Item:
11

HI ● TRANS
THE HIGHLANDS AND ISLANDS TRANSPORT PARTNERSHIP

Report to Partnership Meeting – 3rd June 2011

EUROPEAN

START Project

Traveline Scotland Blackberry Application Development

Purpose of Report

To update Members on the development by Traveline Scotland of a Smart Mobile Phone Application for the Blackberry smart phone range to support the dissemination of public transport information through Traveline Scotland.

The Blackberry application is being funded by HITRANS and SPT through the INTERREG IVB Atlantic Area START project. This will be the third such smartphone application after Traveline and Transport Scotland funded the development of applications for the iPhone and Android platforms.

Update on Activity since April 2011 Partnership Meeting

Strathclyde Partnership for Transport (SPT) has confirmed they will match the funding of £12,500 HITRANS committed in our 2011/12 Business Plan to the Traveline Scotland Blackberry app. SPT are also funding the Blackberry application from the INTERREG IVB START Project Budget.

SPT and HITRANS alternate our attendance where possible at Steering Group Committee Meetings for the START project. SPT represented Scotland at the most recent meeting in Caen, and they presented to the European partners on the proposal for Traveline Scotland to develop a full suite of Smart Phone applications within the project. The proposal was very well received by the partners who were very positive and felt this technology would reflect very well on the START project as it was much more advanced than any approached to mobile journey planning available in their nations (UK, France, Portugal and Spain). The Traveline Scotland smart phone application development will be a key feature in the programme of the START project final conference to show how the inter regional funding has been used to share and develop best practice between EU member states.

Project Timeline

The outline project plan for the Traveline Scotland BlackBerry applications based on the scope outlined above will be as follows:

MILESTONE	DATE
BlackBerry	
Commencement of work	12 weeks
Interim progress review	16 weeks
Beta release for feedback and refinement	20 weeks
Work complete and acceptance testing begins	22 weeks
Launch	24 weeks

With development of the Blackberry application commencing in May 2011 the Application should be ready for launch in October 2011.

Project Costs

Implementation and operation costs for the project as scoped above will be as follows:

MODULE	ONE-OFF	ANNUAL
Traveline Scotland BlackBerry application	£22,000	£3,000

The cost of the Blackberry application development to HITRANS and SPT is a one off capital cost of £25,000 which covers the development and the first year of maintenance.

Traveline Scotland has confirmed it is prepared to meet the maintenance cost after the first year so this will be a one off cost to HITRANS and SPT.

Recommendation

1. Members are asked to note the report.

Risk	impact	comment
RTS delivery	√	The project will further RTS objectives of encouraging increasing use of public transport by providing better transport information.
Policy	√	The project will help meet HITRANS policy objective of improving passenger transport information and support the delivery of the Business Plan for 2011/12.
Financial	-	The project will be funded within the existing START project budget.
Equality	√	The Blackberry application will improve accessibility to public transport services.

Author: Ranald Robertson
Designation: Partnership Manager
Date: 2nd May 2011