

Job Name: Sharpness
Job No: 332210067
Note No: 332210067-550-TN02
Date: May 2023
Prepared By: Jemima Odom & Leigh Stolworthy
Subject: **Mobility as a Service in Sharpness**

1 Background

- 1.1 Stantec UK Limited (Stantec) has prepared this Technical Note on behalf of Sharpness Development LLP as the site promoter for Sharpness Vale, PS36 currently considered for allocation in the draft Stroud District Council (SDC) Local Plan (LP) 2023.
- 1.2 This Transport Note outlines the Mobility as a Service (MaaS) concept and how it will be utilised in Sharpness to ensure accessible and sustainable transport is maximised as part of the development.
- 1.3 This is in response to queries raised by the Planning Inspector for the Examination in Public for the current draft SDC LP regarding use and application of a MaaS platform in Sharpness. Specifically:
- 1.4 *“further information on ‘MaaS’ services that have been successfully deployed for multi-modal transport systems in urban and large city environments in the UK. Details should include the types of transport modes used, passenger numbers (including the number of passengers using the service compared with the levels anticipated), costs (initial, upfront and ongoing to run the services), profitability, levels of subsidy provided (if relevant), the duration that the MaaS service has been operational for and the types of journeys delivered (e.g. Length of time / distance / destinations covered).”*
- 1.5 This was communicated to the Sharpness LLP via the Programme Officer in an email dated 16 May 2023. For ease of reference the full email request outlining further information required on MaaS is provided in **Appendix A**.

2 Mobility as a Service (Maas)

- 2.1 MaaS is a term used to describe digital transport service platforms that bring together a range of operators and options and enable users to plan integrated journeys to meet their needs. The mobile phone application (App) or web-interface allows users to plan, access, pay for, and obtain real-time information on a range of transport options. It integrates public transport with other mobility services, such electric scooter and bike hire. The core idea is that intermediary digital services make journey planning and journey making user-focussed, so that they have a “front end” that allows them to see and use multiple options for travel, making it easier for users to plan, book and pay for complementary mobility services, thereby facilitating less single-occupancy car travel.
- 2.2 MaaS also facilitates demand responsive transport (DRT). This is a flexible service that provides shared transport to users who specify their desired location and pick-up and drop-off points. Users can select their desired location and preferred departure times on the MaaS platform and DRT bus operators optimise the supply of vehicles either by frequency or vehicle size to meet the demand for trips in real time. By providing data about when and where people are booking trips means transport companies can accurately predict services needed across the days months and seasons. This model is currently used by logistics and delivery firms amongst others.

3 Transport for Sharpness

- 3.1 The integrated land use and transport approach to the Sharpness Vale development helps to reduce travel need and distance by providing for a higher proportion of trip internalisation and localisation through the delivery of opportunities for local journey making to meet daily needs. Trips that still need to travel outside of the area are catered for by the provision of public transport options in the form of rail or express coach services. In the preparation of the transport evidence for the promotion of the Sharpness Vale development careful consideration has been given to the generation, mode choice and distribution of trips in relation to Sharpness Vale and the wider functional transport area as reflected in Sections 3, 4 and 5 of the evidence report SG23.
- 3.2 Maximising the intensity of usage of existing transport assets to reduce the need to add highway capacity, which ultimately tends to attract more cars, is an important aspect of travel demand management and ultimately carbon reduction. This is especially significant in the case of Sharpness Vale where an existing underutilised transport asset in the form of the Sharpness branch line presents an opportunity to provide for car alternative travel needs of not only the future Sharpness Vale community but also those who live and work in the surrounding communities and employment nodes.
- 3.3 The **Sustainable Transport Approach** for Sharpness Vale features a truly comprehensive range of elements, across active travel, sustainable public transport and more sustainable car usage, and the intention is that these will be made much easier to access and use by the overarching umbrella of the MaaS system. MaaS essentially provides the software technology behind the transport systems to integrate from the users perspective. The App provides a “front end” user interface that allows users to plan journeys, book tickets and access advice and support on a multi-mode basis. Planning journeys using MaaS will allow both flexible booking and single click booking and purchases across modes.
- 3.4 This means that a user could book a local bus to take them to station, and the train ticket for an onwards journey to Gloucester in one place, simultaneously. The app will then tell them when to leave, direct their walk to the bus stop if necessary, and keep them updated on the journey.
- 3.5 Therefore, the MaaS app, and the software systems behind it, will link together all of the multi-modal provision at Sharpness – for new occupants, and the existing communities. It will interface with all modes. So, where the development provides for a dedicated movement system for walking, wheeling and cycling, the MaaS App will provide real-time guidance on walking routes, with directional facilities for users. A key element of the wider transport strategy is the creation of local mobility hubs within the development, which will be the core linkage for the MaaS software too, as these will provide access to shared mobility options such as cycle hire and electric scooter hire. Central to the Sharpness community will be a Strategic Mobility Hub which will be provided at the new Sharpness rail station and will form the convergence point of sustainable mobility and road based public transport routes and forms the interface between these modes and the passenger rail service on the Sharpness Branch line as well as longer journey express coach services. It will also provide access to bike and other micro mobility hire schemes, transport information and ticketing systems, electric vehicle charging, car clubs and can incorporate a range of other community and social uses. The MaaS system will be able to facilitate movement by users through this hub, directing them to the most effective mode for their trip.
- 3.6 MaaS recognises that people make a wide range of journeys at different times and for different purposes, and that sometimes the car will be the most effective means to use – and so it will provide booking opportunities into car clubs and car hire for those journeys. This means it provides a completely holistic travel system and reduces the need for users to own their own car, and hence also reduces the need for them to park a car on site. Users will be able to use MaaS to access the local car clubs that enable users to hire a car for occasional use for trips

where one is necessary. As most trips will be catered for through active mobility and local and longer distance public transport car hire schemes reduce the need to own a car that would only be needed for occasional or leisure trips. The strategic/interchange hub and the local mobility hubs will operate as a hub and spoke system for active travel options by providing access to micro-mobility modes and linked by dedicated walking and cycling routes throughout the site. It will be possible to hire a bike or scooter at the Local Mobility Hub and dock it at the Strategic/Interchange Mobility Hub for outbound journeys via rail or express coach and vice versa for inbound journeys. The location of the local and interchange mobility hubs proposed for Sharpness Vale are provided in **Appendix B**.

- 3.7 As part of the multi-modal sustainable transport approach for Sharpness, demand responsive transport (DRT) in the form of local bus services plays a vital role, and will interface with MaaS to bring efficiency to the way that users can access these services. This innovative approach to bus operations matches supply to demand making a more efficient and financially viable service compared to traditional bus operating models.
- 3.8 Within the site, non-car green ways will be provided, and mapped on the MaaS app, with the intention that people can use every possible sustainable mobility mode for getting around safely by walking, jogging, or by bikes and scooters, and the increasingly prominent variety of “wheeling” modes that may be feasible in the future.
- 3.9 Local demand responsive bus services will be provided within the functional transport area linking local communities with the Sharpness Strategic Mobility Hub to enable transfers to the longer journey transport options of either rail or express coach services. These will be accessible via the MaaS platform that will cover the site and is intended to be available in the wider functional transport area.
- 3.10 DRT is a flexible service that provides for shared transport users to specify their desired location and time of pick-up and drop-off at desired destinations – and so is already well suited to planning and booking journeys using a front-end such as MaaS. The system itself can align vehicle supply to demand in near real time based on back-end analytics of usage and trend analysis. As part of the transport approach to Sharpness Vale, demand responsive transport will take the form of local services connecting people with local destinations as well as transfers to longer journey public transport options available at the strategic mobility hub. The express coach services proposed to serve further destinations to the south will also be demand linked.

4 The Wider Functional Transport area

- 4.1 It is acknowledged that Sharpness Vale will take its place in the wider world, and that there will be, quite rightly, a level of movement between Sharpness Vale and surrounding local communities and employment nodes. This interaction is encouraged within the transport approach to Sharpness Vale so that the wider area can make use of and benefit from the transport offerings provided by Sharpness Vale. From a user perspective, the MaaS App will provide equal journey planning and ticket booking capabilities for journeys further afield as it does for local trip making.
- 4.2 The functional transport area for Sharpness Vale includes neighbouring communities and employment nodes such as Berkeley, Sharpness Docks, Newtown and SGS Berkeley Green UTC. Local demand responsive bus services will be provided within the functional transport area linking local communities with the Sharpness Strategic Mobility Hub to enable transfers to the longer journey transport options of either rail or express coach services. These will be accessible via the MaaS platform that will cover the site and is also intended to be available to residents and businesses in the wider functional transport area.
- 4.3 Hence, by using the MaaS App users will be able to book local and longer journeys, across the range of modes that serve the development. Some MaaS apps have the capability to amend planned journeys in real-time, in response to delays or cancellations, meaning that the system provides flexibility and convenience for users. Indeed, the core aim of MaaS is to be user-

focussed – it is not about the operators and their efficiency or ease of operation, it is focussed on the best and simplest platform that can be provided for the user.

- 4.4 A key element to this is the development of “nudge” theories, to allow people to become reliant on the technologies and modes of travel that are preferable for sustainability. The real-time journey planning on the MaaS app will give confidence for people to travel without reliance on the car through the world of possibilities that it provides. For example, if a user’s train is delayed, or they are delayed and miss it, the MaaS App will be able to tell them when the next one is and book them on it, or give them the option of a different route or mode, or even allow them to book a taxi, ride-hail or car club hire or car share instead so that they can rely on being able to get to where they need to be.

