



Service Overview

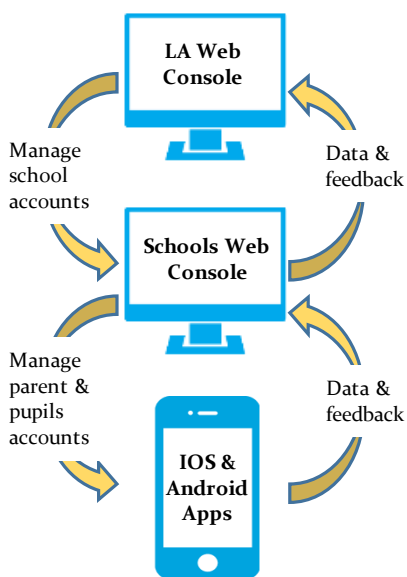
HomeRun software enables and encourages efficient, active and environmentally friendly school commutes that reduce both congestion and harmful vehicle emissions. This software collects and presents commute data about how students get to school, with key metrics such as carbon emissions, transport modes and distance travelled, calculated and tracked. Moreover the HomeRun mobile application facilitates transport pooling that incorporates live 'Uber-style' tracking.

The Need

- Local authorities spend tens of millions of pounds every year on home to school transport. Furthermore, increasing budgetary challenges necessitate a need to increase the empowerment and self-reliance of their constituents.
- The negative impacts of air pollution around school sites and the increasingly sedentary lifestyles of children, pose a significant healthcare challenge for government.
- Innovative solutions are required to meet local authorities increasingly ambitious air quality targets.
- Increased congestion is putting more stress on local roads and transport infrastructure. Plans to add significant numbers of school places will further exacerbate these issues.
- The provision of modern, top quality, digital services must be used to leverage constituents' increasing comfort with smartphone enabled solutions.

The HomeRun Platform

The HomeRun service is delivered through an administrative web console for council's and schools, as well as native mobile IOS/Android applications for parents & pupils.



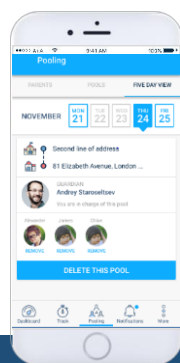
- Administrative consoles allow Local Authorities to manage their schools and, in turn, for schools to manage their parent & pupil accounts.
 - A multi-layered model ensures that personal data is kept confidential.
 - Stakeholders of the school commute can own and run the service independent from third parties.
- Parents & pupils receive user-focused smartphone applications, which deliver key services to them, such as journey sharing and uber-style tracking.
- Parents' & pupils' usage of the application generates anonymised commute metrics which automatically flow through to the LA's and school dashboards.
 - Smart algorithms and real journey data combine to provide the most accurate view of the school commute.
- Journey sharing features make it easy for parents to reduce the burden of the school commute on themselves as well as on their local communities.

Key Features & Functionality

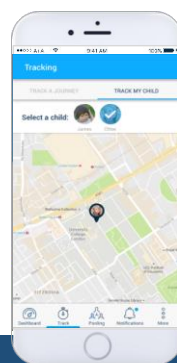
Visual Dashboards & Commute Modelling



Intelligent Journey Sharing



Real-time 'Uber-style' Journey Tracking



Targeted communications of Custom Surveys & Notifications





Benefitting all Stakeholders of the School Commute



Access to real school commute data.

- Real-time journey tracking provides comprehensive insight into how pupils actually travel.
- Smart forecasting algorithms will utilise real data samples to provide the most accurate and complete journey data possible. This will also take into account the actual cars being used, traffic patterns and distances travelled.
- Track and display real vehicle emissions, transport modes, journey times and distances, routes used and congestion heat-maps, amongst other key metrics.



Reduction in vehicle emissions and cars on the road.

- Connect and empower suitable parent drivers to enable efficient carpooling.
- Present parents with visualisations of their commutes, allowing for smarter scheduling and routes, reducing both driving distances and times.
- Promote and track the benefits of sustainable travel to discourage car journeys wherever possible.



Healthier, more active children.

- Provide increased safety and reduce the need for adult supervision, through the creation of walking and cycling groups.
- Promote and track benefits of active travel to encourage increases in walking and cycling journeys.
- Reduce toxic air pollution by cutting down on car use around school sites.



