

digigo  
go on demand



## Getting to Writtle University College with DigiGo

Book a **DigiGo** journey from Chelmer Valley Park & Ride, Little Dunmow, High Easter, Great Leighs, The Waltham's and surrounding areas directly to college!

Search for journeys and book using the **TravelEssex** app.

- DigiGo is a new form of shared public transport
- The service can be booked on-demand (within 15-20 minutes) or up to 7 days in advance

[www.digigo.uk](http://www.digigo.uk)



Book, Track, Ride  
via the **TravelEssex** app

diggi  
go

on demand

# Overview



DigiGo is an on-demand minibus service that is booked via the TravelEssex app. The vehicles have no fixed bus route or timetable. Passengers select their pick up and drop off points, and the system automatically calculates the route, catering for any pickups along the way.

The app displays 'virtual stops' near to the pick-up locations, meaning that passengers are just a very short walk away from pick-up. This reduces the long journeys some have to take to get to a traditional bus stop.

The service can be pre-booked up to 7 days in advance.

The service is being piloted for an initial two-year period in two separate operational areas. You must search for journeys within these operational areas to book a DigiGo ride.



# Key Information

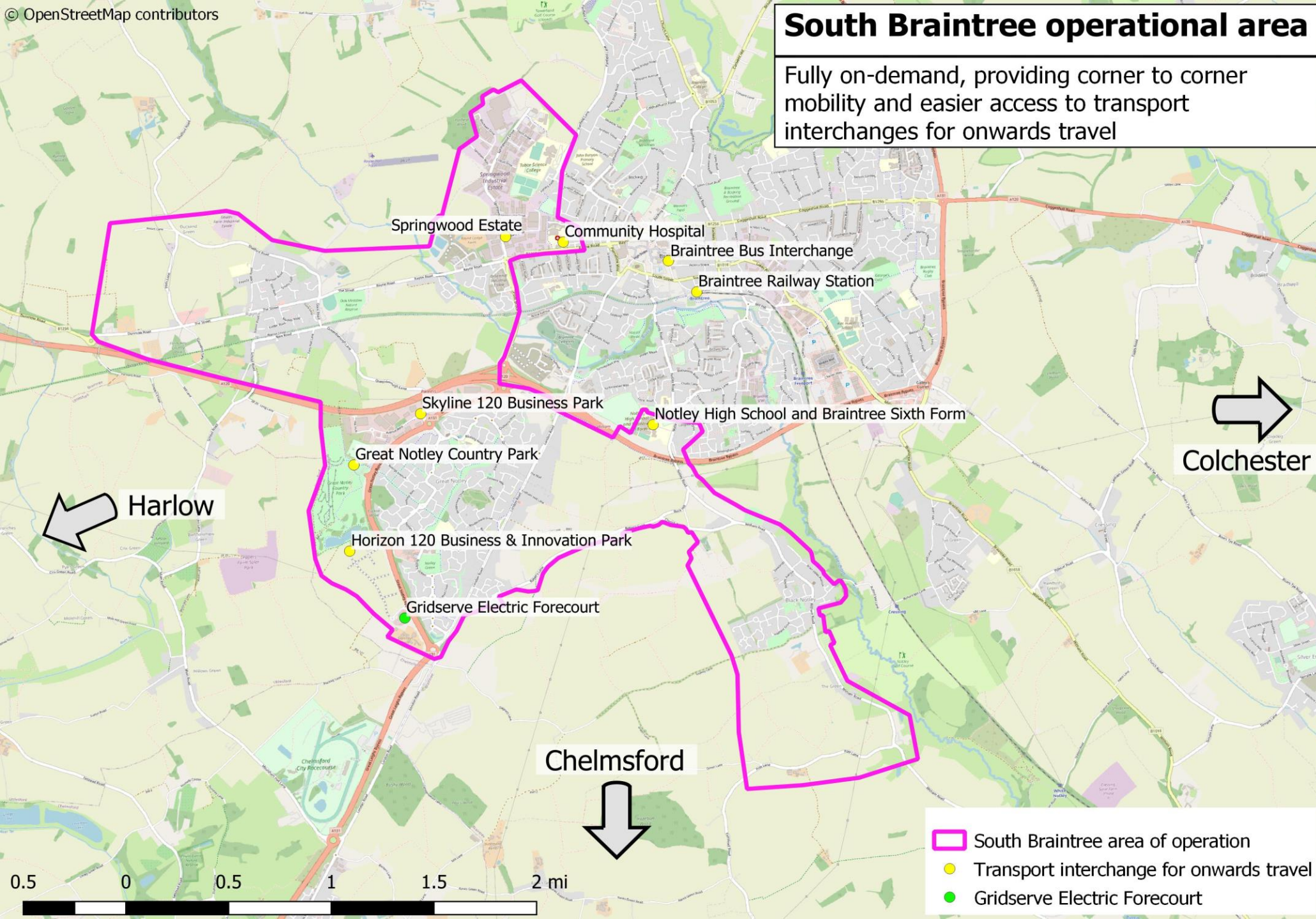
- Operates 7 days a week, from 7am to 10pm (excluding bank holidays)
- Ordered via the TravelEssex app
- Telephone booking is available Monday to Friday, 10am to 12pm, on 03330 137 138
- 6 electric minibuses – 4 for Central Essex, 2 for South Braintree
- Powered by GRIDSERVE's electric forecourt
- Can be pre-booked up to 7 days in advance, or booked on-demand (ASAP)