5 Successful Examples of Maas

- 5.1 MaaS is still a relatively new approach in the UK so information about the operational and financial performance characteristics of UK based MaaS platforms is limited. However, a notable example of a successful implementation of MaaS is that in the Solent area launched summer 2022. This involves cooperation between Portsmouth and Southampton City Councils and the Isle of Wight Council. The Solent MaaS platform covers the area known as the Solent Future Transport Zone (FTZ). A map of the area covered by the Solent FTZ is proved on page 4 of Appendix C of Sharpness Vale evidence document SG23. Residents can use a mobile phone application (App) called “Breeze” where they can access live information on modes of transport available for their desired routes and timings. Through the App they can also book and pay for their desired transport route for a variety of modes including:

- Buses
- Trains
- Ferries
- Bikes
- E-scooters

- 5.2 The Department for Transport published a quarterly update on the Solent Area’s Future Transport Zone in January 2023. This report is provided in **Appendix D**. It outlines the successes of the ebike and bike share projects, both of which are now fully integrated into the Breeze App. As of the 1st of January 2023, there were a combined 150,220 unique users in the e-scooter trial and 3,746 unique users of the bike share project.

- 5.3 There is currently no available data on rail use through the app because this component has only been added recently. There is therefore currently no data on the quantity of bikes or e-scooters facilitating multi-modal trips including trains. However, with the success of the bike and e-scooter scheme it is likely that many of the users are using these services as to access the train station for longer journeys although this has not yet been measured. Now that the rail services have been added to the Breeze App it will further facilitate the integration across active and public transport modes.

- 5.4 The DfT’s report also outlines the finances associated with the MaaS scheme. As of time of publishing of the report, £3,901,980 had been spent on the scheme for work package 1 (WP1). The budget for WP1 is broken down as £1,873,518 from University of Portsmouth conducting MaaS trials, £1,588,954 on University of Southampton MaaS trials and £800,000 was spent on App development. The Breeze platform was developed by the company Trafi. There was £6,778,025 capital investment associated with the Solent MaaS system in WP1 with further capital investment into the scheme in the future. All role players in the Solent System are committed to this capital investment. It should be noted that the Solent system is implemented as a complete system and so capital investment has been required to implement infrastructure

required for each mode. The transport infrastructure requirements for Sharpness Vale have been included in cost estimates and viability calculations. The Solent system is at a much larger scale than will be required at Sharpness and so the cost of providing a MaaS system for Sharpness is expected to be significantly lower. It is also anticipated that as MaaS systems and platforms become more wide spread the cost of proprietary systems, software and analytics required to run the system will become increasingly cost competitive.

- 5.5 The MaaS scheme in Solent is still relatively new so the long term benefits are yet to be measured. However, there are MaaS schemes outside the UK which are starting to recognise long-term benefits. Jelbi is the MaaS platform available in Berlin, which was developed by the same company, Trafi, who developed the Breeze platform for Solent. Jelbi covers a population of 3.6 million people. The platform has amassed over 100,000 App downloads on android phones alone, so the real number of users is expected to be much higher. This is supported by an interview in August 2020 with the CEO of Trafi, who estimated that since that App's launch, 10% of Berliners had downloaded the app. Whilst the published financial information on the app is limited, a case study report published by Trafi states their organic growth is steady and that as Jelbi gets bigger, it will pick up even faster. The overall success of MaaS Apps produced by Trafi is reflected by the fact they are expanding their MaaS platforms by developing a new one in Brussels and are looking to develop more in the future.
- 5.6 There are many global examples of successful MaaS platforms that are used in a range of applications. **Appendix E** provides a list of 14 global MaaS platforms ranked based on user reviews.

6 Maas in Sharpness

- 6.1 MaaS platforms enable passengers to identify the most convenient means of travelling using a combination of sustainable travel options. If implemented in Sharpness, a MaaS platform will help facilitate multi modal trips by providing a centralised journey planning and booking system. This will integrate public transport such as the rail and bus services running from the main mobility hub with other mobility services, such as electric bikes and scooters, taxis and hailing services in the area and for occasional car hire. This will allow residents to conveniently make short and long journeys without the need to own a car.
- 6.2 A MaaS platform is essential for ensuring sustainable travel is embedded in Sharpness. Successful implementation of a MaaS platform will ensure the admin of planning and booking a journey works cohesively with the infrastructure of the mobility hubs.
- 6.3 It is envisaged that the MaaS platform at Sharpness Vale would be managed by a Sharpness Vale management company or a stewardship body and that the service would include both "pay as you go" and options for subscription membership which would provide a nudge to residents to make use of the services offered through the platform.

7 Conclusions

- 7.1 MaaS is a growing and successful platform for encouraging uptake of sustainable transport options among populations. It is a sensible and logical progression from the ubiquitous ride hailing Apps, to start to link different transport operators and offers together to be user-focussed and provide greater resilience and ease of use to how people interact with the transport network. Indeed, done well, it can blur the lines between modes, by suggesting multiple different ways of achieving the same journey, at the user's discretion. It takes a holistic "transport network" approach and, at its ultimate incarnation, presents the entirety of the sustainable transport network to users in an easy to understand and easy to use manner. Whilst it remains early days for MaaS in many ways, the examples discussed have proved that this type of transport provision can offer an accessible means of transport without people having to rely on a car.
- 7.2 The provision of MaaS in Sharpness is an important aspect of the transport proposals for Sharpness as it helps to break down the barrier of access to multimodal transport systems for

users and helps them to navigate these systems in a single and simple mobile phone-based user interface. This enables sustainable travel choices, and moreover multiplies the reliability and resilience of planning journeys, with real-time interaction and re-planning in response to unforeseen circumstances. This starts to redress the balance between the convenience of active and public transport modes, as opposed to just driving by car because it is easier to understand.

- 7.3 Besides the operational benefits of using the MaaS backend analytics to match public transport supply with demand thereby optimising operational costs it is also a useful source of travel behaviour analytics which can be used to identify user enhancements. The MaaS system can also be used for push notifications which provide live travel information and alerts to users as well as other information relating to their journey or other local community information, for example weather alerts.
- 7.4 There are multiple global examples of MaaS services that are currently operational and these will be studied in detail together with UK based applications to develop and refine the MaaS offering that best fits with the components and travel dynamics of the transport systems proposed for Sharpness Vale.

DOCUMENT ISSUE RECORD

Technical Note No	Rev	Date	Prepared	Checked	Reviewed (Discipline Lead)	Approved (Project Director)
332210067-550-TN02	-	23/05/23	JO	LS	LS	DG

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Appendix A Information Request from the Inspector

Stolworthy, Leigh

Subject: FW: Matter 5b Sharpness

Importance: High

From: Charlotte Glancy <bankssolutionsuk@gmail.com>

Sent: Tuesday, May 16, 2023 5:43 PM

To: Paul Fong <PaulFong@morganelliot.co.uk>

Cc: Russell, Mark <mark.russell@stroud.gov.uk>

Subject: Matter 5b Sharpness

Hi Paul,

As discussed over the phone this afternoon please see the below request from the Inspectors;

During the Hearing Session for Matter 5 focusing on Sharpness, a local demand responsive bus service was referred to which would serve the proposed development by linking residents at the local level to the strategic transport hub for the development (identified as being the new Sharpness Rail Station) and onwards to more strategic destination journeys via either the express coach or proposed railway. This local service has been described as a key element of the transport solution for Sharpness and the 2022 transport assessment for the site states that it is intended to make it available across the wider site and the functional travel area.

We understand that a 'Mobility-as-a-Service' and subscription based transport models will be used. The 2022 Transport Assessment refers to a number of trials taking place for this emerging technology, including one in the Solent area. The Inspectors would like to request further information on 'MaaS' services that have been successfully deployed for multi-modal transport systems in urban and large city environments in the UK. Details should include the types of transport modes used, passenger numbers (including the number of passengers using the service compared with the levels anticipated), costs (initial, upfront and ongoing to run the services), profitability, levels of subsidy provided (if relevant), the duration that the MaaS service has been operational for and the types of journeys delivered (eg. Length of time / distance / destinations covered).

Once the Inspectors have this information, we can move to confirm a reconvened session for Sharpness. To that end, would yourself and your key consultants be available to attend on 22, 28 or 29 June to reconvene for Sharpness?

