

Setting the **scope and objectives** of a

Northern Digital Mobility Strategy *(NDMS)*

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High Level Purpose

It's proposed that the NDMS be shaped by members to inform, facilitate and empower **local and collaborative delivery** of digital and ticketing interventions and improvements for passengers. It will broadly take the place of the IST Programme within the **Strategic Transport Plan**.

The strategy intends to add value locally by:

- Sharing and scaling existing best practice
- Collating and building an evidence base produced from local pilots and existing successes.
- 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.



Member Steer

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 benefits locally and that it complements and expedites ongoing work.

Board members are asked, alongside prior consultation through Scrutiny Committee and with lead officers, to **review the proposed high-level scope and objectives** for the strategy prior to planned endorsement by TfN Board at the end of March.

Addressing 'Pain Points'

The NDMS will work to address the pain points experienced by passengers and partners alike around accessing transport in a digital environment.

- It should help enhance passenger experiences and reduce the structural expectations for passengers to be experts in varied fare structures or duplicated systems. It will aim to reduce and remove artificial barriers experienced by passengers and encourage a seamless payment, validation and journey experience.
- For our members it will reduce pain points experienced around capacity and will empower them to invest their funds in passenger benefits over duplicated development.



Scope and Scale...

The NDMS will be passenger driver and **align with Members and partners existing and future digital plans** to add value to those.

To do this it's proposed that the NDMS will...

...build on existing successes and identify the **medium and long-term foundations to collaboratively expedite delivery of digital mobility for passengers**

...develop a collaborative evidence base that **supports and empowers local decision making** whilst also identifying where more **joined up investment in technological delivery** would benefit areas.

...develop a combination of policy position statements across thematic areas and **common delivery and procurement frameworks/strategies** to support greater **efficiencies and economies.**

Setting the Objectives...

The NDMS will be guided by a core objective to add value, add capability and encourage collaboration for partners as they better passenger experiences.

It is proposed that the supplementary objectives for the NDMS are:

1. To be a **catalyst for the sharing of best practice** and the development of common technical and strategic digital approaches
2. To **reduce the duplication of effort, cost, and resource** in delivering digital innovation across areas
3. To make the case for **more joined-up investment in the collaborative delivery** of digital mobility systems

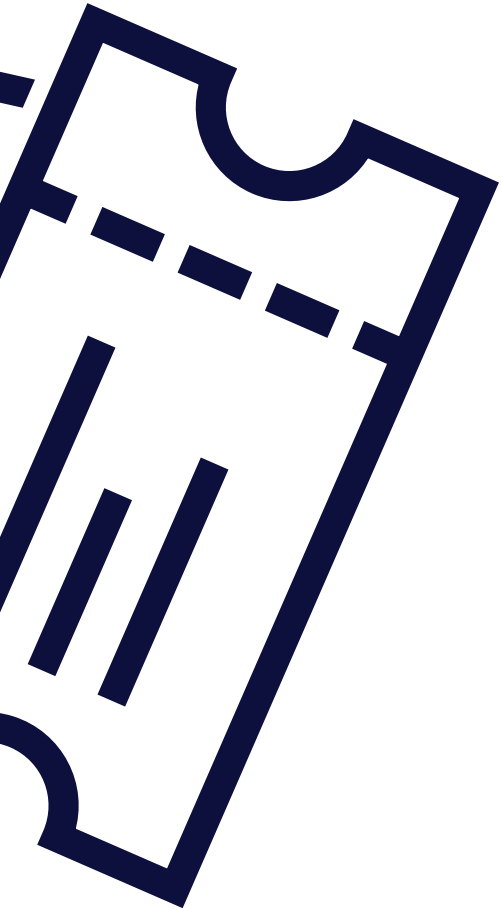


Structure

It is planned that the **NDMS be structured around three core thematic areas** with the detail within these shaped by members.

These themes being:

- The **future of ticketing systems** (media, retail, payment and fares reform) for the North of England.
 - E.g bridging delivery of PayGo capping on rail to maximise the benefits for, and integration with, local transport networks
- The case for, and opportunities created through, the greater adoption of **smart and open data standards and systems**.
- The digital **integration of future mobility systems** with traditional ticketing and local transit networks



Development

It is proposed that development will start with production of a **'Digital Mobility - State of the North'** report.

This report will set out successes, any ongoing implementations and future regional plans for digital mobility across all 20 areas in the North.

It will also consider those plans that haven't been progressed due to limited local capacity or investment gaps.

This report will frame the foundations from which future collaborative delivery, areas of common ambition or potential collective investment cases can then be built across the proposed thematic areas of the NDMS.