# South Braintree operational area

Fully on-demand, providing corner to corner mobility and easier access to transport interchanges for onwards travel



## South Braintree



Colchester



Harlow



Chelmsford

- South Braintree area of operation
- Transport interchange for onwards travel
- Gridserve Electric Forecourt



# South Braintree Example Journeys



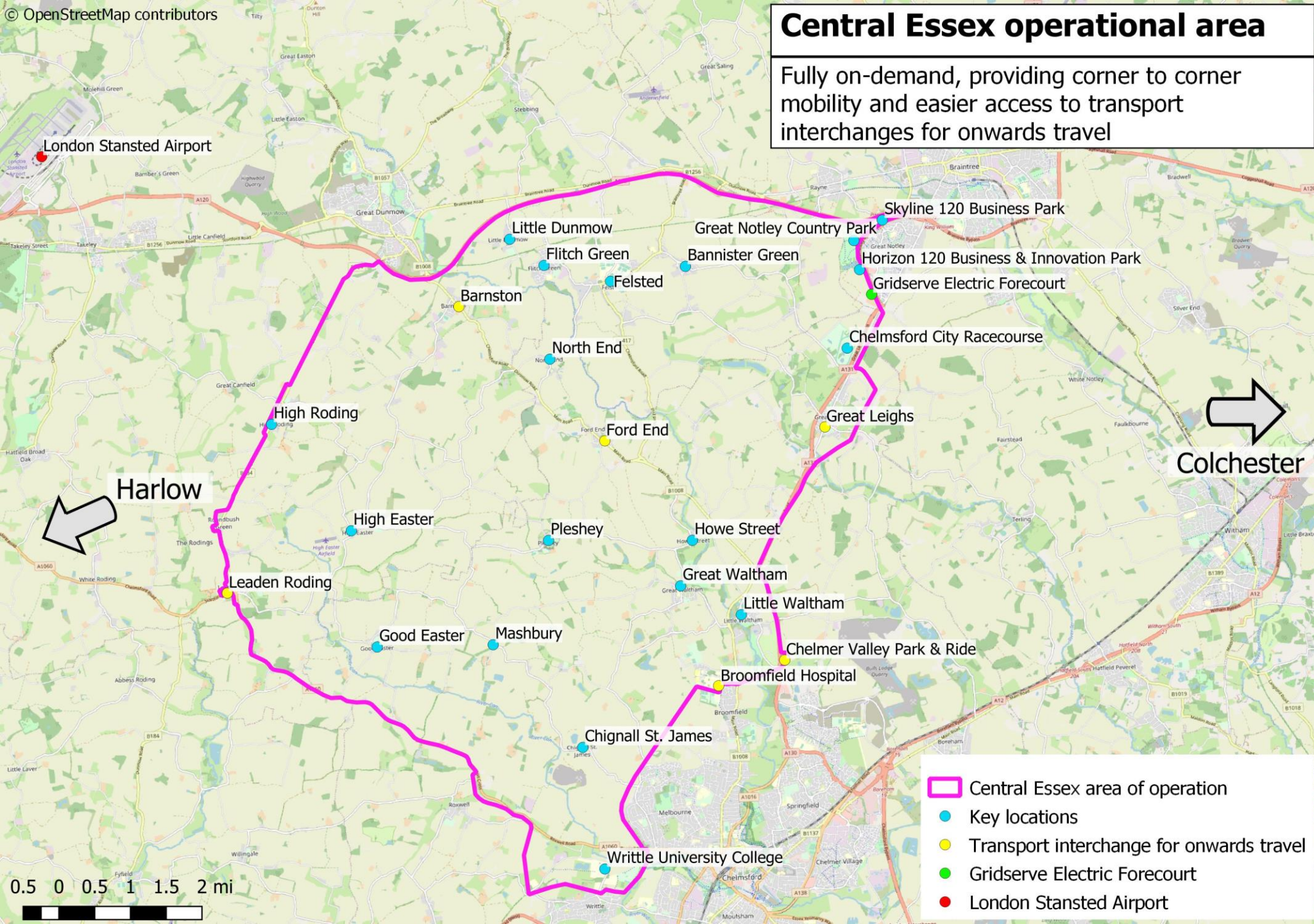
- Getting to and from Braintree Community Hospital
- Getting to and from Braintree Train Station for onward travel
- Commuting to Skyline 120 Business Park
- A family day out at Great Notley Country Park
- Getting to and from Braintree Bus Interchange to Rayne, Black Notley, Great Notley
- Reaching Notley High School and Braintree Sixth Form