Kind Regards

Charlotte Glancy

Programme Officer

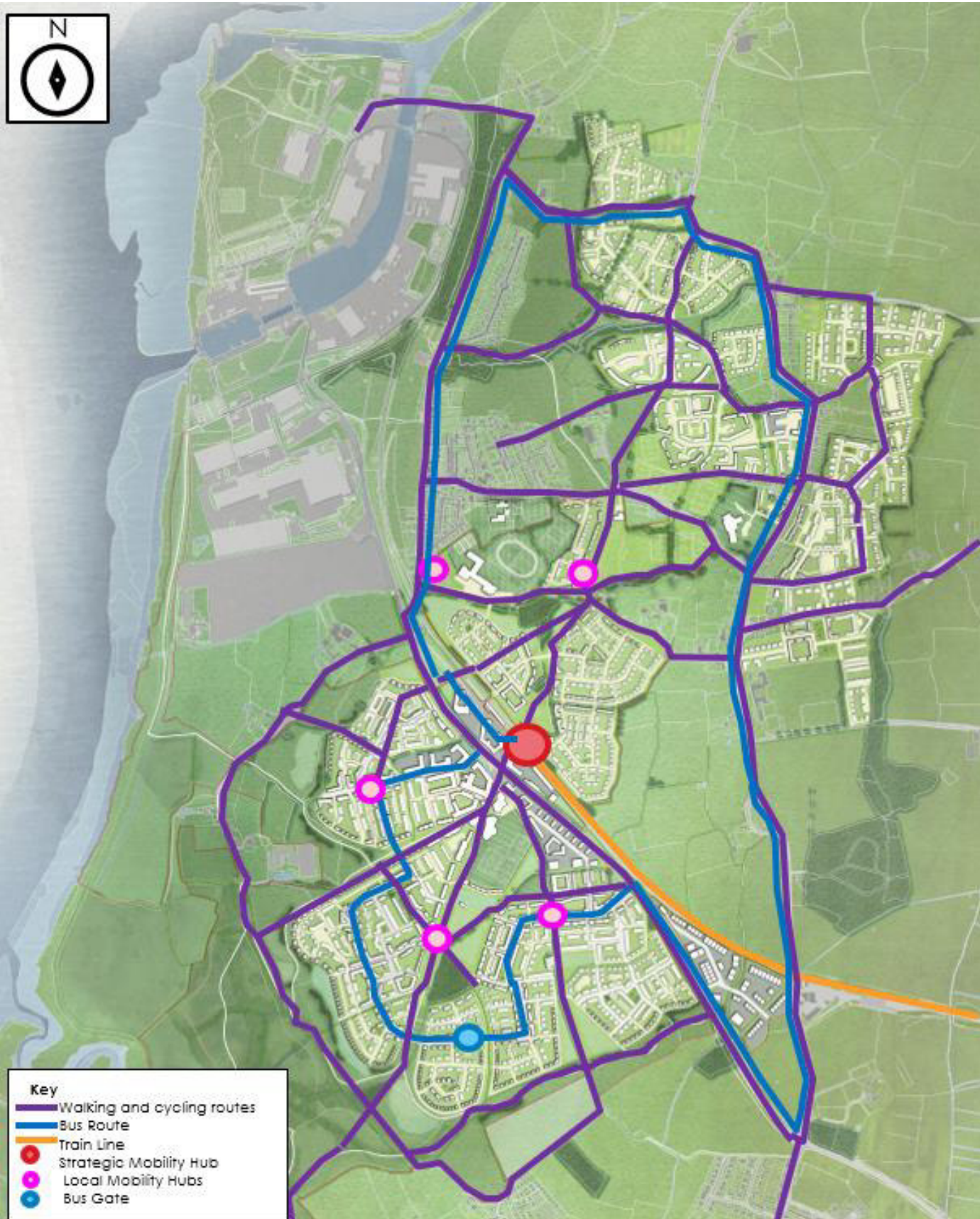
C/O Banks Solutions
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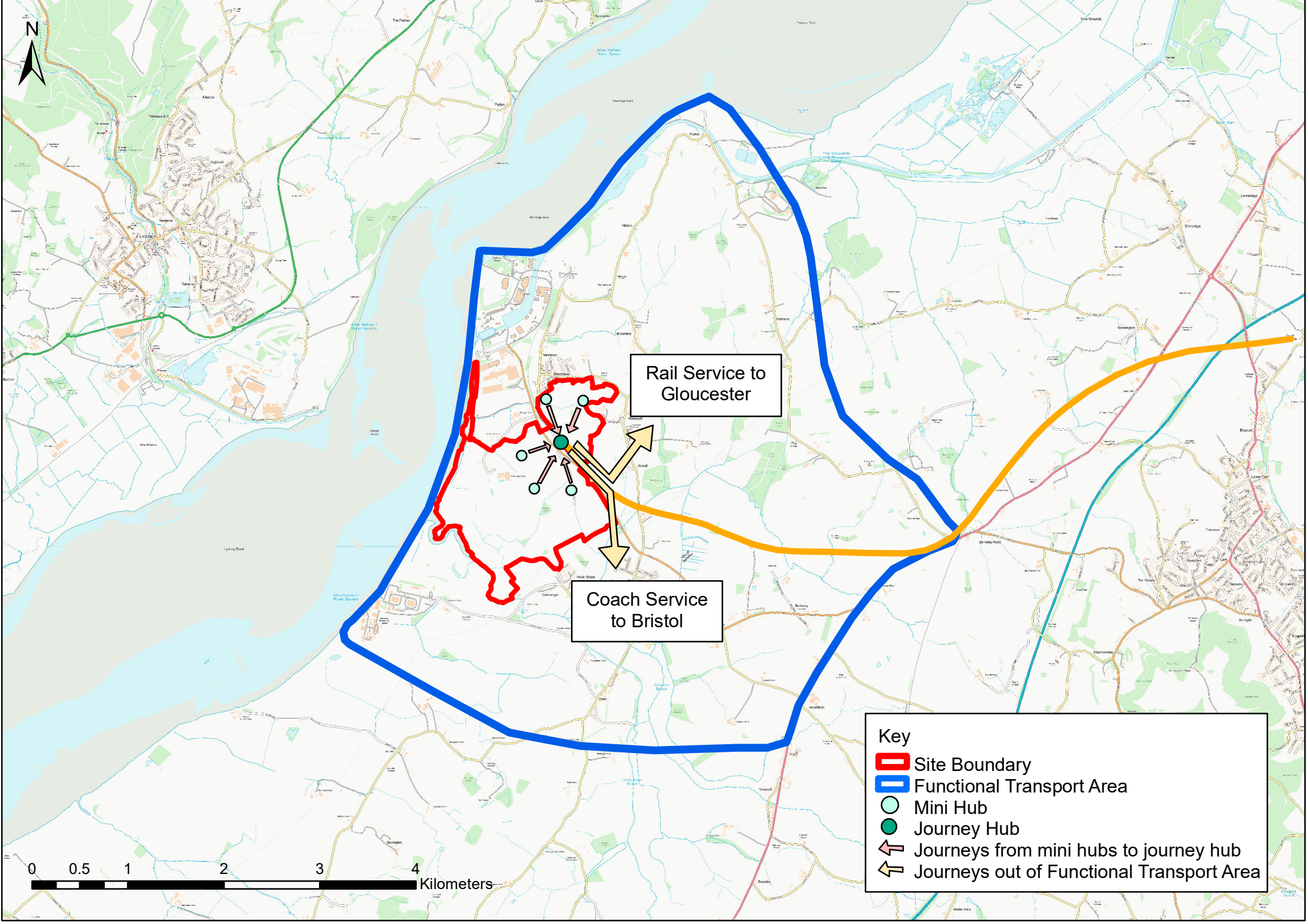
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**Appendix B Sharpness Vale Mobility Hubs and Sustainable Transport
Movement Systems**



SHARPNESS VALE – SUSTAINABLE TRANSPORT MOVEMENT SYSTEMS







Appendix C Sharpness Functional Transport Area and External Movements



Rail Service to Gloucester

Coach Service to Bristol

Key

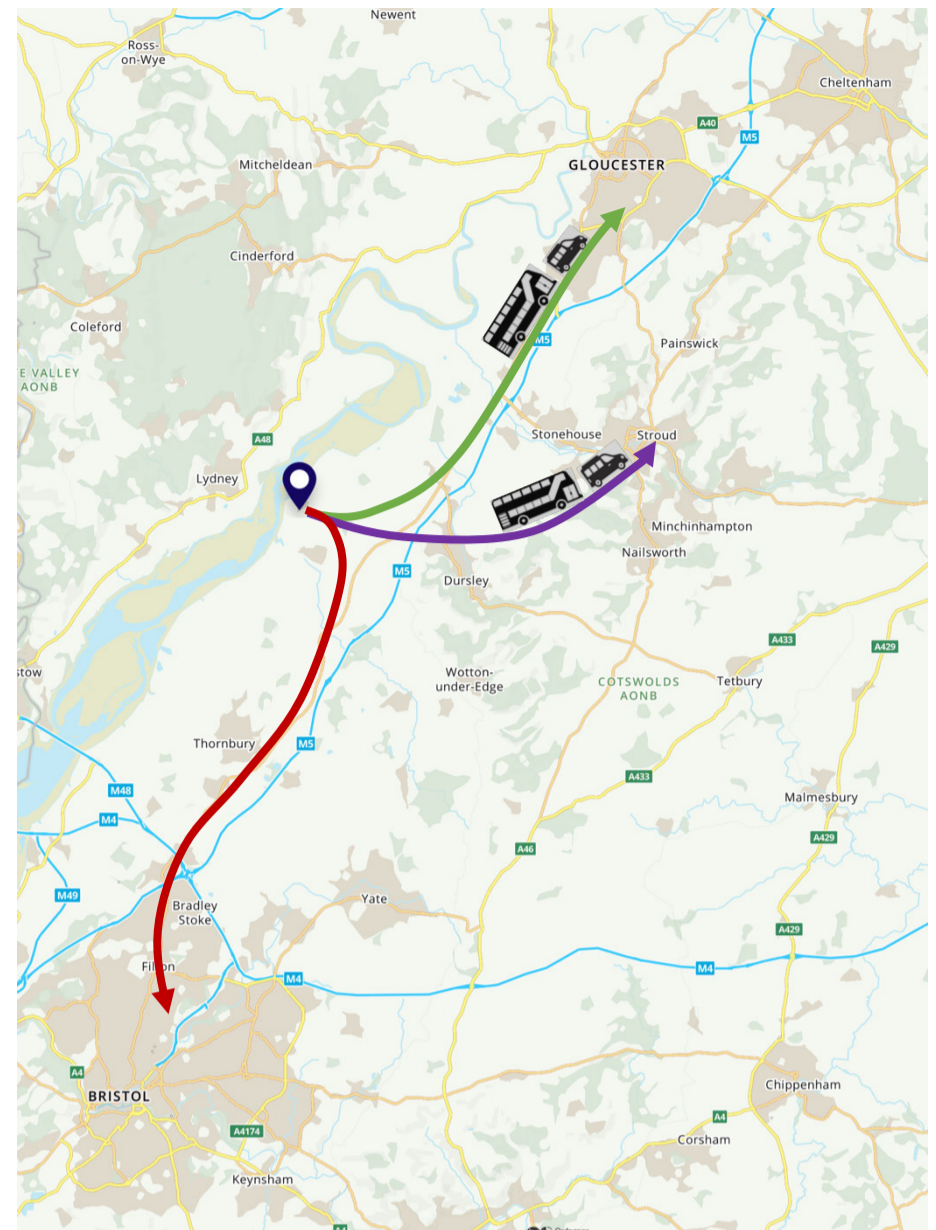
-  Site Boundary
-  Functional Transport Area
-  Mini Hub
-  Journey Hub
-  Journeys from mini hubs to journey hub
-  Journeys out of Functional Transport Area

