	Burning issue	54.2
B + C	Don't Waste It + Make the best of what we've got	72.2
D	Two feet and a heartbeat	54.2

People liked this event a lot. 89% of participants found the event pretty enjoyable or very enjoyable. 79% found it pretty or very constructive.

Numbers regarding the event's effect concerned with measuring interest levels in engineering were still good if slightly less stellar and are:

- 22% - lot more interested in engineering issues as a result of the event;
- 67% - bit more interested in engineering issues as a result of the event;
- 43% - interest in engineering issues had risen quite a bit or a great deal
- 37% - confidence in talking about engineering issues had risen quite a bit or a great deal.

### Reflection and learning

Wendy Stern of Action for Involvement adds, "Crowd Wise is a highly interactive process. It's exciting to feel the buzz of participants tackling crunchy issues put to them in a harmonious way. Seeing our experts and participants collaborating so closely is just what we want. Volunteers, participants and staff who have been to previous events said Crowd Wise is a step up and how much they enjoyed seeing everyone working together.

Although I know sterling CSR work is going on, I've come to conclude our industry leaders have to invest time upfront to recruit more UK talent and our youngsters in to these disciplines by giving up a little fee earning time now; investing in and using CSR budgets innovatively; getting out, mixing with people at grassroots levels will pay dividends in the medium to long term.

In particular, if engineers want more engineers they need a major image make-over across industry disciplines; most lay people just glaze over as I

enthus about this project -a crying shame as it's our most interesting and exciting project.

Many women do not see they have a place in engineering evidenced in my fruitless task of finding female engineering experts. Agency Careers, a Sheffield recruitment agency very kindly made a non-chargeable referral to a woman I hope will join our engineering experts because to date we have no women for the last two events of the series: housing and manufacturing.

I have removed references to "engineer" from event publicity out of concern it led to low turnout at our first two events. Having delivered several highly successful events on the transport agenda, we'd expected a full house yet only *two* women booked or turned up at our transport event - distinctly unsettling with transport such a highly emotive topic, high on the local political agenda."

And all the more striking given strong participant-led demand for our follow-up meeting at 3pm on Thursday 26<sup>th</sup> January 2012 with the unprecedented involvement of experts keen to join in to help us develop a viable strategic plan to take this agenda forward.

Reflecting on the process, which went more smoothly than the first Sheffield event, it would have been helpful to:

1. Spend more time at the event outset to explain about:
  - a. the RAE Ingenious project,
  - b. nef's role and relationship with Action for Involvement,
  - c. our respective organisations' aims, objectives and remit.
  - d. Crowd Wise
2. Address the challenge of linking engineers' contributions to the topic and options which remains an issue that we are working on for future sessions by giving experts more time between their Briefing and the Event.

Perry Walker

24<sup>th</sup> January 2012

Appendix 1

**Timetable**

<i>When?</i>	<i>What happens?</i>
1.45	Introductions Results of first vote presented
1.55	Engineers presentations
2.35	Groups develop options
3.05	First presentations
3.15	Groups develop options
3.35	Presentation of options
3.55	Voting
4.00	Break
4.15	Results presented and discussed
4.30	Close

Appendix 2:

Ballot Paper 1

Date:

**Engineering Transport Sustainability**

**What's the best way to Engineer Transport Sustainably for Sheffield, our region and beyond in a carbon, pollution and hassle free environment without causing congestion or breaking the bank??**

In the table at the bottom of the page, rank the options in order of preference (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> etc.). Rank as many as you like. The more you rank, however, the greater the difference between the one you like best and the one you like least, so the more you will affect the overall result. Also, finding out which options are least liked is as important as finding out which are most popular.

If you rank four options, your first preference gets four points, your second preference gets three points and so on. If you rank three, your first preference gets three points and your second preference gets two point. And so on.

**The options**

A	<p><b>Burning Issue</b> We need to find alternatives to oil and gas because they're dirty, wasteful, running out and costing us the earth. Alternatives include fuel cells, electrification, renewables and nuclear.</p>
B	<p><b>Don't waste it!</b> All transport requires energy. Every time we use energy, we waste lots of it with catastrophic implications for us and our earth so we must use it as efficiently and effectively as we can.</p>
C	<p><b>Make the best of what we've got</b> The UK transport infra-structure is our most expensive asset, but its capacity cannot meet peak demand; some parts are not fit for purpose so we must use and adapt it using less space and money to meet our needs and our planet's.</p>
D	<p><b>Two feet and a heartbeat</b> We can use our muscles to improve our health and well-being instead of so many short motorised journeys. With the will and means, we can enjoy many more <i>feel good</i> moments, save money and help our earth by ensuring cars are no longer people's first choice.</p>
E	

**Your preferences**

1 <sup>st</sup> - First preference	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	

At our RAE Transport event on 6<sup>th</sup> December, I agreed to set-up a follow-up meeting in response to the demand. I had understood everyone would contribute to the Group by for example taking minutes, action planning and actions.

I have delivered on my agreement to arrange and lead this meeting. While I agreed to take the minutes this time, for me to make a longer term commitment to this Group, the members need to construct the Group so that it can run smoothly without placing unfair reliance on any one person, myself included.

As I said at our meeting, my first responsibility is to Action for Involvement.