# Central Essex operational area

Fully on-demand, providing corner to corner mobility and easier access to transport interchanges for onwards travel



## Central Essex



-  Central Essex area of operation
-  Key locations
-  Transport interchange for onwards travel
-  Gridserve Electric Forecourt
-  London Stansted Airport

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# Central Essex Example Journeys



- Getting to and from Broomfield Hospital
- Reaching Writtle University College
- From Chelmer Valley Park & Ride to City Centre & Anglia Ruskin
- Getting to nearby villages and parishes
- A seamless trip to your favourite country pub!
- Getting to Barnston or Ford End for onward travel to Stansted

# More Information

Website: [www.digigo.uk](http://www.digigo.uk)

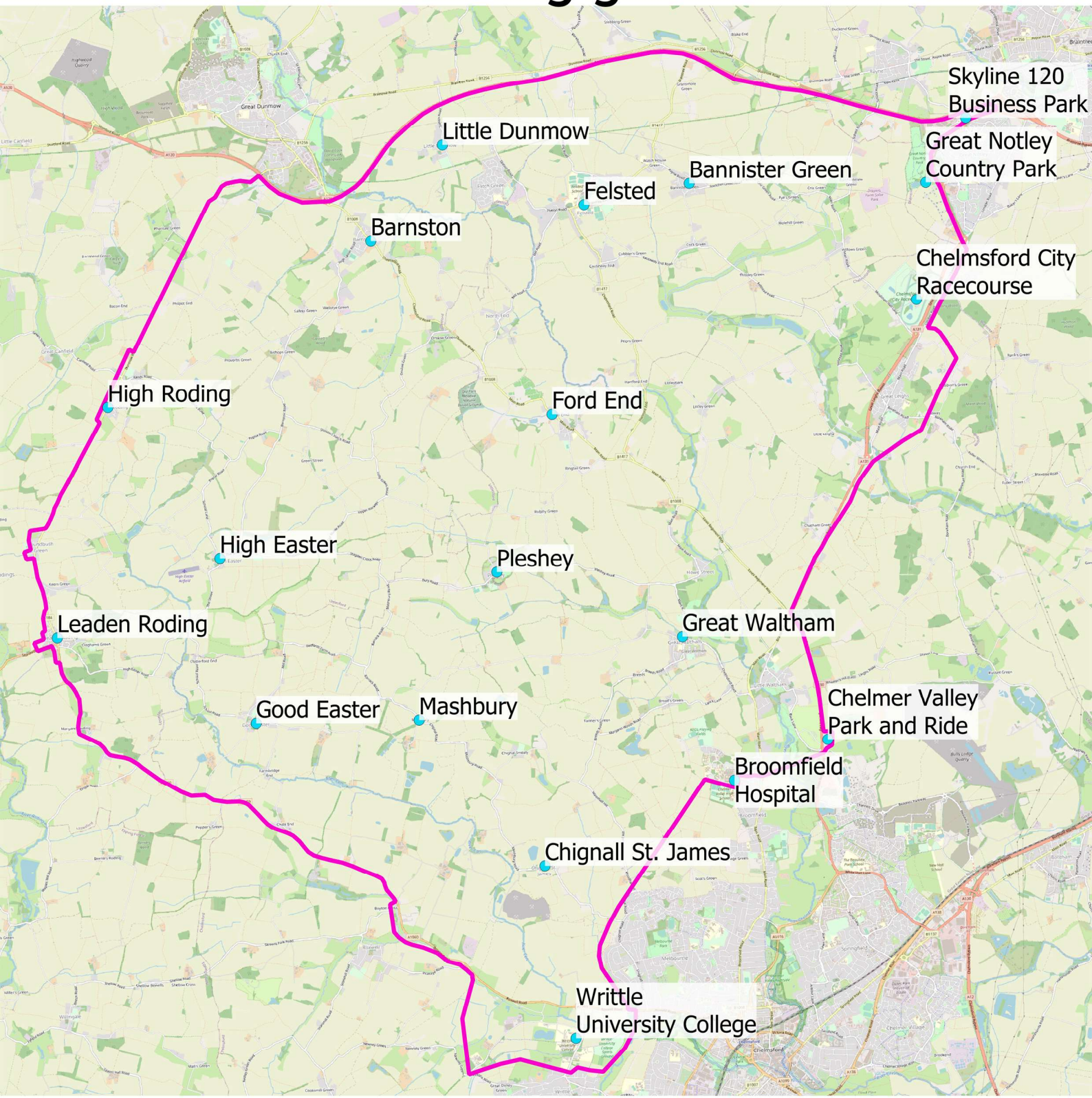
Email: [digigo@essex.gov.uk](mailto:digigo@essex.gov.uk)