0 0.5 1 2 3 4 Kilometers

Sharpness Vale – Public Transport Services by Development Occupation



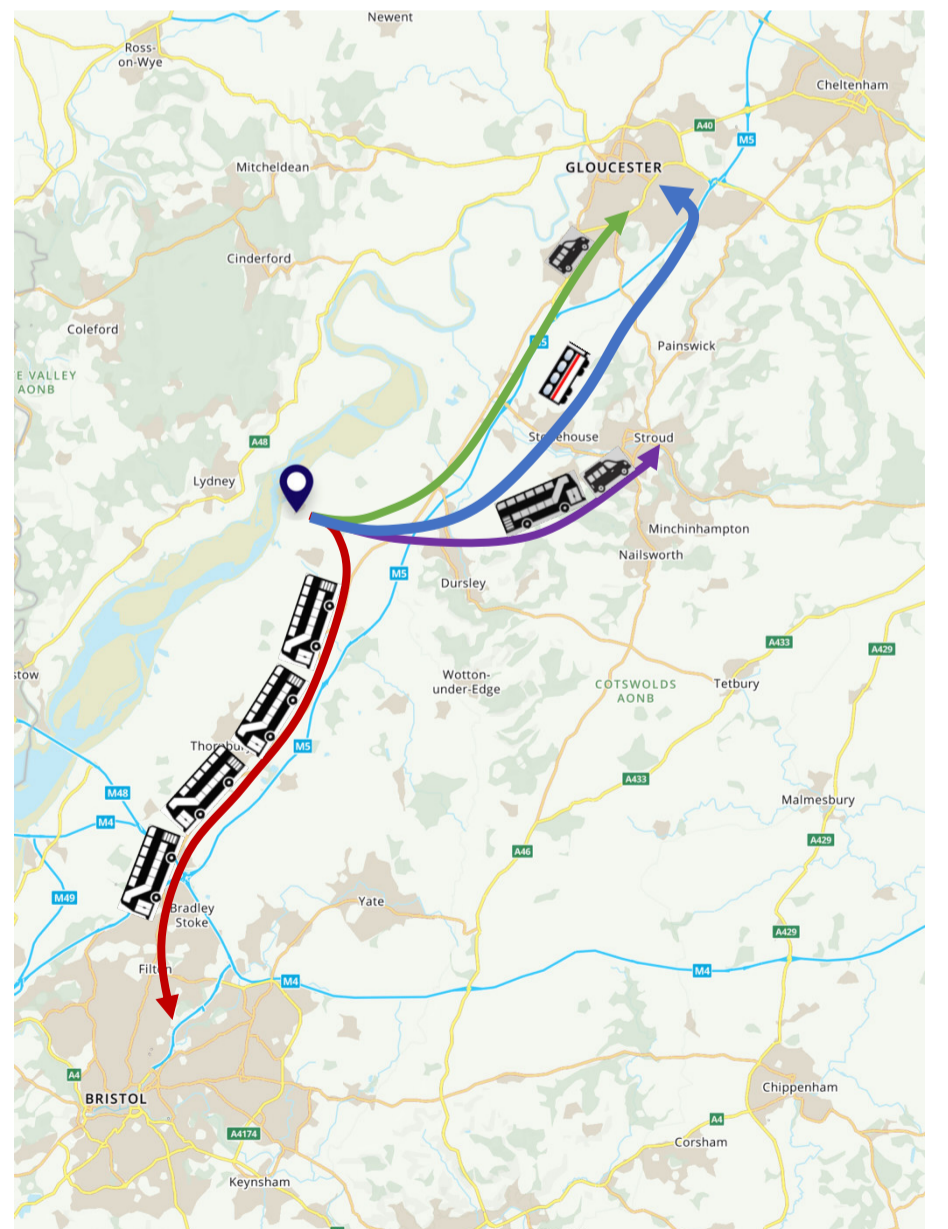
Opening Year (2028)



1,000 occupations (2032) – Before train operation



1,200 occupations (2033) – Start of Train Operations



2,400 occupations (2040) – End of Local Plan period

<p>Key:</p> <ul style="list-style-type: none"> ← Gloucester and environs ← Cam & Dursley and Stroud ← Bristol and environs ← Rail Services to Cam & Dursley and Gloucester 	<p>Vehicles:</p> <ul style="list-style-type: none"> 16 / 33 Seater Mini-Coach 53 Seater Single-deck Coach 78 Seater Double-deck Coach Train – shows number of cars required on multiple unit
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Appendix D DfT Solent Quarterly Update Report



Department
for Transport

Solent Area Future Transport Zone Update

Quarterly Update
January 2023



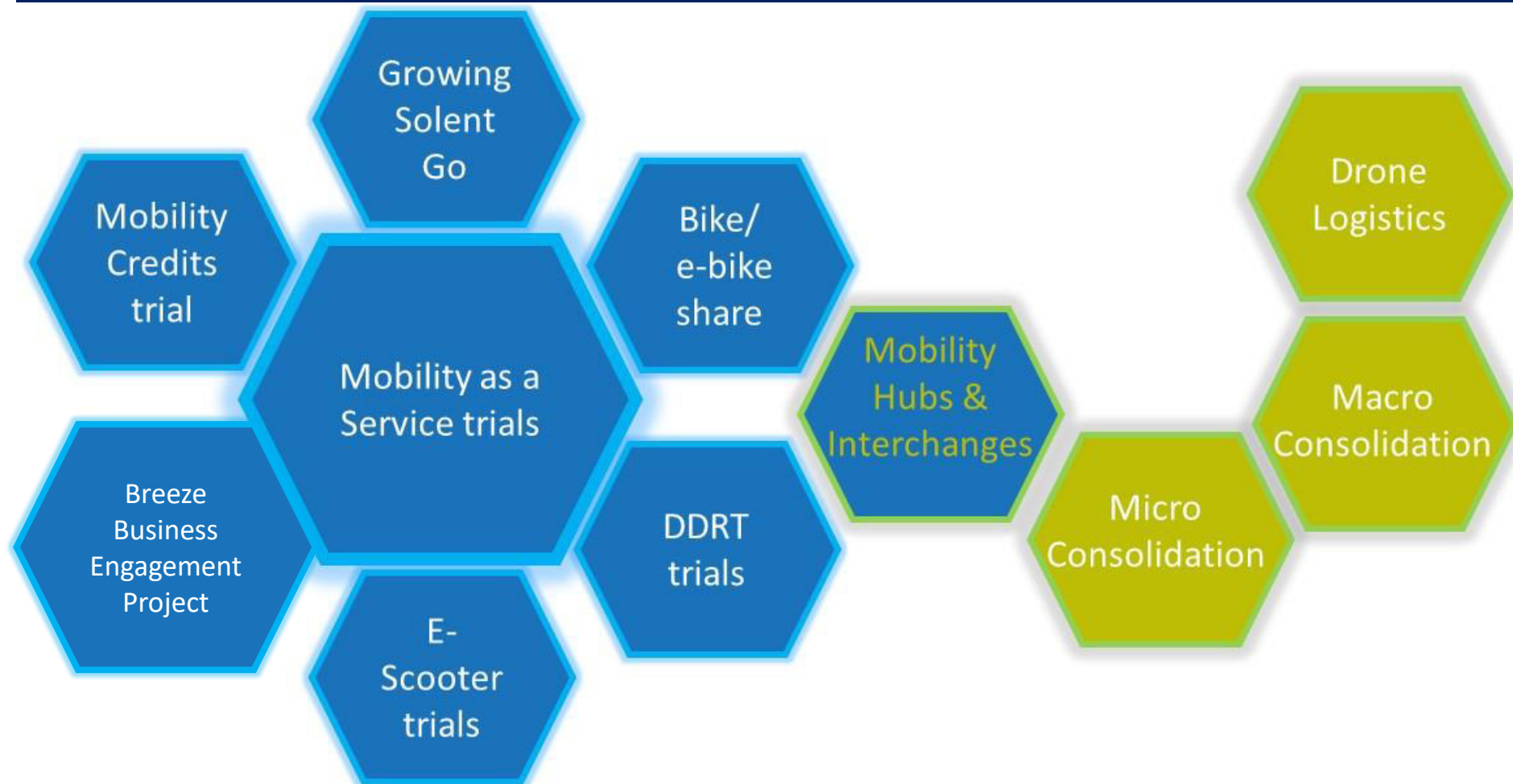
Programme Overview

Theme 1: Personal Mobility

Cross-cutting
projects (Non-FTZ)

