



Department
for Transport

Solent Area Future Transport Zone Update

Quarterly Update
April 2022



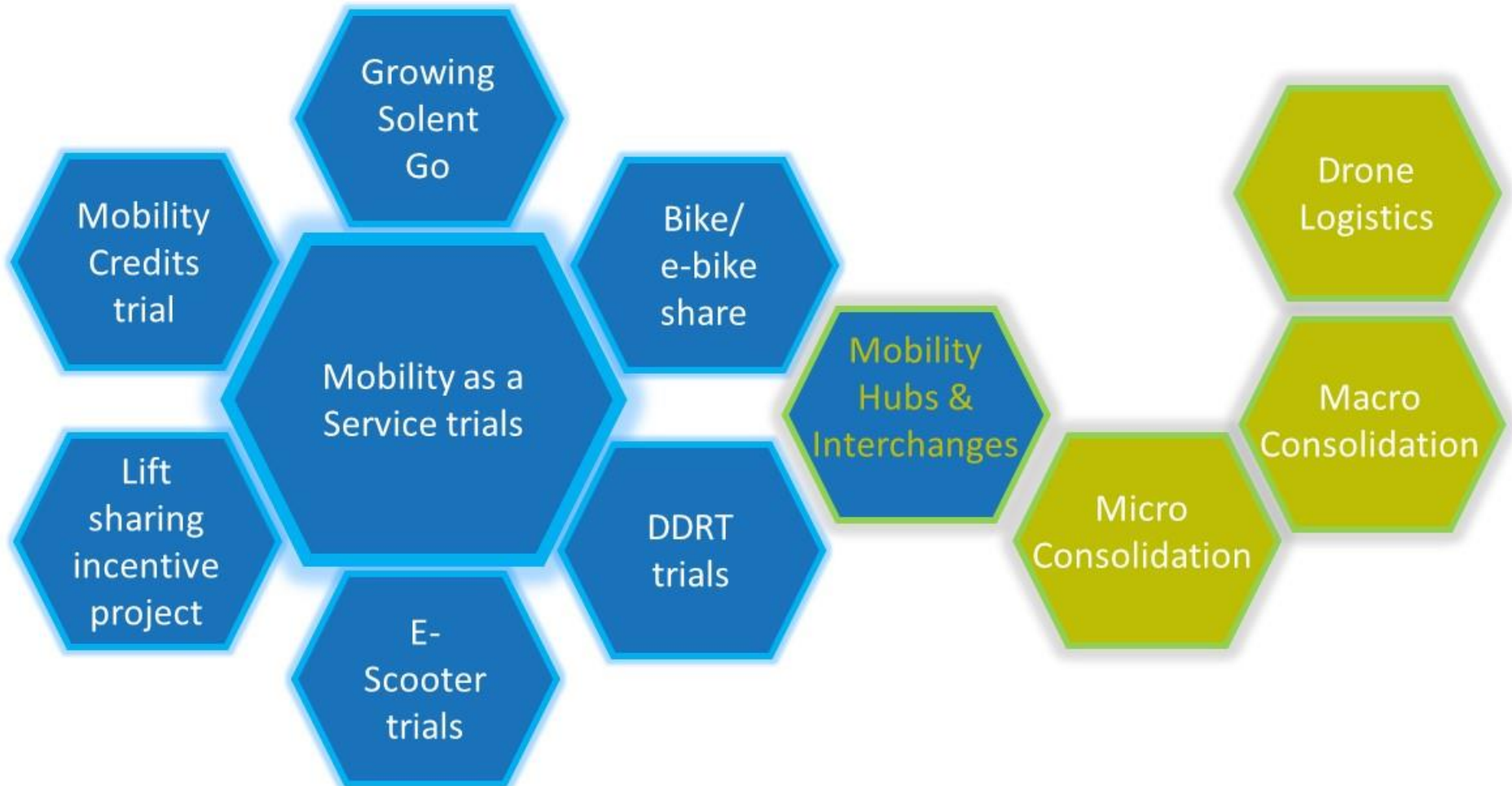
Programme Overview

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 are continuing. The number of e-scooters in each trial remain unchanged - 180 IoW, 460 PCC and 1200 SCC. The latest survey carried out by Voi in January 2022 across the PCC trial found that 60% of rental e-scooter trips replaced car and taxi trips, compared to 56% reported during the previous survey in August 2021. Updated extension papers prepared for all areas and approval secured for trials extension to November 2022 in all areas (subject to approval of successful ETRO resolution). Preferred option is to convert the current ETROs to permanent TROs. Current allocation of funds up to March 2022 was approved by the Joint Committee October 2021. Any further allocations are to be identified. The latest stats show low levels of incidents and high levels of mode shift. An independent research report has been commissioned to attempt to validate available data, inform decision making and to make recommendations for future monitoring approaches and data requirements. High level results in the form of a factsheet are due in early April 2022.
- **MaaS platform and Trials** – Successful trademark secured for preferred brand – Breeze. MVP#1 dark launch on 24th Feb with small group of trusted stakeholders. Extended window of testing and start of soft launch campaign. Hard launch planned for summer 2022. Further project approvals required before public launch. Engagement and integration of transport operators continues, managed through NDA's and MOU with the on-going engagement to integrate more operators for the hard launch date. Development of the Transport Operators Agreements to replace the current MOU's. 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. Application to RDG for license to sell rail tickets to be submitted April 2022.
- **Growing Solent Go** – New 'Saver 5' carnet ticket soft launched in April 2021, although has not been actively promoted due to Covid-19. The promotion of the new ticket will be included within the promotion of the MaaS Platform launch in 2022. Smartcard Solent Go ticket sales/usage has not recovered post pandemic with the result that the cost per transaction is poor. Consideration to be given to the 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 planned. Other new products will be developed and integrated and work is ongoing to align these with BSIP ambitions although achieving pricing for some new multi-operator products which is attractive to users and also agreeable to operators may be challenging.
- **Bike Share Project** – ITT was launched end of January 2022 with two lots (1) IOW and (2) the mainland (to include PCC and SCC initially). It has been set up as a Framework to enable HCC to join the project when in a position to do so. The tender process is now closed. Evaluation will be taking place over a number of weeks, followed by interviews and award of places on the Framework. The proposed award date remains as June 2022. Aim is to deploy initial tranche of bikes in the Summer and growing the scheme through to 2023/24. Resource allocations are being identified by the participating LTA's. Launch of the scheme is anticipated in Summer 2022



Programme Headlines Cont..