# Central Essex Travel Zone

DigiGo has no set timetable or route. Our vehicles can pick up and drop off throughout this travel zone, within the boundary.

[www.digigo.uk](http://www.digigo.uk)

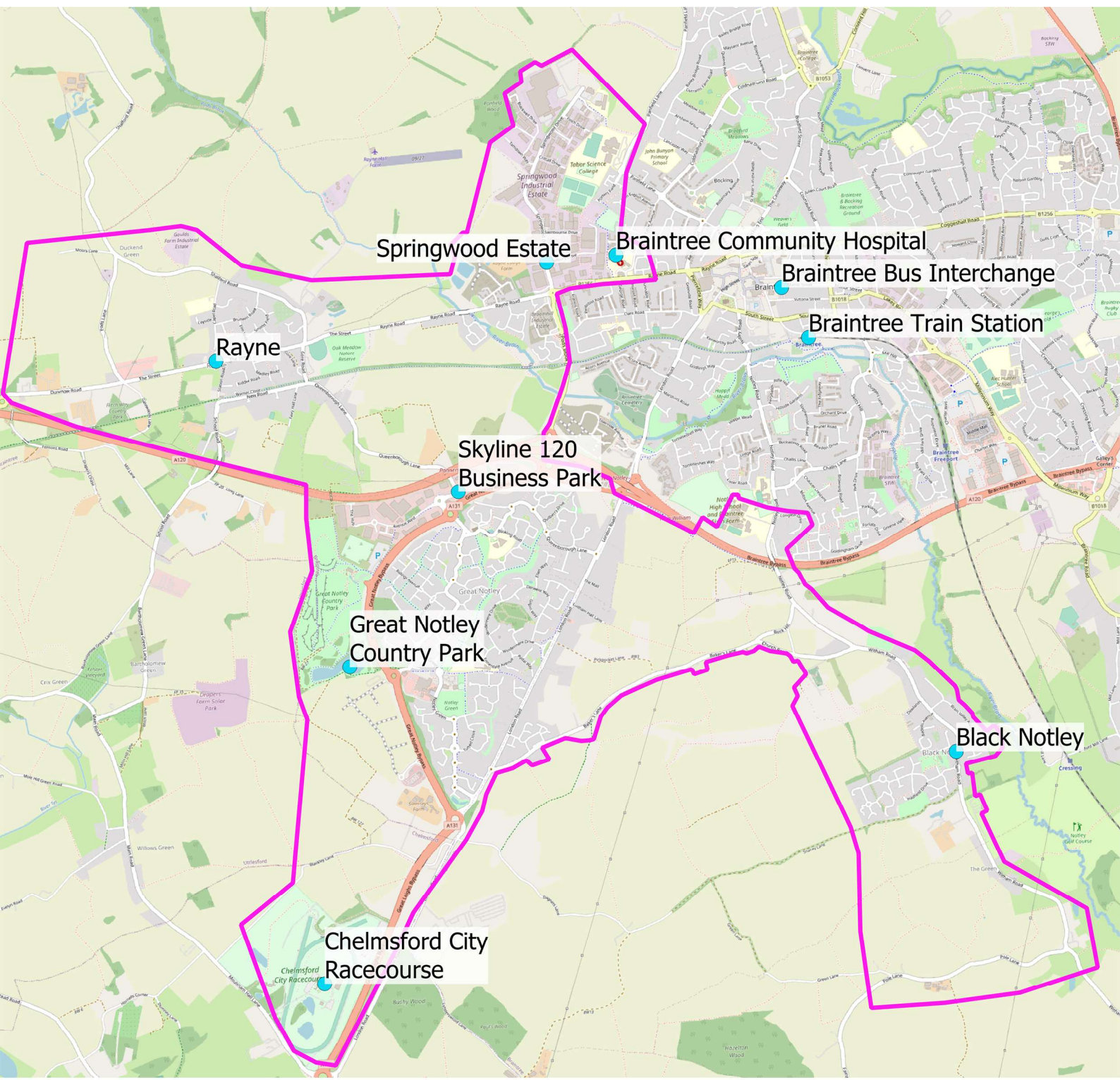




# South Braintree Travel Zone

DigiGo has no set timetable or route. Our vehicles can pick up and drop off throughout this travel zone, within the boundary. We can also get to Braintree Train Station and Bus Interchange.

[www.digigo.uk](http://www.digigo.uk)



## DigiGo Prices

DigiGo fares offer three ticket options - Adult, Young person and Concession. The table below outlines single fares, per person.

Distance	Adult	Young person (under 18)	Concession*
0 to 2 miles	£2.50	£1.87	Free
2 to 4 miles	£4.00	£3.00	Free
4 to 6 miles	£6.00	£4.50	Free
7+ miles	£8.00	£6.00	Free

\*Concession's travel for free after 9am on weekdays and at all times at weekends. Before 9am on weekdays the standard fares apply.

For information on Essex Concessionary Bus Passes, please visit

[www.essexhighways.org/concessionary-fares](http://www.essexhighways.org/concessionary-fares)

A young person on DigiGo services is classified as under 18 years of age.

We have group booking functionality in development and will launch this in Summer 2022.

# DigiGo - Questions and answers

## What is DigiGo?

### **1. Who is DigiGo for?**

Everyone! Whether you're travelling to school, work or for a social occasion – DigiGo is for you. We do ask that children aged 10 and under are accompanied by parent, guardian or carer.

### **2. Where can I use DigiGo?**

DigiGo is currently available in two areas – South Braintree and Central Essex – with detailed maps showing the exact areas they cover. These are pilot schemes running for two years. If it works, we'll seek funding to operate more DigiGo services in other parts of Essex.

