

# People Counting Case Study: South Yorkshire Passenger Transport Executive



In the summer of 2017 Axiomatic successfully delivered a people counting solution for South Yorkshire Passenger Transport Executive (SYLTE) across seven of their passenger transport interchanges.

SYLTE is responsible for the co-ordination of public transport in South Yorkshire. Their role is to encourage the maximum use of public transport and to promote growth of the public transport network across their region.



Having been proponents of people counting solutions to aid their organisational goals, SYLTE had need to revisit their strategy owing largely to their existing equipment being obsolete, no-longer supported, requiring them to visit each device to record count data, and burdening them with questionable count data.

The solution put forward by Axiomatic was based on the Irisys Gazelle DualView™ Thermal People Counter, a highly accurate and reliable overhead counting device that identifies targets by recognising temperature changes as targets pass within the field of view. As the device is mounted above the count zone, this eliminated many of the frustrations SYLTE had with their beam-based devices.

All counting devices send count and status data to a central server, which is also made available to Customer Service Managers at each interchange, and through

Axiomatic's PeopleCounted® Core reporting suite they can imaginatively monitor and report on footfall at their respective interchanges.

Automatic data transfer, from highly accurate devices, has allowed SYLTE to make more informed decisions and focus on customer engagements activities.

Despite the challenges each Interchange had to offer, in terms of finding optimal locations for each device and cable routes Axiomatic was able to co-ordinate with other service providers to deliver the project in advance of the target completion date.