Empower school communities to improve their daily commutes.

- Provide a platform enabling parents to find suitable matches for journey sharing, reducing the burden across the community.
- Real-time 'Uber-style' tracking of journeys allows parents to view their children's commutes, reducing safety concerns and encouraging earlier shifts to independent travel.
- Show parents and pupils dynamic visualisations of their actual school journeys.



Ensure impactful solutions & meaningful communications.

- Access to quantitative and qualitative feedback informs solutions that the stakeholders of the school commute, really want and need.
- Dynamic measurement of the school commute footprint enables assessment of the effectiveness of initiatives. Best practices can then be identified, replicated and verified.
- Infrastructure spending will be prioritised on the most impactful and efficient projects.
- Ability to segment users by metrics such as transport mode and distances travelled, enables administrators to create and send targeted custom surveys and notifications.

Saving Budget with HomeRun!

Focused spending means less waste.



- Understanding each school's unique transport challenges, and measuring their performance, will ensure that the right schools receive the right budget for transport initiatives.
- Meaningful data & feedback will ensure that only the correct transport solutions are provided, making ineffectual initiatives redundant.

Less manual administration.



- Interconnected administrative platforms negate the need for manual workarounds such as 'Hands-up Surveys'.
- Custom surveys and notifications take advantage of HomeRun's user segmentation functionality, resulting in better communications with less administration.

Reduce subsidised school transport services.



- Mapping of the actual routes taken by parents & pupils and how existing services are used, will allow for improved routing and capacity optimisation.
- Empowering constituents through HomeRun's self-reliance platform reduces the need for traditional home to school services.

Continuous Service Improvement

Qualitative and quantitative user data will be continuously collected and analysed by the HomeRun team. Regular updates will incorporate high impact improvements, ensuring the service remains fit for both purpose and use.





Metrics Captured

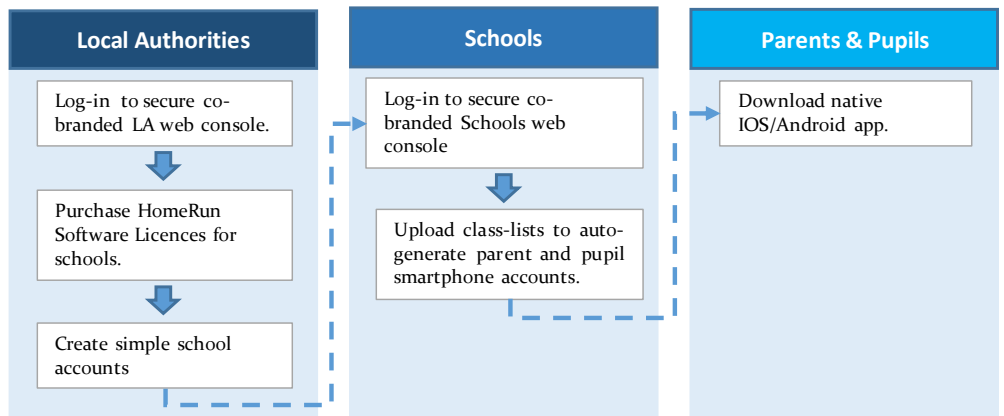
<i>User Metrics</i>	% Children with Transport Profiles	% Active Users	# Real Journeys Tracked	Average Journey Distance	# Journeys by distance/mile Histogram
	Route Heat-map by transport mode	Average Journey Time			
<i>Shared Journey Metrics</i>	% Total Journeys Shared	% Car Journeys Shared	% Cycling Journeys Shared	% Walking Journeys Shared	% Journeys by Public Transport
<i>Car Metrics</i>	# Cars Used/Commute	# Miles Driven	Total Fuel Costs	% Car journeys by distance/Histogram	% Journeys by car
<i>Active Transport Metrics</i>	# Active Travel Hours	% Cycling Journeys	% Journeys with > 10 mins walk	% Total Active Journeys	# Hours Cycled
	# Miles Cycled	# Miles Walked	# Hours Walked		
<i>Green Metrics</i>	Co2 Emissions /kg	% Sustainable Journeys			



Data Security is at the Heart of Our Design

- Sustainable Commute Solutions Limited fully comply with the data protection act.
- Our technology developers have and continue to work with the NHS and Facebook, and as such have extensive experience in safeguarding extremely confidential data. The same safety standards are being used for HomeRun.
- A multi-layered system ensures that users will only have access to their own confidential data. Even system administrators will not have access to user's personal data.
- All journey data will be anonymised and aggregated in order to ensure that no personally identifiable information will be available.
- Passwords will be system generated assuring no one has access to areas that they are not permitted.