### **3. What does 'on demand' mean?**

'On demand' is when you book a journey at short notice (e.g. for 15/20 minutes time) - this option gives the ultimate flexibility and is the best way to use the DigiGo service.

### **4. How does DigiGo differ to traditional bus services?**

DigiGo is an electric, shared public transport service – it operates fully flexibly. There are no fixed routes, no timetables nor use of bus stops, like a traditional bus service would.

You are in control – you can book a journey on-demand (for a journey needed quickly) or in advance (up to 7 days before) through the TravelEssex app.

### **5. Isn't DigiGo just a taxi service?**

Nope – DigiGo is not a private hire service - it is a new form of shared public transport. The app has a clever algorithm to group similar bookings going to similar areas at similar times; all without impacting on the time you need to arrive by. Additionally, it does not offer a door-to-door service

## Bookings and payments

### **1. How can I pay for a journey?**

Journeys can be paid for through the TravelEssex app (iOS/Android)– it's the quickest and easiest way to do it. There is also a phone booking service available, where a customer cannot use the app for any reason.

### **2. Can I prebook a journey?**

Yep! Up to 7 days in advance of the journey. Ideal for those who like peace of mind that their journey is all booked in.

### **3. Will I be guaranteed a return journey home?**

To do this, book your return journey at the same time as your outbound journey. You can do this through the TravelEssex app. This enables the app to operate properly based on demand from customers in your local area.

### **4. Can I make a group booking?**

This functionality is coming in Summer 2022. When it's ready you'll be able to book for up to 6 people. So that's you plus 5 others.