**Theme 2: Sustainable
Urban Logistics**

Marketing – Customer Journey – Behavioural Change and Human Factors





Programme Headlines

•**E-Scooter trial project** – The trials on the IoW, PCC and SCC continue with just under 2000 vehicles the entirety of the trial areas. The trial extensions have been approved by all participating Authorities until May 2024. SCC and PCC have now made permanent TROs to facilitate the extension. Voi continue to operate the trials in Southampton and Portsmouth and Beryl operate the trial on the Isle of Wight. Both operators have now been fully integrated into the Breeze App. Plans continue for expanding parking locations, including carriageway parking, and to refine the service offered through Breeze. An independent research report has helped to identify future monitoring approaches and data requirements, which includes continued data collection, a requirement for further interrogation of accident, safety and equity data (including comparisons with STATS19 data) and the need for LA partners to conduct further perception surveys. Both SCC and PCC have completed recent public surveys. The PCC results are published on their [website](#) and SCC will publish in due course. High level stats for the scheme as at 01/01/2022:

	PCC	SCC	IWC
Number of unique users	➤ 64,591	➤ 67,619	➤ 18,010
Number of active vehicles	➤ 621	➤ 1,005	➤ 118
Number of rack locations	➤ 99	➤ 200	➤ 66
Total distance travelled	➤ 1,506,489 km	➤ 2,455,531 km	➤ 413,253 km
Total rides	➤ 557,651	➤ 1,003,528	➤ 128,905
Average ride time	➤ 14.9 mins	➤ 12.8 mins	➤ 26 mins
Average distance travelled	➤ 2.7 km	➤ 2.5 km	➤ 3.21 km
Riders/e-scooter/day	➤ 1.96	➤ 1.76	➤ 1.5

• **Breeze: MaaS platform and Trials** – Successful application to RDG for a Travel Agent License, the Breeze rail solution has also passed accreditation and we remain within the accreditation trial period until in the end of January 2023. The RDG Licence Agreement has been signed and a Bank Guarantee Bond was secured to underwrite the rail bond. Delays with rail elements resulted in a micromobility only launch of Breeze on 3rd October to align with the launch of the Bike Share scheme, the launch was promoted by a digital only media plan. A wider marketing campaign incorporating the additional MaaS transport features will take place in Spring 2023. Several improvements and enhancements have been developed, including ‘Active Trip’ which provides users with step-by-step instructions throughout their planned trip. Solent Go integration has been completed. A reconciliation process for the back-end of Breeze has been development with SCC finance and this will be transitioned to a 3rd party provider (Unicard). A manual process is currently in place, but work has been undertaken to automate this as part of the transition plan. A dedicated customer services solution has also been implemented, again through a 3rd party provider (Unicard), who will manage queries through the use of the Zendesk platform with a Live Chat function. All core transport operators have signed an MOU to support the integration process and these will be replaced with more detailed Transport Operators Agreements going forward. Development work for university research is progressing well with recent data sharing of Unicard ITSO public transport data of usage of Solent Go and concessionary travel card to help map trends.



Programme Headlines

- Bike Share Project** – Beryl Bikes by Breeze was launched on 3rd October 2022 in Southampton, Portsmouth and Isle of Wight following a successful tender process. The Framework is available regionally to local authorities to call off from. The launch included both pedal bikes and e-bikes. Collaborative working has secured the successful alignment of branding, marketing approaches and technical integration with the Breeze App. The scheme will continue to grow through 2023/24 with an increase to over 1000 bikes across the Solent region, with a wider launch planned for May 2023 where bikes will be live in areas beyond the city centres. Monitoring and evaluation of the scheme will be undertaken by recently appointed consultants. High level stats for the scheme as at 01/01/2023:

	PCC	SCC	IWC
Number of unique users	➤ 1,818	➤ 1,362	➤ 566
Number of active vehicles	➤ 162	➤ 174	➤ 40
Number of rack locations	➤ 25	➤ 31	➤ 46
Total distance travelled	➤ 12,429 km	➤ 9,354 km	➤ 6,508 km
Total rides	➤ 5,726	➤ 3,777	➤ 1,238
Average ride time	➤ 25 mins	➤ 28 mins	➤ 47 mins
Average distance travelled	➤ 2.1km	➤ 2.5 km	➤ 3.75 km
Riders/e-scooter/day	➤ 0.7	➤ 0.4	➤ 0.6

- Mobility Credits** – Following the pandemic, reviews have reshaped the priorities, but they remain broadly based on its original format. Some minor adjustments to the funding profile to enable increased budget specifically for the provision of mobility credits. The original project was scheduled to run for 3 years with the period of issuing mobility credits to trial participants to run for 20 months, however due to time constraints, the trial period will now be reduced. The project team have reengaged with Havant Borough Council who have reiterated their commitment to hosting the trial, and are actively engaged with the project team 2022/23 will explore opportunities for other Solent local authorities to join the mobility credits project subject to sufficient funding, resource and the ability to recruit participants in the same way as is being implemented in Havant. Next steps will be to continue development and design of the monitoring and evaluation plan with the support of the FTZ M&E consultancy partner.
- DDRT Project** –The procurement and specification for the commissioning of a shared back-office system for Phase 1 is almost complete with contract award planned for Q4 22/23. Phase 1 involves application of DDRT technology and operating principles to two existing Community Transport service providers in the FTZ area, during early 2023. The second phase will look to expand the project to include more vehicles and operators during Autumn 2023. We expect the mobilisation of the project to be completed by mid March 2023 - with the aim of launching an initial public trial by late Spring 2023. Following Phase 1 an engagement and discovery exercise will take place between Trafi (the Breeze app Developer) and the appointed Back Office Operator to work towards integration into the Breeze app. A piece of discovery work is underway to implement a grant funding process to support the transport operators participating in Phase 1. Engagement with the M&E consultants to support the creation of a Logic Mapp and on-going monitoring and evaluation activity.



Programme Headlines Cont..

- **Breeze for Business/Key Trip Generator engagement (*formerly lift share*)** – The reshaped project - Breeze for Business (B4B), has been developed to deliver the original objectives of the *lift share project*, via an adaptation of the Mobility as a Service (MaaS) project stream for a business audience. The aim influence travel behaviour change of staff, visitors and customers of large trip generating organisations in the Solent region. The creation of the B4B website, digital collateral and 'tool kits' is in the final stages of development and will be used by those delivering the engagement activity with organisations. A Service Level Agreement has been signed with the existing SCC team to support the business engagement activity as part of their BAU, resourced with FTZ funding and co-ordinated through this project. Onboarding training will start towards the end of January 2023. The 'roll out' event for B4B will be dependent on the timing of the wider marketing launch of the Breeze app.
- **Growing Solent Go** – New 'Saver 5' carnet ticket soft launch took place in April 2021, although has not been actively promoted yet as promotion of the new tickets will be included within the promotion of the full MaaS Platform launch in 2023. Although the number of smartcard products sold has recovered to close to pre-2020 levels, these have mostly been for shorter period smart products meaning that the back office system cost per journey is still considerably higher than pre-2020. We are currently investigating options for withdrawal of the ITSO card element for efficiency reasons with greater emphasis on mobile tickets going forward which should further compliment MaaS uptake. Other aspects of development, including MaaS integration, also specified and scheduled. Other new products will be developed and integrated and work is ongoing to align these with BSIP ambitions.
- **Micro consolidation** – A number of trials have now been identified and discussed with partner LTAs, resulting in Freight Micro Consolidation Trials being approved for Portsmouth and Winchester. Regular Working Groups are in place to identify and deliver these sites and engage with potential industry partners to undertake trials. Additionally, Shared Fleet projects have been scoped to increase the efficiency of LTA owned and operated vehicles, with the opportunity to utilise existing spare capacity to undertake both commercial work and support local NHS trust activity.
- **Macro consolidation** – A review of Delivery and Service Plans in Southampton has been undertaken to identify opportunities across the Solent region to trial projects with the Sustainable Distribution Centre (SDC); exploration of other trial projects including university halls consolidation and supplier consolidation opportunities with businesses in Southampton. The University of Southampton are also evaluating the existing use of the SDC to inform lessons learned on implementing consolidation in other locations, and how to optimise the FTZ's research and trial opportunities within the existing framework. Additional engagement with further potential commercial partners has continued with strong interest from several parties, particularly for cargo bike micro hubs.



Programme Headlines Cont..