- **DDRT Project** – Following review of project we plan to implement procurement of a shared back-office system, with initial trials involving application of DDRT technology and operating principles to two existing Community Transport service providers in the FTZ area, during 2022/23. If successful, this would be followed by a second stage expanding the project during 2023. This approach offers significant flexibility together with scalability to easily expand to further CT services and potentially other bus services, depending on the progress and success of initial trials. Revised approach was approved by SMB / FTZ Programme Board in January 2022. The project will provide financial support and resource from project officer to support operators with changes that need to be made to implement the trial, as well as funding the back-office system costs where necessary. We are in the process of recruiting a project manager and commissioning specialist consultancy support for project. We expect from May 2022 that the project will move to detailed design, project set-up, and commencement of back-office procurement. By autumn we plan to have a back-office provider on board and to be working to plug their system/s in to MaaS, and to be actively supporting operators for mobilisation - with the aim of launching an initial public trial by the end of 2022.
- **Macro and micro consolidation** – Analysis of local authority datasets due for completion. Significant data gaps exist and we would welcome discussion with the DfT on freight data and how local authorities could improve management and use of available datasets. Ongoing engagement is taking place with logistics operators to explore project opportunities, shared objectives and local issues. Development of longlist of potential trials ongoing, with refinement and deliverability to follow in the coming months.
- **Drones for medical Logistics** – The drone trials with Apian/Isle of Wight NHS confirmed our project plan and subsequent work packages have commenced. This includes examination of multiple drone airspace and trials are planned for July. The CAA extension of the temporary flight zone for the Apian/NHS trials has been delayed until May 2022 to enable technical changes to Skylift drone.
- **Lift sharing** – In its original proposed form we do not believe this project is likely to achieve the identified objectives as a result of post-covid changes to commuting travel behaviour/patterns and higher user resistance to car sharing. A review has been undertaken which proposed to re-shape the project to achieve the objectives (primarily a means of making MaaS more relevant to car drivers and also promoting car sharing options to the MaaS user base) in a different way. The project will still integrate lift sharing capability into MaaS, but instead of a wider/larger scale lift sharing promotion and incentive campaign using the MaaS app, we now plan to undertake a more limited number of Site-Specific MaaS applications at suitable large trip generating sites (Universities, hospitals, leisure venues etc) which will include promotion of all travel options provided by MaaS (including lift sharing) while also seeking out opportunities to work with individual sites to develop bespoke functionality with the MaaS app that meets specific requirements.
- **FTZ Recruitment.** Eight fixed term staff are now in post in the FTZ Delivery Team. Further recruitment drive for five vacant posts is taking place currently, with interviews set to be concluded by end of March 2022. 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.