### **5. How long will it take for a minibus to pick me up?**

When making your booking through the TravelEssex app (iOS/Android), it will advise you of the estimate pick-up time. Nearer the time of the journey, you will be able to track your minibus in real-time. You'll also receive text messages advising when the minibus is nearby and has arrived to pick you up. No need to wait outside in the cold or rain unnecessarily!

### **6. How will I know where my assigned minibus is?**

DigiGo is not a door-to-door service; it is a corner-to-corner service instead. What this means is that you'll be picked-up and dropped-off near to your start location/destination. The app will guide you to where the minibus is collecting you from, with real-time tracking available.

### **7. The app advises there is no vehicle available, why not? Surely you just put more buses on!**

This means the service has been really popular in your local area/time selected. We would advise trying to book a journey for a slightly different time. There may be spare capacity for an earlier or later time.

As the demand for the service grows, we will continue to review the number of electric minibuses in operation and seek to expand, where there is a case to do so.

## **8. I made a mistake on my booking, how do I change it?**

Within the app there is the option to cancel a journey and then you can simply rebook for the desired journey. Your journeys appear in the app menu under 'DigiGo – on demand'; click on the one you wish to cancel, when it opens, click on the menu in the top right and choose 'Cancel ride'.

## **9. Can I cancel a booking and will I get a refund?**

Yes – you can cancel a booking in the app easily. The charge for the journey is taken on completion, which avoids the need for refunds. Those who persistently book and cancel journeys may have their accounts suspended at the sole discretion of the service.

## **10. What happens if I don't show up?**

You'll be charged the full cost of your journey.

## **11. Is the service accessible and how do I book?**

Yes it is – we can transport wheelchair users onboard. For now, we ask you to book via our telephone booking service; so we can ensure your journey is setup right for you.

Wheelchairs must be crash tested and have the manufacturer's crash test certificate. We reserve the right to decline a journey if this condition is not met.

## **12. I chose the wrong ticket type when setting up my account; how do I change this?**

In the menu of the app, selected 'My Account'. On the next screen, under 'My Profile', you'll see the current profile selected for you (e.g. Adult, Young person, Concession). Under the same heading, the app gives you the option to add or remove a profile, giving you the flexibility to alter this to the correct type.

## **13. I'm a concession, why do you collect payment details from me before I choose my ticket type?**

This is part of your account creation and only needs to be done once, after which your details are stored to make future journey bookings quick and easy. Journeys for concessions before 9am on weekdays are charged at the standard adult rate, so if someone with a concessionary bus pass travels at this time, the app needs to be able to collect a fare from you. Rest assured, no charge will be made at times when concessions travel for free.



## Onboard the minibus

### **1. What do I need to show the driver when I board?**

Please show them the confirmation of journey booking from the app and advise them of your name. For concessionary pass passengers, you'll need to show your pass to the driver. Please ensure the name on the pass matches the name you entered in the app, and that the pass is in-date/valid.

### **2. How do I recognise the right minibus/driver to know I have boarded the right vehicle?**

When you have booked your journey, the app will advise the name of your driver and the registration of the vehicle collecting you – giving you full confidence.

### **3. What am I allowed to bring/do onboard the minibus?**

We ask that passengers do not eat/drink or smoke/vape on the minibuses. Mobility scooters, e-scooters, pets and bikes are also not permitted onboard. We welcome guide dogs, folding scooters, folding bikes, folding buggies, small shopping trolleys and small amounts of personal luggage (e.g. if using DigiGo for onward travel to the airport).

### **4. I've left some lost property on the vehicle, how do I retrieve?**

Drop us an email and we'll arrange a time for you to collect it from us. We keep items for up to one month, other than perishable items, which are disposed of daily.

## Feedback

### **1. I have an enquiry, how do I contact DigiGo support?**

Please email us at [DigiGo@essex.gov.uk](mailto:DigiGo@essex.gov.uk) and we'll do our best to help. We'd also love your feedback directly in the TravelEssex app, which is available in the menu bar, or after completing a journey with DigiGo.

### **2. I'd love to offer feedback on the service, how do I?**

There are several ways to do this. You can rate the app in the app store, feedback directly in the app (within the menu) or drop us an email to [DigiGo@essex.gov.uk](mailto:DigiGo@essex.gov.uk)

DigiGo is a brand new form of shared public transport and we want to continuously improve and develop it over time. We value constructive feedback, always, even if it might be hard to hear.