TRANSPORT FOR THE **NORTH**

Meeting:	Transport for the North Board
Subject:	Connected Mobility Strategy
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Meeting Date:	Thursday 22 June 2023

1. Purpose of the Report:

1.1 This report accompanies Transport for the North's draft Connected Mobility Strategy.

2. Recommendation

2.1 That the Board approve, subject to any amendments agreed by the meeting, the publication of the Connected Mobility Strategy.

3. Background

3.1 Transport for the North originally sought to deliver integrated ticketing for the North through the integrated and smart travel programme.

3.2 This programme ended in 2020 and we have since taken lessons learned from this into re-shaping the way Transport for the North supports more integrated travel.

3.3 This saw the development of a scope and objectives, agreed by Board in 2022, for a connected mobility strategy that would be a catalyst for the sharing of best practice and the development of common technical and strategic digital approaches, would reduce the duplication of effort, cost, and resource in delivering digital innovation across areas and would make the case for more joined-up investment in the collaborative delivery of connected mobility systems.

3.4 The draft strategy was presented to the scrutiny committee on 1 June 2023. The comments from this committee have been incorporated into the draft strategy. Namely:

- A revised, stronger, executive summary
- Clarity on rate of comparable rail recovery
- Addition of references to other modes (not just bus and train) when considering multi-modality.

4. Draft Connected Mobility Strategy

4.1 The draft connected mobility strategy is at Appendix 1.

4.2 Connected Mobility covers the delivery of smarter and more integrated transport networks, and the systems that seamlessly connect passengers to the places that matter to them across regions, modes, and technologies.

4.3 This includes payment and journey planning, integration of modes and routes across geographical and technological boundaries, and the underlying processes, data systems and structures that will enable it.

4.4 The strategy has been drafted in line with the scope and objectives set by Transport for the North's Board in 2022:

Objectives:

1. Build on existing successes and identify the medium and long-term foundations to collaboratively expedite delivery of digital mobility for passengers
2. Develop an evidence base that supports and empowers local decision-making whilst also identifying where more joined-up investment in technological delivery would benefit areas
3. Develop a combination of policy position statements across thematic areas and common delivery and procurement frameworks/strategies to support greater efficiencies and economies.

4.5   The strategy details how Transport for the North will support the region with user-centric and placed-based interventions and support as authorities work together to improve the way people experience connected mobility.

4.6   The strategy is split into three core thematic areas:

1. The future of ticketing
2. Data and infrastructure
3. Future mobility.

4.7   Within the draft strategy there are four priorities identified for action during the current (2023/2024) budget year. These are:

1. Developing a Northern Ticketing Scheme to provide uniform governance, economies of scale and financial structures for multi-modal ticketing in areas seeking to deliver them.
2. Developing the business case to extend delivery of the Connected Mobility Hub and to assess viability for a devolved shared fund for interventions across the North.
3. Building and releasing a fare modelling tool to empower partners to make educated and robust decisions on fares reform – looking at risks on abstraction to revenue, elasticities and demand levels and provide 'what-if' functionality to explore zonal options.
4. Produce, directly and partnered across industry, updated research into travel behaviour post-pandemic across the diverse geographies and economic profiles of the North of England to support holistic network planning by partners.

4.8   Across these thematic areas the strategy sets out these measures of success/outcomes for the region:

4.9   **Future of ticketing - outcomes:**

Reference	Outcome	Target date
FT.1	Passengers in the North of England are travelling across bus, tram and train with payment made via Contactless Capping, or an equivalent account-based system.	2025/2026
FT.2	Multi-operator ticketing is available for passengers across the North and, if viable, for non-mayoral authorities this will be delivered through a collaborative region-wide scheme.	2024/2025
FT.3	The delivery of multi-modal ticketing, regardless of media, is being delivered with uniform governance, apportionment and technical standards achieving regional interoperability.	2024/2025

FT.4	Fares across the North of England will be easier to understand, commercially viable and authorities confident in their relevance to their markets - enabled by a Transport for the North fares modelling tool.	2023/2024
FT.5	The future media requirements for ENCTS concessionary products will be known and agreed and the region will have an agreed policy on the future relevance and viability of smartcards.	2025/2026
FT.6	Transport for the North's Connected Mobility Implementation group is the recognised vehicle for engagement between local authorities and national ticketing programmes.	Ongoing
FT.7	Transport for the North, with a lead authority partner, has delivered a user-centric white-label ticket retail solution that can be accessed, and branded, by transport authorities in the North.	2024/2025
FT.8	Passengers benefit from Rail fares in the North of England that have been reformed to promote, and build on, the leisure markets and existing post-pandemic recovery for the region.	2023/2024
FT.9	Passengers have greater certainty on discretionary discount products across the North that are more uniform, such as a clear definition of a young person, with fewer regional variations.	2023/2024
FT.10	Passenger expectations on when and how they want to travel, and how they want to pay, are known through a robust placed-based evidence base for the North.	Ongoing

