rTown: a project in the Innovate UK SBRI competition "Re-Imagining the High Street"

Proposal Tasks in Bid for Phase 2 - Implementation

rTown seeks to apply appropriate new technology and associated services in a socio-political context, which requires that there be a temporal nexus of the right technology with social eagerness/willingness to adopt that technology; a slowly diminishing 19% of the UK population wants to know nothing of 'new' technology.

Technical work will, by workpackage (WP), comprise the following Task, Innovation, Challenge & Address elements(#):

WP1
Task: The use of the People&Places methodology benchmarking in 2016 (and post-project in 2018).
Innovation & # Challenge: None technical, but just doing it during and after change!
Address: Project success criteria will be: increased footfall, longer stay, and better qualitative rankings.

WP2
Tasks: Taking forward the signage will mean integrating modern physical signage with our expanded town-wide wireless (and backhaul telecoms) network to enable a) pedestrian & parking guidance related & b) location-specific visitor information and entertainment (WP6) to be delivered to decision points in the town.
Innovations: a) first known use of a parking route system of signing in the UK; b) to provide WP6 services.
Challenge: Optimising base-station locations to cover low relative broadcast power of mobile devices over mwWAN, wLAN & wPAN.
Address: By detailed repeat survey, & by open communication of risks and benefits.

WP3
Task: Integrate personal parking management, new parking payment, occupancy measurement and guidance systems with comprehensive, existing, PDRI data.
Innovation: Prospective linking of parking management to a parking route system of signage with navigation beacons for smartphones and to real-time occupancy in signage and by phone; (done as separate implementation, not as a system).
Challenges: To minimise technical risk and achieve sufficient trust and interest.
Address: By open communication of risks and benefits and by seeking to identify pioneer adopters.

WP4
Task: Resolve options for new regulatory constraint on contract operation of local authority off-street parking so that the original 'incentives to park' premise can be retained in an elegant, 'single touch' manner using an integrated IT approach; if these options are not viable then implement a separate kiosk approach.
Innovation: Parking ticket machine integration with a town centre trader-controlled voucher issuing system.
Challenge: Resolving options.
Address: Use existing contacts and by open communication of risks and benefits to identified pioneer adopters.

WP5
Tasks:
a) implement LockerPoint service to provide an open-long-hours collection point, with supporting IT, for any/all shopping deliveries;
b) implement a TownTrolley service.
Innovations:
a) To provide an open-long-hours collection point for any/all shopping deliveries from multiple suppliers;
b) To provide a TownTrolley service which collects any/all town centre purchases to the open –long hours collection point and delivers onward to customers within the Locality.
Challenges: a) ensure IT system is fit for purpose; b) engage businesses and consumers (web & personal) to trolley and locker.
Address: a) by open communication of risks; b) communication & marketing.

WP6
Tasks:
a) establish a range of links to physical attractions & reasons to build visitor engagement; develop & deploy content using physical, electronic & augmented reality media;
b) enable location-specific visitor information to be delivered in multiple languages, & to those with physical and cognitive disabilities via town wireless network including physical signage (WP2)..
Innovation: provision of integrated multi-modal guidance, information and entertainment to mobile devices based on hyper-local location.
Challenges:
a) Ensure IT systems interoperate &/or co-exist; b) engage tourist businesses and consumers.
Address: a) by open communication of risks; b) communication & marketing.

WP7
Task: Establish a TownTeam service to provide an open-long-hours point for various services including (i) walk-up enquiries; (ii) voucher issue to walking, cycling & public transport users; (iii) access mobility scooters; (iv) base for the IT systems enabling (WPs 2-7); base for the town centre manager; maintenance; cleaning; etc.
Innovation: To provide an open-long-hours access point for integrated provision of the above services.
Challenges: a) Ensure systems (staff and 'hardware') are fit for purpose; b) engage businesses and consumers.
Address: a) by open communication of risks; b) marketing.

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