- **Drones for medical Logistics** – The project is designed to deliver an operational Uncrewed Traffic Management system (UTM) for drone flights across the Solent for medical use. To achieve this the project will deliver a new class of air space (Class Lima), enabling trials of multiple drones and UTM systems in the same air space. The project will also examine the logistics and human factors involved, by designing air/land logistics reception and handling facilities for compliant, safe and efficient air cargo management. Following the completion of summer flying activity in 2022 we are finalising lessons learnt reports and recommendations. We are progressing with a series of procurement activity to enable new trials throughout 2023. This includes the provision of services to manage the application and administration of airspace to allow BVLOS flying trials, mapping of potential NHS use cases and locations as well as the development of automated logistic freight handling services. An application to CAA has been submitted to extend the temporary airspace changes in 2023 to allow further VLOS and BVLOS trials in order to test drones of differing capabilities. This will also enable an airspace sensor network to be developed, allowing for data gathering in order to submit evidence for longer term airspace classification changes, allowing greater logistics utility going forward.
- **FTZ Recruitment.** Eleven fixed term staff are currently in post in the FTZ Delivery Team. A review of the FTZ team structure and resourcing requirements has been undertaken to determine further requirements and another recruitment round is currently underway with 7 new or vacant posts needing to be filled. In the meantime consultancy support for the Theme 1 Programme Lead has been commissioned for the short/medium term to provide expertise to the delivery of specific elements of the programme. Consultancy support for the Monitoring and Evaluation requirements of our programme is now also in place and work has been undertaken across all projects to develop Logic Maps and Output Matrices to support monitoring and evaluation activities.
- **FTZ Financial Reprofile** – the Solent Future Transport Zone (FTZ) programme has received written notification from DfT that a request for an extension to the FTZ programme of one year (from June 2024 to June 2025) has been approved. As a result of this extension being granted, a comprehensive financial reprofiling exercise has subsequently been undertaken to recognise and enable the extension of the programme for an additional year to June 2025 within the confines of the original funding award.
- **Marcoms** - The brand identity for Breeze has been further developed and is supported by a comprehensive brand guidelines, marketing and promotions strategy, physical collateral and active social media channels on Instagram, Facebook and Twitter. A customer engagement platform (CEP), Braze, has been procured and is a critical tool for the Breeze app to deliver the Solent FTZ behaviour change strategy. Solent Transport is using Twitter and LinkedIn to increase awareness of the Solent FTZ. The last 12 months has seen an increased LinkedIn following of over 100%. Coverage of the drone project was picked in over 400 local, national and international media outlets. Co-branding of the Voi e-scooters, Beryl e-scooters and Beryl Bikes by Breeze has been successful, with all services across the region now displaying collateral related to the Breeze brand. The Beryl Bikes by Breeze launch in October 2022 was the first opportunity for three of the partner LTAs to showcase collaborative working as part of the Solent FTZ. Joint Committee members were interviewed by Wave FM and the Local Democracy Reporter for Portsmouth.



Programme Issues/Challenges

- **Joint Legal Agreement/ Information Governance** . All LTA partners have now signed the Joint Legal Agreement (JLA). Also working directly with LTA partners to rationalise data sharing processes. SCC have been appointed Information Governance Lead for the Programme. Day to day oversight and IG strategic planning at project level require further resourcing. The Data Processing Agreements between the SCC and UoS & UoP, our research and M&E partners, have been signed. Agreements between LA delivery partners and UoS & UoP are progressing. The terms of an overarching Data Sharing Agreement between the partner LAs have been agreed to bring into line the data protection obligations of each LA.
- **MaaS Platform.** Following the launch of the Breeze app featuring micromobility modes on 3rd October; current priorities and challenges relate to (1) on-going technical integrations of transport data and operators (2) onboarding of the back-office functions are not yet in place or been fully tested (reconciliation, customer support and CRM), (3) We need to sell 400+ tickets to pass the rail accreditation pilot by early Feb (4) the level of capacity required across MaaS vastly outstrips the resource available (5) All core transport operators have signed an MOU to support the integration process and these need to be replaced with more detailed Transport Operators Agreements going forward (6) RDG does not currently have an appropriate licence for MaaS apps, the use of a Travel Agent Licence is being used as an interim solution. This will give some rail purchasing facilities, but will limit the scope of the MaaS apps full functionality (this will need resolution at national level if MaaS is to succeed as envisioned in the long term.
- **Bike Share Schemes.** Alignment of branding, marketing approaches and technical integration with the Breeze App was subject to additional negotiations. An issue with the NFC unlock function on the Beryl Bikes by Breeze has been resolved. We are also currently exploring opportunities for expanding Beryl Bikes by Breeze into the Hampshire region.
- **Macro and micro consolidation.** Securing freight traffic data has proved challenging (PCN locations, traffic flows, etc.) and there is limited use of data that does exist. As the DfT has recently investigated freight data and are due to provide local authorities with a toolkit for decarbonising transport, we would welcome discussion about how local authorities could improve management and use of available local datasets. Obtaining full datasets remains challenging although some additional data is in the process of being purchased from commercial providers (Microlise / Evri) in conjunction with our University partners.
- **Programme Budget** – financial reprofiling due to FTZ extension to cover additional year.



Programme Issues/Challenges cont ...

- **Drones for medical logistics.** Our work with the commercial sector has demonstrated to us that there is no single Drone on the market that is ideal for NHS use cases we are currently investigating. We are exploring the possibility of a bespoke design competition in order to address this challenge. Securing an extension to the TDA to cover 2023 test flights. Understanding the complex nature of airspace regulation change so that we are able to achieve the milestones required is challenging given the lack of precedent.
- **Lift Share (now Business Engagement Project)** reviews have reshaped this project and consultancy support continues to be required to deliver the Business Engagement Plan. The delivery of the engagement activity resources has been identified from the SCC Workplace Travel Planning (WTP) team to support the delivery and implementation of the scheme, which will be governed by an SLA.
- **Mobility Credits** – Reviews have resulted in this project remaining largely unchanged from the original proposed form. Existing FTZ staff are heavily committed on other projects but have moved forward with re-engaging with a local Borough Council to co-develop the project plan with a view to launching in 2023 following the wider Breeze marketing launch. Further use of consultancy support will be considered as appropriate once the project progresses.
- **FTZ Recruitment.** Eleven fixed term staff are now in post in the FTZ Delivery Team. Recruitment continues to be challenging and the loss of the Theme 1 Lead in August 22 has put additional pressure on those team members working on Theme 1 projects. Although we have been successful in finding high quality team members for the majority of positions, there are on-going recruitment challenges both due to the previous unsuccessful recruitment rounds and due to the need for additional posts which have been identified as new projects and evolving programme requirements become apparent. A further recruitment round commenced in December 2022. We are actively working to fill the few remaining unfilled posts while planning strategically for appropriate resource for commencement of new projects and evolving programme requirements. Commissioning of consultancy support in the short term for posts not filled and in the medium/longer term to provide expertise to the delivery of specific elements of the programme.
- **M&E** – Data Processing Agreements are in place between SCC and our research partners, University of Southampton and University of Portsmouth to support their M&E role. Progress on getting similar agreements in place with the other three Solent Transport LA partners has been slower than anticipated. The need for individual Agreements between each LA and each University will be resolved by the signing of an overarching Data Sharing Agreement between the partner LAs to bring into line the data protection obligations of each LA. Consultancy support is now in place to lead and deliver the Monitoring and Evaluation requirements of our programme.

Monitoring and evaluation

A monitoring report should be prepared following the completion of each year of the scheme. DfT and the FMZs will work on the format to ensure consistency

Update

- **Programme Level M&E** - Our key partners (University of Southampton, UoS) are leading our work on the FTZ Programme Level M&E. They are assessing impacts/outcomes of the programme through a combination of the secondary data provided by the DfT and our Local Authority partners, as well as primary data collected by the individual projects "bottom up" and "across the piste" by our MarComms activities. Specialist consultancy support from TRL is now in place and this is delivering leadership/support for the project level M&E activities within the FTZ Team. The development of Logic Maps and Evaluation Frameworks are well underway for all projects across both Themes of the Programme, across Marcoms and Programme level monitoring.
- **Mobility as a Service (MaaS)** - Regular meetings between Solent Transport, Trafi, BIT and universities continue to take place and research continues across workstreams. A monthly MaaS (and Solent Go) Project Board involving the local authorities and our project partners has also been established. Recent data sharing of Unicard ITSO public transport data of usage of Solent Go and concessionary travel card to help map trends. Scoping of Randomised Controlled Trial (RCT) by BIT.
- **E-scooter trials** - Monthly sit-reps submitted to DfT as part of national evaluation. Incident reporting has been improved to ensure that reports are verified. Additional M+E for the project was commissioned to inform decisions by IOW, SCC and PCC on further extensions to the trials from March to November 2022. All schemes now extended to November 2022.
- **Marketing & Communications (MarComms)** - The effectiveness of our MarComms activities is assessed through a number of outputs, including marketing campaigns, brand building, press releases, ads, web content and direct mail, as well as social media engagement and stakeholder/focus groups. The outcomes/impacts of these activities are aligned to the Programme/Project objectives, for which a strategic framework to support the behaviour change has been developed. Both e-scooter operators are now submitting relevant marcomms data for M&E. The requirement that operators provide anonymised marcomms data will be written into the bike share contract to ensure that the data collected is consistent with the established KPIs.
- **FTZ National Evaluation** - We have continued to conduct regular progress meetings with NatCen and work with them to align reporting/monitoring requirements for NatCen & DfT. We also participate in their quarterly Community of Practice (CoP) Workshops and their in-depth stakeholder interviews held during Oct-Nov 2021. The draft Outcomes Matrix was submitted and additional sessions held/planned to explore further the revised M&E requirements focusing on process and lessons learnt. The draft Outputs Matrix and the update on the Evaluation Tracker are to be submitted on the 3rd of February 2023.
- **Knowledge sharing** – project specific workshops for key local/regional stakeholders have been held for MaaS, E-scooters, Bike Share. Presentations at local and regional conferences/events (inc COP26, MOVE) have been used to raise profile, understanding and engagement of activity and objectives of the Solent FTZ programme. An event in collaboration with the DfT took place on 28th October, with Solent Transport hosting a 'show and tell' Transport Day in Portsmouth on the last day of the DfT International Transport Forum. A planned 2 day conference in collaboration with Landor LINK in September, Future Transport Forum 2022, was postponed due to a period of national mourning. The event was re-arranged and was successfully delivered across two days in January 2023 with exceptional feedback from delegates Webinar presentation at the Transport Planning Society in November regarding rental e-scooters. MaaS presentation at the Global MaaS Transit conference in Dubai on 9th September. In response to a call for papers by the Modeshift TravelWise and STARS Conference in March, the FTZ Breeze for Business Project will present on "delivering effective initiatives targeting behaviour change as an outcome". Dissemination plans/records/logs for FTZ team and university partners developed and regularly updated