Programme Issues/Challenges

- **Joint Legal Agreement.** All LTA partners have now signed the Joint Legal Agreement (JLA). Also working directly with LTA partners to rationalise data sharing processes.
- **Information Governance.** SCC have been appointment Information Governance Lead for the Programme. Day to day oversight and IG strategic planning at project level require further resourcing.
- **MaaS Platform.** Current priorities and challenges relate to (1) development of Transport Operators Agreements (2) back-office functions – expansion of resources in Southampton CC is subject to capacity issues and the requirement for additional levels of approval. Investigations to identify an alternative commissioned service from external commercial providers; (3) technical integrations of transport data and operators (4) planning for the integration of rail services and securing accreditation and a rail ticketing licence from RDG. The project is managed in an agile way which allows reprofiling of deliverables and launch dates as needed.
- **Bike Share Schemes.** Supply chain issues seem to be easing, according to interested operators. ITT published, large numbers of clarifications sought from suppliers, largely linked to KPI's, the window for submissions was extended. Procurement process has taken longer than expected because of additional complexity and the importance of contractual and commercial oversight of the schemes once launched. The award date remains as June 2022.
- **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.
- **Drones for medical logistics.** The lack of alternative e-drones and technical issues with the MuginV50 have delayed the Apian/NHS trials. However, the learnings are being captured for future delivery drone specifications.



Programme Issues/Challenges cont ...

- **Projects Lift Share, Mobility Credits and DDRT.** Project reviews have reshaped the Lift sharing and DDRT projects, but the Mobility Credits project is expected to remain basically unchanged from the original proposed form. Project documentation is being updated to match, with submission for approvals to follow. Staff resource will be an issue for these projects because existing FTZ staff are fully committed. The use of temporary consultancy support to kick-start them is being investigated.
- **FTZ Recruitment.** Further recruitment drive for vacant posts is taking place currently. We are still actively recruiting for five fixed-term roles in the delivery team, with interviews due to be completed by the end of March 2022. Commissioning of consultancy support in the short term for posts not filled to ensure that projects can be started with sufficient time to evaluate the outcomes. Additional resource requirements for emerging projects is also being scoped and progressed where appropriate.

