

# DATAWHARF

## Making Sense of Mobility

DataWharf recognises that the complex landscape of mobility means that passengers need **Clear, Consistent, Comparable** information about all aspects of their journey.

We've consolidated and standardised the disparate and inconsistent information currently available, curating it into our suite of API feeds which our customers use as part of their personalised mobility end-to-end offer.

Through this, our mobility customers can offer more sophisticated, inclusive travel options, relevant to individual user need - increasing passenger confidence and operator revenue.

We combine publicly available information with our own proprietary knowledge base to provide standardised API feeds covering many aspects of a journey.

We collate, refine, enhance and expose train service, station, journey experience and operational information in a consistent and queryable manner.

We facilitate onward data provision, empowering our customers to improve their consumer offer with access relevant and up-to-date journey information.

By drawing on our APIs, we help our mobility customers to offer unmatched journey insights and a more valuable mobility service.

### Our Live API Feeds

GB Rail Operator Details	Providing brand and company details for all GB rail operators with details of their operational remit, contract type and PPM scores. Links are provided to websites, accessible travel booking info and family-friendly travel scores. The dataset has recently been updated to include details of planned industrial action.
GB Rail Stations: Full Details	Provides complete dataset for all GB National Rail stations on station assets; passenger facilities; staffing; bike and car parking; usage statistics; location; region; alternative names, operational and modal identifiers; and heritage rail, light rail, metro, ferry and airport interchanges.
GB Rail Stations: Location	Provides the Name, Easting, Northing, Latitude, Longitude of each GB National Rail station.
GB Rail Train Service Look-up	Provides cross-referencing of identifiers for services on the GB National Rail network between UID, RID, RSID, Headcode, and origin/destination, departure time pairs.
GB Rail Journey Distance	Provides the distance between any two stations on the GB National Rail network.
GB Rail Carbon Calculator	Providing the average carbon quantity generated and monetary offset value of an average journey between any two stations on the GB National Rail network.

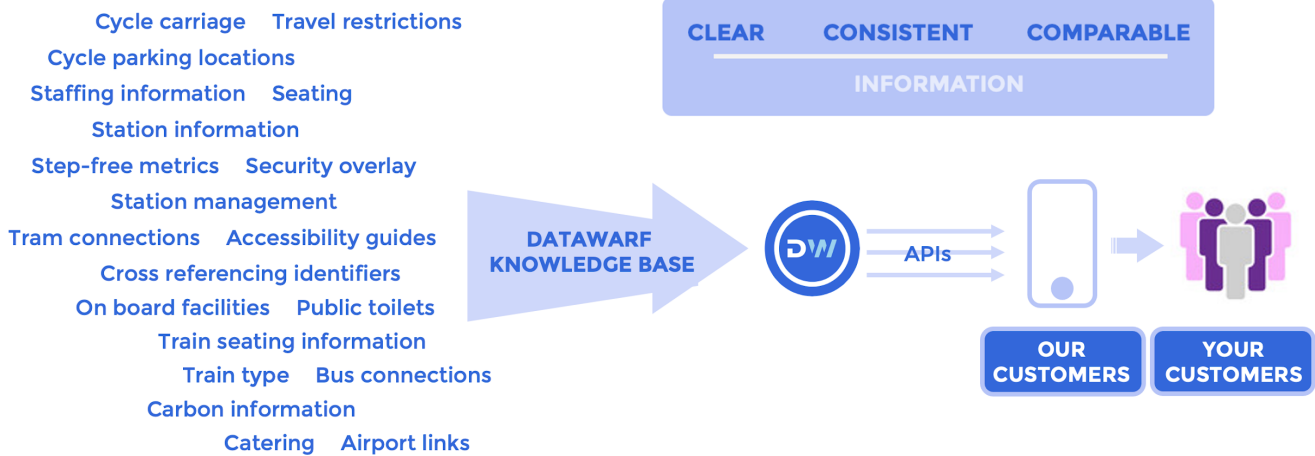
### In Development

GB Rolling Stock	Including operator details; carriage identifiers; on board assets; and information on seating and other passenger facilities.
GB Rail Stations: Station Name Look-up	Provides cross-referencing of identifiers for stations on the GB National Rail network, including CRS, full name, common shortened forms.
GB Rail Stations: Lift Locations	Providing details of all passenger lifts on the GB National Rail network.

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## Enabling our customers to enable their customers

We provide the data and information to empower mobility service providers to offer best-in-class, door-to-door services tailored to the specific needs of their customers through the generation of consistent, enriched and queryable service information.



## The Barrier to Truly Integrated Mobility? Useful and Accurate Journey Information

Traditional operators are not required to provide all possible metrics on assets, hygiene factors or qualitative measures; the limited information currently available is fragmented, published in different formats and is often not digitised for onward consumption.

Consider Daniela who has a weak bladder, Daniela needs certainty around where the toilets are for her entire journey, both onboard and around the network. Without this information Daniela does not have the confidence to travel by public transport. Using DataWharf's APIs, mobility providers can surface the relevant information to give Daniela the confidence to travel by showing her relevant information, as part of the journey offer.

Supported by research, our data can be used to support all users both before and during travel, catering for individual user need regardless of whether they are:

**Impaired**  
with a long-term  
physical disability

**Not Impaired**

**Temporarily  
impaired**  
travelling with  
children or luggage

**Progressively  
Impaired**  
muscular  
dystrophy

## Enabling Customised Journey Offers with DataWharf's Curated, Augmented Data Feeds

We offer robust, scalable APIs that allow third-party developers to integrate our data products seamlessly into their applications. This empowers businesses to create innovative travel solutions and deliver enhanced experiences for their users. With DataWharf's unmatched information, mobility providers can accurately inform and advise their users, based on their own preferences and unique needs, leading to:

Greater confidence among  
users

Improved journey  
experience

More equitable  
mobility

Higher customer  
satisfaction

Growing customer  
loyalty

Increased operating  
revenue

### We Eliminate Complexity

With DataWharf your users no longer need to research journey information across multiple sources, presented in different formations, using inconsistent language.

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