



Introducing the Northern Digital Mobility Strategy (NDMS)

The background, and opportunity for partners to steer the detail, of a **Northern Digital Mobility Strategy** to be developed for the North of England.

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Background

Transport for the North's Strategic Transport Plan sets out ambitions for integrated and smart travel across the North of England.

This took the form of the Integrated & Smart Travel Programme (IST Programme) which unfortunately closed in 2020/2021.

The aspirations this area of the STP set out remain and each area within the North continues to have ambitious plans to leverage technology to make passenger journeys smarter and more accessible

In the absence of the IST Programme this area needs to be re-framed, and the Strategic Transport Plan amended, to reflect the changing role of Transport for the North whilst highlighting the continued case for joined-up investment in smarter travel for passengers in the North.

Transport for the North plans to develop a Northern Digital Mobility Strategy, steered by Members, to take the place of the IST Programme and set out the evidence base for investment, and approaches to delivery, for digital innovation.

High Level Purpose

The **NDMS** will be shaped by Members to inform, facilitate and empower the **local delivery** of digital and ticketing interventions and to take the place of the IST Programme within the **Strategic Transport Plan**.

The strategy will add value locally by:

- Sharing and scaling existing best practice
- Collating and building on the evidence base produced from local pilots and projects
- Identifying areas for collaboration and the opportunities for joint investment/economies of scale they offer.

This is alongside supporting **cross regional and multi modal integration** of ticketing systems.

Steered by Members

It is essential that the NDMS **builds on, adds value to and facilitates local** ambition, decision making and planning.

This means it is key for the scope and scale of the NDMS to **be shaped and steered by Members** and that, as a strategic document, it provides the most useful benefits locally.

Our Executive Board (made up of LTA MDs DGs and Chief Execs) have contributed to the high-level scope but further informal consultation with Lead Officers is needed to **work through the detail and the priorities of the strategy** as we seek endorsement by TfN Board at the end of March.

Scope & Scale

The NDMS will need to **align with, and support, members existing and future digital plans** to add value to those.

- I. The NDMS will look to the **medium and long-term in delivering digital mobility for passengers** to build on, and add to, short term implementations.
- II. The NDMS **will develop an evidence base, across thematic areas, that intends to support and empower local decision making** whilst also identifying the case for further investment in more joined up technological delivery.
- III. The NDMS will develop a combination of policy position statements **across thematic areas** whilst also developing common delivery and procurement frameworks/strategies to **support greater efficiencies and economies.**

Objectives

The NDMS will have a set of clear objectives against which it will be developed and delivered.

Underpinning all of these will be the core principle that **the NDMS exists to add value and capability for partners** and that it supports more efficient, economical, and collaborative delivery of digital and ticketing interventions.

High level objectives:

- I. The NDMS will be a **catalyst for the sharing of best practice and the development of common technical and strategic approaches** that support local delivery of digital and ticketing systems.
- II. The NDMS will help **reduce the duplication of effort, cost, and resource requirement across areas** as they look to deliver common digital and ticketing innovations and interventions.
- III. The NDMS will set out the **case for more efficient investment in the collaborative delivery of digital mobility systems** to avoid siloed delivery, duplicated funding asks and enable easier integration across regions and modes.

Achieving these objectives:

- The NDMS will **build on existing innovation, developments, and deliveries** to create more common technical standards and frameworks to aid digital and ticketing systems delivery.

This would see the development of standardised procurement strategies, technical specifications, governance frameworks and operating models to

reduce the need for areas to re-invest and duplicate effort across common areas.

- The NDMS will work to **develop an evidence base for a variety of digital mobility interventions** to aid local authorities as they decide what is the most appropriate for their network and their constituents.
- The NDMS will look to **scale and package existing deployments and innovations to make the case that further, more joined-up and collaborative, funding** for those and future digital intervention will provide the most economical and efficient benefit across government and across the North.

Draft Strategy Statement

“The Northern Digital Mobility Strategy has been **shaped by Members across the North to add value to, and build on, the clear ambitions for more digital and joined up systems for passengers** and is designed to help scale existing pilots, projects and successes to other areas.

It provides a robust evidence base, standardised delivery frameworks, common technical and governance standards alongside regional case studies **to empowers and facilitates the local decision making and delivery of innovative digital mobility systems.**

The strategy also makes the case for further collaboration, the opportunities for economies of scale and the clear **case for more joined-up capital investment to support cross-boundary, cross-border and interoperable digital systems”**

Structure

The NDMS will be structured around thematic areas – with these based on specific digital interventions, systems or linked themes.