Monitoring and evaluation

A monitoring report should be prepared following the completion of each year of the scheme. DfT and the FMZs will work on the format to ensure consistency

Risks and challenges

- Separation and identification of project impacts and benefits of the FTZ programme from other wider transport schemes and initiatives in the region (e.g. SCC & PCC TCFs).
- Ensuring FTZ programme activity compliments and aligns with other local and regional activity to deliver maximum benefit (TCFs, BSIPs etc)
- Progress on a Data Sharing Agreement (DSA) among our local authorities (LA) delivery partners has been slower than anticipated.
- Recruitment to the Research and Evaluation Manager failed to find a suitable candidate Efforts to recruit via a recruitment agency were also unsuccessful. Therefore we undertook a procurement exercise to seek consultancy support to deliver leadership/ support for project level M&E activities within the FTZ team. That consultancy support is now in place to lead and will deliver the Monitoring and Evaluation requirements of our programme

Next steps

- To continue progress updates with NatCen through planned qtrly catch up and ad-hoc meetings. The Theme 2 workshop regarding Movement of Goods is anticipated to take place early March as planned with NatCen.
- The Data Processing Agreements between the SCC and UoS/UoP research/M&E partners have been signed. To progress the DPAs among the LA delivery partners, and UoS/UoP research/M&E partners.
- DDRT project – contract award in Q4 22/23 for back office operator and roll out of Phase 1 of the project
- Breeze for Business (revised lift Sharing project) – implementation and delivery of the Business Engagement Plan.
- M&E consultants to work with the project managers and to deliver leadership/ support for project level M&E activities within the FTZ team. To continue development of project Logic Maps, Evaluation Frameworks and Evaluation Plans across the schemes and the overall programme.
- Bike share – expanding the mobilisation plan and refinement of integration with Breeze app.
- Continuation of second phase of drone trials, subject to an extension of the TDA being secured.
- Full scoping of Mobility Credits project to align with MaaS launch timescales
- Breeze App - The delays with rail elements resulted in a micromobility only launch of Breeze on 3rd October to align with the launch on the Bike Share scheme. Revised project plan will now see a wider marketing launch incorporating the additional MaaS transport features in Q4 2023.





Work Package RAG Status Overview

	Work Package	Milestones	Resource	Brief Commentary (including justification for rating).
1	<p>WP 1 Mobility-as-a-Service platform and trials</p> <p><i>Develop and offer to market a MaaS product that enables customers to plan journeys, purchase tickets and receive incentives in one place, leading to more seamless journeys and reduced car dependency.</i></p>			<p>Milestones: Delays with rail elements resulted in a micromobility only launch of the Breeze App on 3rd October to align with the launch on the Bike Share scheme, which was promoted by a digital only media plan. A revised project plan will now see a wider marketing launch incorporating the additional MaaS transport features in Q4 which will be promoted via digital media to key audiences with above-the-line marketing, PR, physical and digital media across the region. Delays and issues obtaining the rail licence are outlined in previous sections. Onboarding of the back-office functions are not yet in place or been fully tested (reconciliation, customer support and CRM). We need to sell 400+ tickets to pass the rail accreditation pilot. Engagement and integration of transport operators continues, managed through NDA's and MOU with the on-going engagement to integrate more operators. University research is progressing across five workstreams.</p> <p>Resourcing: FTZ PM (MaaS/Solent Go) has been in post since July 2021. A second Programme Support Officer is now in post to support MaaS PM. The UoP and UoS have identified their research teams. Additional technical support procured. Further resources to be sourced via consultancy and/or intern support.</p>
2	<p>WP2 - Solent Go – growing the ticketing options offered by Solent Go</p> <p><i>Design and implement a range of new multi-operator public transport tickets, leading to increased flexibility of travel and use of these modes across the region.</i></p>			<p>Milestones: Three additional new products planned for 2023, alongside MaaS integration to create an ITSO MaaS platform. Customer migration to new platform also planned in. Discussions with BSIP and EP teams to create additional new products to support local ambitions for better ticketing.</p> <p>Resourcing: FTZ PM (MaaS/Solent Go) has been in post since July 2021.</p>
3	<p>WP3 - Mobility Credits</p> <p><i>Trial of travel credit scheme offered to low socio-economic groups aimed at understanding the impact such credits have on travel behaviour.</i></p>			<p>Milestones: The project has been reinitiated and a full scoping exercise has been undertaken. Some minor adjustments have been made to the funding profile to enable increased budget specifically for the provision of mobility credits. Due to time constraints, the trial period will now be reduced to 12 months under the revised proposals. The project team have reengaged with Havant Borough Council who have reiterated their commitment to hosting the trial. There is strong confidence that MaaS integration for the purposes of this trial can be achieved by the point of the scheme going 'live' in early 2023, with an aim of launching by the end of January. Next steps will be to progress project planning, development and design of the monitoring and evaluation plan with the support of the FTZ M&E consultancy partner.</p> <p>Resourcing: Funding reprofiled, PM resource for scoping exercise allocated from core team</p>
4	<p>WP4 - Bike Share</p> <p><i>Design and launch a new bike share scheme, electric or otherwise, initially to be trialled in a pilot area and subsequently rolled out across the region.</i></p>			<p>Milestones: The mobilisation and launch plan has been successfully delivered, largely in line with project timelines. The initial launch of the first tranche of bikes took place on 3rd October, followed by a public launch on 6th October supported by press, members of the Solent Transport Joint Committee and other key stakeholders. Collaborative working has secured the successful alignment of branding, marketing approaches and technical integration with the Breeze App. A full launch in Spring 2023 and growing the scheme through to 2023/24. Resource allocations have been identified by the participating LTA's.</p> <p>Resourcing: FTZ Bike Share PM with support from SCC and PCC embeds, FTZ Programme Support officer and relevant LTA officers.</p>
5	<p>WP5 – Key Trip Generator Engagement (formerly Lift share)</p> <p><i>Utilising the power of the MaaS App, together with other FTZ project delivery (e-scooters/bike share) to encourage key trip generating sites within the region to deliver travel behaviour change.</i></p>			<p>Milestones: Completion of the development of the Business Engagement Plan PID. Mobilisation and delivery of the Business Engagement Plan has commenced with key collateral being developed to support the engagement process. Onboarding and training of the engagement delivery team will take place throughout Q4 with roll out dependant on the wider Breeze marketing launch.</p> <p>Resourcing: Funding reprofiled. Consultant support and FTZ Programme Support Officer.</p>