Getting Started With HomeRun!





Based on data from a Primary School [407 Pupils]

100 hours

is spent every year by the average parent on their school journeys.



11 trees

per annum would have to be planted to offset the carbon emissions produced by the average parent on the school commute.



£530

is the average annual running costs of using a car to undertake the school commutes.



46%

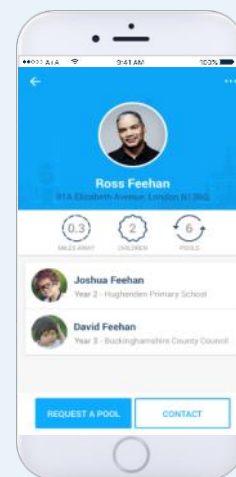
of school commutes are undertaken by private cars.

How HomeRun can help!

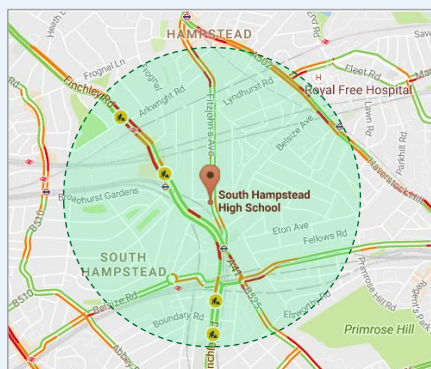


Pooling Journeys

- The HomeRun platform connects parents whose children attend the same school – letting suitable would-be poolers find each-other by proximity.
- By easily facilitating journey sharing, we believe that we can help schools get at least a quarter of their parents consistently pooling. Even this modest rate would result in a **14% reduction in cars on the road.**



Smart data driven solutions



- **Better routes and scheduling:** Use route-mapping analysis to make parents aware of the best potential routes and times to travel – resulting in reduced average commute durations.
- **Encourage & measure behaviour change:** Encourage alternatives to private car journeys by demonstrating their impact directly to parents and pupils.
- **Smarter infrastructure decisions:** Work with Local Authorities and schools to provide the most impactful solutions required – such as pedestrian crossings, park and stride locations, cycle routes, public transport routes and more efficient school buses.



"The DfT White Paper (2011) highlights the importance of providing targeted information, marketing and travel plans to influence peoples' travel choices."

Wiltshire Council Local Transport Plan 2011-2026 - Smarter Choices Strategy

"Investigate the feasibility of innovative solutions for school travel plans focusing on AMQA areas first"

Wiltshire's Air Quality Strategy (2011-2015)

"Wiltshire Council will seek opportunities to market and expand Wiltshire's car share scheme and will explore new and innovative ways to bring potential car sharers together, such as more informal car sharing arrangements"

Wiltshire Council Local Transport Plan 2011-2026 - Smarter Choices Strategy

"The Government believes that effective sustainable local transport is delivered through solutions developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities"

DfT White Paper 2011

"...Walking and cycling should be everyday ways of getting around, not just for their own sake, but also because of what they can do to improve public health, increase participation in physical activity, tackle congestion, reduce carbon emissions and improve the local environment"

Active Travel Strategy (DoH and DfT, 2010)

Some of the Key Related Policies:

- The Active Travel Strategy (DoH and DfT, 2010)
- Wiltshire's Air Quality Strategy (2011-2015)
- Government's Climate Change Act 2008
- Wiltshire's 'Energy, Change and Opportunity (ECO) Strategy 2011-2020'
- Environment Act 1995
- The Air Quality Standards Regulations 2010
- Wiltshire Council Local Transport Plan 2011-2026 - Smarter Choices Strategy

And many more..