Each theme will likely have a policy position statement, a developed evidence base and, where applicable, a suggested route to delivery or scalable best practice.

- The evidence base for each will comprise of **case studies from any regional pilots or existing deployments** alongside new research produced under the strategy.
- The routes to delivery will, in the first instance, look to **scale and package existing deployments to avoid duplicated effort across partners**. Where not possible it will look to identify a collaborative approach/framework that minimises the resource demand on each area looking to deliver.

Thematic Areas

The NDMS will be steered by **three core themes with these in turn split into intervention/systems led thematic areas of interest:**

I. The future of ticketing systems (media, retail, payment and fares reform) for the North of England.

Considering:

- a. the case for **common standards and procurement frameworks** for introducing mTicketing, QR Codes & Smartcard by scaling existing deployments.
- b. best practice around **Multi-Modal Integrated Ticketing Fare Structures to simplify implementation** and the framework for modal integration between bus, light rail, heavy rail and other modes.
- c. providing modelling and an evidence base to **support passenger focused fares reform** & the standardisation of age-based concessions across areas

II. The case for, and opportunities created through, the greater adoption of smart and open data systems.

Considering:

- a. scaling and sharing **existing innovation around Information Provision** between areas
- b. identifying the opportunities that open data provides in **passenger app delivery and other open-source opportunities** that will benefit passengers.

III. The integration of future mobility systems with traditional ticketing and transit networks.

Considering:

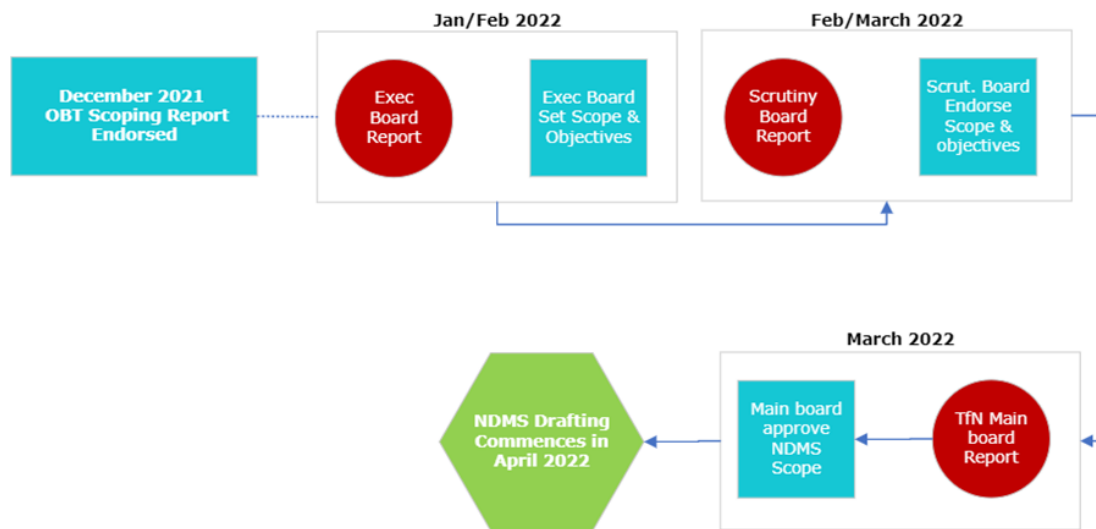
- a. building on Demand Responsive Transport pilots across the North to set out the case and context for its potential integration into networks.
- b. potential approaches to, delivering Mobility as a Service (MaaS) or mobility marketplaces that build on existing integrated systems and making the case for common technical standards

- c. integrating first & last mile micro mobility and active travel into digital and ticketing ecosystems.
- d. the case for integrating Mobility Credits & EV Integration with integrated ticketing infrastructure and fare structures

The level of detail within each thematic are will eb steered by those that provide the most added-value for partners and those that will proactively support their development and delivery.

Indicative Delivery Timetable

The planned timeline for developing the scope, and objectives, of the planned NDMS is:



As we work from initial executive board engagement in February, we are keen to engage with relevant Lead Officers for informal views on the priorities of the NDMS to help steer the detail and thematic areas of focus for the strategy

In tandem with our governance informal consultation and workshops are planned to ensure the NDMS, from the earliest possibility, is focussed on adding value for our partners.

Included with this document is an informal survey which will help shape workshops and the priorities around developing the NDMS. We invite all our LTA colleagues to complete the survey and provide feedback on what areas would have the best impact for them.