Work Package RAG Status Overview

	Work Package	Milestones	Resource	Brief Commentary (including justification for rating).
6	<p>WP6 - Demand Responsive Transit</p> <p><i>Design and launch of responsive services to supplement existing public transport networks to improve connectivity in areas under-represented.</i></p>			<p>Milestones: The procurement and specification for the commissioning of a shared back-office system for Phase 1 is almost completed with contract award planned for Q4 22/23. Phase 1 involves application of DDRT technology and operating principles to two existing Community Transport service providers in the FTZ area, during early 2023. The second phase will look to expand the project to include more vehicles and operators during Autumn 2023. The mobilisation of the project is expected to be completed by mid March 2023 - with the aim of launching an initial public trial by late Spring 2023. Following Phase 1 an engagement and discovery exercise will take place between Trafi (the Breeze app Developer) and the appointed Back Office Operator to work towards integration into the Breeze app. A piece of discovery work is underway to implement a grant funding process to support the transport operators participating in Phase 1. Engagement with the M&E consultants to support the creation of a Logic Mapp and on-going monitoring and evaluation activity.</p> <p>Resourcing: Funding reprofiled. DDRT PM has been in post since May 2022. Consultants have been commissioned to provide technical advice across all phases of the project</p>
7	<p>WP7 E-Scooter trials</p> <p><i>Design and launch an e-scooter trial, in response to the Government's post-COVID drive to pilot new micro-mobility modes, addressing local health, environmental and social issues as well as the imminent travel challenges posed by COVID 19.</i></p>			<p>Milestones: Three e-scooter trials have been established and are running successfully. The trial extensions have been approved by all participating Authorities until May 2024. SCC and PCC have now made permanent TROs to facilitate the extension. Voi continue to operate the trials in Southampton and Portsmouth and Beryl operate the trial on the Isle of Wight. Both operators have now been integrated into the Breeze App. Plans continue for expanding parking locations, including carriage way parking, and to refine the service offered through Breeze. An independent research report has helped to identify future monitoring approaches and data requirements, which includes continued data collection on the trials, a requirement for further interrogation of accident, safety and equity data (including comparisons with STATS19 data) and LA partners to conduct further perception surveys.</p> <p>Resourcing: FTZ PM (PCC and SCC embeds) to carry out the majority of the ongoing work on these trials.</p>
8	<p>WP8 Micro Consolidation</p> <p><i>Introduction of micro consolidation hubs, using innovative concepts and zero emission vehicles including cargo bikes to reduce the impact of last mile deliveries</i></p>			<p>Milestones: WP1 and WP2 is nearing completion with reports in the process of finalisation as well as business engagement. Work with LTAs to advance micro consolidation trials is underway and on schedule.</p> <p>Resourcing: Successful recruitment of a dedicated PM and allocation of further additional project support resource has enabled greater progress to be made in this area. FTZ PM SCC and PCC embeds to support the project in the two pilot council areas.</p>
9	<p>WP9 Macro Consolidation</p> <p><i>Increased use of existing Southampton SDC and research into development of sustainable commercial consolidation in Portsmouth or other relevant locations in the Solent region</i></p>			<p>Milestones: WP1 (shared with Micro) is on track, although limited datasets exist within Local Authorities. Limited commercial data is being procured to provide an external baseline. WP7 (review of existing Southampton Sustainable Distribution Centre) has delivered initial findings that will be included in a comprehensive report to SCC on current practice and future recommendations with the SDC</p> <p>Resourcing: Currently Interim FTZ Theme 2 Lead is acting as PM for this project. We are seeking to recruit an additional PM role to take a lead on this area of work. FTZ PM SCC and PCC embeds will support the project in the two pilot council areas.</p>
10	<p>WP10 Drones Logistics</p> <p><i>(1) Trials and practical testing of BVLOS delivery of medical samples to the Isle of Wight, incorporating logistics and human factors elements.</i></p> <p><i>(2) Development of an uncrewed traffic management system for drones</i></p>			<p>Milestones: We are progressing with procurement activity for flying trials in Spring / Summer 2023 to greater understand the existing levels of activity within the Solent region airspace and inform future airspace regulation change applications.</p> <p>WP2 (Project Lima airspace) Trials planned in North Wales in June 2022 has successfully completed. WP1 and WP6 (Drone taxonomy and Cargo hold development) are nearing completion and will report by end of Dec 2022. A lot on the FTZ Dynamic Purchasing System is presently being let which should allow wider access to services, better governance \ project management of the third party drone operations.</p> <p>Resourcing: Currently Interim FTZ Theme 2 Lead is acting as PM for this project, supported by the FTZ Theme 2 (Sustainable Logistics) PM and technical specialists from Consortiq.</p>



WP	Capital	Revenue	Spend YTD	Comment
WP 1 – MaaS	£6,778,025	£0*	£3,901,980	Reprofiled budget includes: ~ £1,873,518 for University of Portsmouth work on MaaS Trials ~ £1,588,954 spend for University of Southampton on MaaS Trials ~ £800,000 Trafi for MaaS platform development Committed Spend ~ £2.5M Total for Trafi MaaS platform development budget ~ £1,588,954 Total for UoS MaaS Trials ~ £1,873,518 Total for UoP MaaS Trials - £800,00 Total for Maas integrations
WP 2 – Solent Go	£486,644		£277,644	Reprofiled budget. Costs of MaaS Integration
WP 3 – Mobility Credits	£569,627		£0	Reprofiled budget. Project team has re-engaged and the project is being developed .
WP 4 – Bike Share	£2,793,564		£1,615,227	Bike share launched in October 2022.
WP 5 – Breeze for Business (formerly Lift share)	£300,000		£16,975	Reprofiled budget Committed Spend ~ £10,00 Design Agency ~ £46,640 consultant cost for delivery and implementation of Business Engagement Plan ~ £60,000 delivery team
WP 6 - DDRT (for all phases of the project)	£675,000		£12,509	Reprofiled budget Committed spend - £4,320.00 DDRT Possible Demand Survey - £30,000 consultant support for back office specification
WP 7 – E-Scooter	£855,437		£278,468	Reprofiled budget Committed Spend To cover costs up to May 2024 (all trial extensions approved) ~ £123,313 loW trial ~ £356,414 PCC trial (Includes £170k Voi subsidy) ~ £237,979 SCC trial ~ £37,731 HCC trial ~ £100,000 contingency





WP00	Capital	Revenue	Spend YTD	Comment
WP 8 – Micro Consolidation	£2,009,446		£241,000	Reprofiled budget Planning and research underway, delivery Spring 2023 Committed spend £1,063,314.50 to the UoP and UoS *subject to a reprofiling exercise in Q4
WP 9 – Macro Consolidation	£823,356		£93,851	Reprofiled budget Committed spend £555,355.56 to UoP and UoS *subject to a reprofiling exercise in Q4
WP 10 – Drones Logistics	£7,041,439		£961,856	Reprofiled budget Committed spend £2,804,503.69 to UoP and UoS *subject to a reprofiling exercise in Q4 Actual Spend £200,000 Advanced funding to UoS April 2020 covering trials in May 2020 and Sept 2021 (not included in spend below) £55,858 University of Portsmouth £2,516,998 University of Southampton £98,250 Consortiq (Drone Consultants) £105,000 Apian (via UoS)
Other – Staffing, marketing etc	£6,426,463		£2,455,562	Reprofiled budget Actual Spend £1,798,900 FTZ Delivery Team £120,097 Legal and Procurement costs £267,767 Marketing / Communications £202,646 Monitoring & Evaluation
RAG	Change	Key financial risks and mitigation		
		<p>* It is assumed that all spend on the FTZ project will be considered as Capital, this has been an issue of ongoing discussion with SCC finance</p> <p>Total committed spend currently circa £12.5m Committed spend for work undertaken/in-progress/commissioned but not yet paid for by the FTZ Programme circ £4.1m Cost codes and work orders required for FTZ are set up on SCC's financial system</p> <p>At this stage in the programme, no key financial risks have been identified. A financial reprofiling exercise has now been completed to take into account the extension of the Programme to June 2025</p>		

Appendix E Global Examples of MaaS Platforms Ranked by User Review

Global Examples of MaaS Platforms Ranked based on User Reviews - Source: Trust Radius.Com

	Service Provider/ Platform	Description
1	Bird	Bird wants to provide eco-friendly transportation for everyone. This app reaches 300+ cities worldwide.
2	Moovit	Moovit's iOS, Android, and Web app guides people in getting around town using any mode of transport. Introduced in 2012 it now boasts over 950 million users in more than 3,200 cities across 112 countries. Moovit is an Intel company (acquired 2020).
3	UbiGo	UbiGo, from the company of the same name in Stockholm, offers urban households subscriptions on mobility instead of having to own a car. Public transport, car rental and car sharing, taxi and bikes according to the needs of the user.
4	SkedGo	SkedGo, headquartered in Sydney offers governments, companies and start-ups access to reliable, personalised trip planning, Mobility-as-a-Service platforms and corporate mobility products. The solution presents an API and SDKs, the integration of multi/mixed modal transport services amongst others
5	Metropolis Technologies	Metropolis is an AI and computer vision start-up built to modernize parking and empower the future of mobility.
6	Reach Now	The Reach Now mobility app, from the moovel Group in Berlin, is presented as the construction kit for company-owned mobility benefits.
7	Squire	Squire is a booking and payment platform that connects people with great barbers nationwide. Squire makes it easy to discover and book the best barbers in major US cities and Canada. Squire is also the premier management platform for barbershops.
8	Umo Mobility Platform	The Umo Mobility Platform, from Cubic Transportation Systems in San Diego, is a mobility as a service solution that aims to improve the quality of life for all by optimizing the way people move around their cities and towns, in order to reduce congestion and improve travel time.
9	Trafi Maas Suite	The Trafi MaaS Suite, from Trafi in Vilnius, offers cities the possibility to connect all mobility services to one single platform where users can not only check itineraries but also book their tickets and trips.
10	Whim	Whim is a Finnish mobility application from MaaS Global in Helsinki, that allows users to book and pay for trips one trip at a time or with a convenient seasonal order. The vendor states Whim has already made more than 16 million trips, and is designed to liberate people from timetables
11	Mobbileo	Mobbileo is presented as an integrated, scalable, secure and highly customisable MaaS platform from the company in Shipley (or Fleetondemand Limited), that aims to bring connected mobility to cities and businesses anywhere in the world.
12	beep	Beep is an autonomous mobility solution company that delivers transportation utilizing driverless, electric, multi-passenger vehicles.
13	BRIDJ	The BRIDJ demand responsive technology, from Bridj Technology in Fortitude Valley, enables Mass Transit Operators and Public Transport Agencies to deliver shared services. Presented as an all-in-one platform that helps to connect, pool and transport customers more conveniently
14	Moovel, from Strategic Mapping	Moovel, now from Strategic Mapping (acquired from Daimler in 2020) aims to make the experience of taking transit—from planning to payment—feel inviting, simple, and instantaneous. Strategic Mapping, with Moovel, partner with transit agencies to transform the rider experience