4.10 **Data and infrastructure - outcomes:**

Reference	Outcome	Target date
DI.1	Transport authorities across the North are using common guidance on how to produce, use and deploy transport data in an open standard - aligned with the national strategy.	2023/2024
DI.2	Passengers in the North have access to more tailored journey planning that allows them to mix modes, avoid busy periods and be presented with next best option mitigations to disruptions.	2024/2025
DI.3	The North has an agreed roadmap of regional requirements, risks, and the business case, to progress from current journey planning tools to integrated planners/mobility as a service.	2024/2025
DI.4	Passengers are benefiting from the integration of open data across modes and regions to support modal shift, to better nudge decarbonisation behaviours and inform choice.	2023/2024

DI.5	Non-Mayoral authorities are working together, with a core fund of money secured through a Transport for the North business case, to develop and deliver white-labelled journey planners.	2024/2025
DI.6	Passengers are benefiting from public/private sector partnerships, rewarding, and supporting transport, enabled by Transport for the North through open data and private sector innovations.	2024/2025
DI.7	Authorities in the North are using common standards, vetted by a standards body, in the development of connected mobility specifications ensuring regional interoperability.	Ongoing
DI.8	The North of England has the connectivity infrastructure required to enable better connections in rural areas - including increased 4G and 5G coverage enabling live systems.	2025/2026
DI.9	Authorities across the North trust, and engage with, the connected mobility implementation group, to work through any data or infrastructure problem statements.	Ongoing
DI.10	Authorities across the North are coordinated in the procurement of technical systems to maximise the spread and scale of funds and reduce duplicated effort in shared delivery.	2023/2024

4.11 **Future mobility - outcomes:**

Reference	Outcome	Target date
FM.1	Passengers in rural and isolated communities have access to viable demand responsive service to keep them connected to services and opportunities.	2024/2025
FM.2	Passengers travelling into a region, where viable, can choose to travel and from a mobility hub via a demand responsive solution for the first/last mile element of their journey.	2025/2026
FM.3	Transport for the North's modelling and evidence has enabled local delivery of viable demand responsive transport as part of local transport plans where this was sought.	2023/2024
FM.4	Transport users travelling via micro-mobility, where this is available, use journey planners to integrate this with other modes and pay with an integrated fare.	2024/2025
FM.5	Transport users parking an electric vehicle at a charging point that is a transport hub or a park and ride site pay for their charging with their travel ticket.	2024/2025
FM.6	Transport users access cars via car clubs as an appropriate mode of transport, which can be	2025/2026

	selected and paid for alongside mass transit options and mobility hubs.	
FM.7	Passengers are incorporating active travel into journeys - to avoid high occupancy, out of choice for an element of journeys or to support local policies on walking between modes of travel.	2024/2025
FM.8	Inbound transport users pay for, and access, onward travel when planning their journey - be it by car, rail, plane, or sea, with ticketing integrated at regional mobility hubs.	2025/2026
FM.9	Transport for the North has commissioned user-research on new questions - such as pricing car as a mode of travel - from across the region as new emerging technologies are considered.	Ongoing
FM.10	Case-studies are produced using our policy and places framework to detail how emerging technologies apply in a placed-based analysis of requirements and impact.	Ongoing

5. Corporate Considerations

Financial Implications

5.1 Other than the resource that delivers this strategy, which is core funded, there are no other budgeted activities.

Resource Implications

5.2 Delivery of the strategy will sit with the Connected Mobility team, and, in the current budget year, this is likely to consist of the existing 1x FTE with matrix support from other teams dependent on the work undertaken.

5.3 There may be a need, as work progresses to review the resource support available or, alternatively, add slack and flex to the target dates published within the strategy.

Legal Implications

5.4 Elements within the strategy suggest the production of future statutory advice, around ticketing matters and may see the use of Transport for the North's statutory powers around ticketing schemes.

5.5 Where these implications emerge then guidance will be sought to ensure compliance with Transport for the North's Constitution and statutory functions.

Risk Management and Key Issues

5.6 The risk implications are included as part of this report.

Environmental Implications

5.7 The connected mobility strategy will link through to decarbonisation objectives through helping encourage greater mass transit patronage in favour of personal polluting car use and reduced congestion.

5.8 This report does not constitute or influence a plan or programme which sets the framework for future development consents of projects listed in the Environmental Impact Assessment (EIA) Directive and therefore does not stimulate the need for Strategic Environmental Assessment (SEA) or EIA. All proposed infrastructure developments will be subject to screening for the need for EIA by the relevant development authority as part of the design development and consenting process.

Equality and Diversity

5.9   The strategy outputs and activities will need to have consideration for how passengers with protected characteristics continue to access ticketing systems and information provision – especially as these become more technical.

6.   Appendices

6.1   Draft Connected Mobility Strategy

Glossary of terms, abbreviations and acronyms used
a)   ENCTS – English National Concessionary Travel Scheme.   b)   DRT – Demand Responsive Travel.   c)   White-label – A common technological solution that is branded with a local identity (e.g three areas using the same system but it has their local transport brand on the front).   d)   EIA – Environmental Impact Assessment.   e)   SEA - Strategic Environmental Assessment.   f)   FTE – Full Time Equivalent.