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. We are still to appoint a Research & Evaluation Manager within the FTZ Delivery Team (see risks & challenges). Dr Alan Wong from the University has been assisting with this role in the interim.
- **Mobility as a Service (MaaS)** - Regular meetings between Solent Transport, Trafi, BIT and universities have been taking place since mid-2021 as research begins 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.
- **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 has been commissioned to inform decisions by IOW, SCC and PCC on any further extensions to the trials from March to November 2022. DfT interim report still awaited.
- **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 is being written into the bike share tender to ensure that the data collected is consistent with the established KPIs.
- **FTZ National Evaluation** - We have continued to conduct regular, bi-monthly progress meetings with NatCen and worked 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 has been submitted and additional sessions planned to explore further - together with the drafting of the Outcomes Matrix and annual report.
- **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. Planned 2 day conference in collaboration with Landor LINK in September. Dissemination plans/records for FTZ team and university partners developed and activated.

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)
- Positive progress on a Data Sharing Agreement (DSA) among our local authorities (LA) delivery partners has been made. The 'back-to-back' agreement to then enable the transfer of this data to our University partners** to enable them to act as a 'data processor' (for M&E) on our behalf has been delayed.
- Recruitment to the Research and Evaluation Manager post has been a key challenge and a third round of adverts in Jan 2022 failed to find a suitable candidate. Efforts to recruit via a recruitment agency were also unsuccessful. Therefore we are now adjusting our approach and will instead seek to deliver leadership/ support for project level M&E activities within the FTZ team via a consultancy contract.

Next steps

- To continue progress updates with NatCen through planned qtrly catch up meetings
- To progress the DSA among the LA delivery partners, and develop the data transfer agreement among the FTZ Delivery and UoS/UoP research/M&E partners.
- DDRT project to be initiated and integrated into delivery programme
- Revised lift Sharing proposal to be submitted to FTZ Prog Board & DfT for approval before work can commence on delivery.
- Procurement of consultancy contract to deliver leadership/ support for project level M&E activities within the FTZ team
- Bike share procurement - assessment of tenders to be completed, contract awarded
- Progression of second phase of drone trials in May 2022
- Full scoping of Mobility Credits project to align with MaaS launch timescales





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: Successful trademark secured for preferred brand – Breeze. MVP#1 dark launch on 24th Feb with small group of trusted stakeholders. Extended window of testing and start of soft launch campaign. Hard launch planned for June. Engagement and integration of transport operators continues, managed through NDA's and MOU with the on-going engagement to integrate more operators for the hard launch date. University research progressing across five workstreams.</p> <p>Resourcing: FTZ PM (MaaS/Solent Go) has been in post since July 2021. Further round of recruitment to support MaaS PM is underway. The UoP and UoS have identified their research teams. Additional technical support procured.</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 2022, 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: Was put on hold due to COVID-19. Plan is to reinstate the project by undertaking a full scoping exercise and seeking to integrate complimentary elements directly into the MaaS app.</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: ITT launched January 2022. Window for clarifications was extended to 18.03.22 with awards planned on 02.06.22. Target to launch of first bike share schemes in Summer 2022. Stakeholder discussions have begun across all local authorities and with key partners such as Universities. LTA resources allocations are being identified.</p> <p>Resourcing: FTZ Bike Share PM with support from Theme 1 lead, FTZ Programme Support officer and relevant LTA officers.</p>
5	<p>WP5 - Lift share</p> <p><i>Growing existing lift share services through support for local employers to establish new schemes in workplaces.</i></p>			<p>Milestones: Was put on hold due to COVID-19. Results of review (to re-shape project to encourage MaaS adoption by specific key trip generating sites and explore opportunities for bespoke MaaS add-on applications) to be taken to Programme Board. DfT will then be consulted on revised project specification.</p> <p>Resourcing: Funding reprofiled.</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: Was put on hold due to COVID-19. Results of review and proposed revisions to project approved by Programme Board in late Jan 2022. Project cleared to restart - currently recruiting project manager and consultancy support. Considerable pre-PID planning, concept/ detail design, and engagement with suppliers undertaken.</p> <p>Resourcing: Funding reprofiled. PM being recruited</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. Each trial was extended until March 2022 and have now been further extended to November 2022.</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: The MOU with the universities was signed (Oct 2021) and recruitment of researchers is progressing. Data gathering from the LTAs ongoing. WP1 (data gathering and analysis) is on track, although limited datasets exist within Local Authorities. Limited commercial data is being procured to provide an external baseline. WP2 (business engagement) has commenced.</p> <p>Resourcing: Currently Interim FTZ Theme 2 Lead is acting as PM for this project. Currently seeking to recruit a PM role to take a lead on this area of work. 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: The recruitment of 1 Uni researcher is outstanding. 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) will commence April 2022.</p> <p>Resourcing: Currently Interim FTZ Theme 2 Lead is acting as PM for this project. Currently seeking to recruit a PM role to take a lead on this area of work. FTZ PM SCC and PCC embeds to 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> <i>(2) Development of an uncrewed traffic management system for drones</i></p>			<p>Milestones: The trials with Apian and the Isle of Wight NHS trust has enabled testing of medicine stability and temperature and confirmed the logistics elements of our project plan. Technical issues with the Mugin V50 edrone have delayed further trials until May/June 2022 when we hope to deliver the first hospital to hospital transfer of live chemotherapy drugs by drone. A DfT ministerial invite will be made as soon as a date can be confirmed. WP2 (Project Lima airspace) has commenced with Trials planned in North Wales in July 2022. WP1 and WP6 (Drone taxonomy and Cargo hold development) are also underway.</p> <p>Resourcing: Currently Interim FTZ Theme 2 Lead is acting as PM for this project, supported by technical specialists from Consortiq.</p>