Potential Pilots

Wiltshire are looking for innovative solutions to reduce cars on the road and peak time congestion. As their strategy is to first focus on their Air Quality Management Areas (AQMA's), we have studied the schools near those locations. Taking in to account the numbers of pupils, age ranges and potential catchment areas, we have identified clusters of schools near each of the AQMA's, which we believe significantly contribute to the air pollution in those area's. These are shown below.

The schools shown below are only suggestions based on limited information, to demonstrate the type of clusters that would form a suitable pilot. The knowledge of the local area councils should be the determining factor in selecting the final list of schools.

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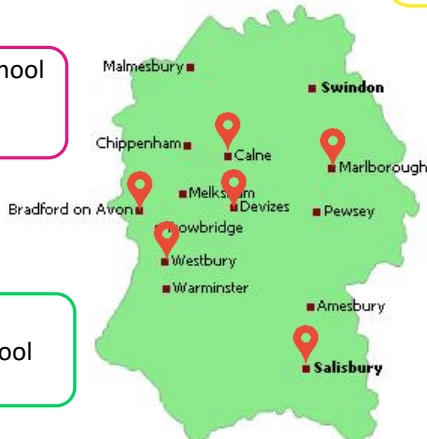
Fynamore Primary School
 Holy Trinity CofE Academy
 Marden Vale
 Priestley Primary School
 Saint Edmund's Roman Catholic Primary School
 The John Bentley School

Marlborough 4

Preshute CofE Primary School
 St John's Marlborough
 St Mary's CofE Infant School Marlborough
 St Peter's CofE (VC) Junior School

Bradford 3

Christ Church CofE (VC) Primary School
 Fitzmaurice Primary School
 St Laurence School



Devizes 4

Devizes School
 Southbroom Infants School
 Southbroom St James CofE Academy
 St Joseph's Catholic Primary School Devizes

Westbury 3

Matravers School
 Westbury CofE Junior School
 Westbury Infant School

Salisbury 7

Harnham CofE Controlled Junior School
 Harnham Infants' School
 Salisbury Manor Fields Primary School
 South Wilts Grammar School for Girls
 St Mark's CofE Junior School Salisbury
 St Osmund's Catholic Primary School Salisbury
 Wyndham Park Infants' School

Pricing

The Homerun platform is priced by the number of subscriptions purchased. Each subscription provides 1 school with 12 months of the service. There are significant discounts available depending on the number of active subscriptions within a Local Authority, as shown in the table to the right.

Should any subscriptions be taken up during the pilot phase, there is a special discounted price per subscription of **£1,250**.

# Subscriptions	Price/Subscription
1-49	£2,500
50-99	£2,000
100-149	£1,750
150-199	£1,500
200+	£1,250

Why the school run?



HomeRun

"Myself and Michael both live in residential suburbs with high concentrations of schools. Having regularly taken my nieces and nephews on the school run, I have experienced the many challenges surrounding this commute, first hand.

Many parents, faced with ever busier schedules, view the school run as one of the most painful parts of their day. In addition, local residents and businesses feel the burden and stress almost as much.

Our increased understanding regarding the dangers of CO2 emissions, the need for sustainability and the benefits of active travel, mean that now is the time to make a real change and transform the school commute."

Pooya Kamvari

HomeRun is a solution created by two highly spirited and ambitious entrepreneurs looking to bring modern ideas to overlooked sectors.



Michael Robson
Co-Founder

Michael's background is in Industrial Engineering and consulting with a focus on Safety and Transport. He has worked in Europe, Australia, Africa and the USA – where he spearheaded the establishment of a manufacturing operation. Michael has a MBA from the University of Cambridge, a Bachelor's Degree in Politics, Philosophy and Economics and a Postgraduate Diploma in Enterprise Management.



Pooya Kamvari
Co-Founder

Pooya has over seven years of industry experience, including five years in financial services running global technology projects for Deutsche Bank. Having received multiple awards during his time at the bank, Pooya then undertook and a MBA from the University of Cambridge – receiving a distinction. Pooya also has a Masters in Corporate and Commercial Law and a Bachelor's in Manufacturing Engineering.

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"We are always pleased to receive your feedback, ideas or proposals. Please do get in touch!"