WP	Capital	Revenue	Spend YTD	Comment
WP 1 - MaaS	£5,927,714	£0*	£3,270,889	Includes: ~ £407,233 spend for University of Portsmouth work on MaaS Trials (to end of Mar 22) ~ £348,898 spend for University of Southampton on MaaS Trials (to end of Mar 22) ~ £411,163 Trafi for MaaS platform development Committed Spend ~ £2.5M for Trafi MaaS platform development budget ~ £1,665,579 Total for UoS MaaS Trials ~ £1,873,518 Total for UoP MaaS Trials
WP 2 – Solent Go	£781,500		£272,644	
WP 3 – Mobility Credits	£665,626		£0	Project to be restarted in 2022
WP 4 – Bike Share	£2,399,730		£86,272	Bike share launch expected Summer 2022
WP 5 – Lift share	£308,038		£3,500	Committed Spend ~ £15,000 for project review in 2021/22
WP 6 - DDRT	£771,000		£0	Project review undertaken and proposal approved at FTZ Programme Board in Jan 2022 - full utilisation of budget expected
WP 7 – E-Scooter	£880,000		£176,007	Committed Spend To cover costs up to March 2022 (with trial extension decisions from LTAs confirmed to Nov 2022): ~ £173,313 IoW trial (up to end of March 2022) ~ £380,416 PCC trial (Includes £170k Voi subsidy) ~ £269,658 SCC trial ~ £37,500 HCC trial ~ £160,000 contingency





WP00	Capital	Revenue	Spend YTD	Comment
WP 8 – Micro Consolidation	£2,499,447		£61,284	Planning and research underway delivery expected to commence summer 2022 £19,917.00 University of Portsmouth £ 41,367.33 University of Southampton
WP 9 – Macro Consolidation	£895,192		£61,284	Research underway £19,917.00 University of Portsmouth £ 41,367.33 University of Southampton
WP 10 – Drones Logistics	£8,044,034		£298,968	Research is underway £200,000 Advanced funding to UoS April 2020 covering trials in May 2020 and Sept 2021.. £5, 083 University of Portsmouth £93,884.73 University of Southampton
Other – Staffing, marketing etc	£5,586,719		£1,492,867	Actual Spend £1,080,928 spend for FTZ Delivery Team £42,016 spend for Legal and Procurement costs £215,335 spend for Marketing / Communications £154,588 spend for 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</p> <p>Committed spend (currently circa £7.8M) represents work undertaken/in-progress/commissioned but not yet paid for by the FTZ Programme. 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</p>		

