

Sponsor: Strategic Director for Communities and Place  
Author: Head of Traffic and Transportation

## **Mobility Information System Research and Development**

### **Purpose**

- 1.1 Approval is sought to enter into the necessary agreements to trial a Mobility as a Service (MaaS) platform in Derby. This will be a restricted trial of a research and development project, targeted at the 2021 student intake and is being undertaken as part of the Future Transport Zone programme.

### **Recommendations**

- 2.1 To approve entering into the necessary commercial contractual and data agreements with Kinto UK Limited (part of the Toyota Manufacturing UK Group) to facilitate the trial and development of a MaaS scheme over 18 months from September 2021.
- 2.2 To approve the delegation to sign said agreements to the Strategic Director of Communities and Place, in consultation with the Strategic Director of Corporate Resources and the Cabinet Member for Regeneration, Decarbonisation, Strategic Planning and Transport.
- 2.3 To approve the addition of the £635,000 scheme to the 2021/22 Highways & Transportation Capital Programme. The scheme is funded from and will be used in the implementation of the Future Transport Zone (FTZ) programme, which is a joint programme with Nottingham City Council. The scheme will fund the implementation of the platform including research and development, specialist support and contingency. The FTZ is overseen by the Mobility Programme Board and Joint Mobility Board with Nottingham City Council.

### **Reasons**

- 3.1 MaaS is one of the 'live lab' test products to be delivered as part of the Future Transport Zone programme. The proposed trial will be targeted on the new intake of students at Derby University and Derby College, and for maximum impact it needs to be ready for the start of the new academic year in 2021.
- 3.2 The opportunity to deliver an ambitious and innovative trial is also the first major project to be developed in collaboration agreement with Toyota (via its Kinto UK Limited arm). Working with Toyota and specialist mobility partners this is an opportunity to implement a significant MaaS trial which should contribute to our mobility and decarbonization ambitions.

## Supporting information

### 4.1 **Future Transport Zone Programme**

The FTZ funding was awarded to establish 'Live Labs', testing schemes which offer innovation but may not satisfy the usual Government requirements for a full business case. The intention is to test projects and interventions and capture learning through their implementation and outcomes. The funding was part of a joint bid with Nottingham City Council and forms part of Derby's Mobility Programme alongside the Transforming Cities Fund.

- 4.2 An agile approach has been taken to the development of this concept, to allow the product to be refined constantly over the trial period informed by the experience of users. The cost of implementation includes initial product development, which has been financially supported by Toyota and partners, and post-implementation development and evaluation. The costs of £635,000 will be funded from the FTZ programme.

### 4.3 **What is a MaaS?**

Mobility as a Service (MaaS) has a broad definition but is usually taken to be a system where transport options are available to customers through a single 'App' on a smartphone, supplemented by a website. The aspiration for the future development of such systems, includes seamless 'ticketing' by allowing payment through the system for whole journey, requiring the user to simply tap on and off with their smart phone. MaaS has the potential to be expanded beyond transport and could eventually include other aspects useful for visiting places including venues or events.

### 4.4 **What is the trial proposed?**

The MaaS system will be available to students (through a staged roll-out) and staff at Derby University and Derby College who will be able to plan their travel for work, learning and living in and around the city, through a unique App. While there will be elements that have been tested in other cities and regions, the launch in Derby will be bespoke for the city and will need further development. It will include an element that will expand the inclusivity of the scheme, adding value for users who require additional accessibility information to plan travel and visits. This addition will be a world-first and may be further developed by working with the Transition 2 College.

- 4.5 The intended benefits of MaaS are to provide better information, including for active travel, encouraging easy journey integration, creating a seamless payment environment. These are all aspects of the National Bus Strategy and feature in the government plan for de-carbonising transport. The systems will develop over the trial, and will provide information on travel trends and facilitate users to obtain information about the relative cost of travel choices and the carbon impact of individual choices.

- 4.6 The system will be hosted entirely by a specialist third-party provider, who will manage all data interfaces. All data will be hosted in the UK. The Council will not have access to live data but will have access to reports on trends to enable both Government and academic evaluation, which is an essential requirement of the FTZ funding.

- 4.7 On 18 March 2021 an Urgent Leader of Cabinet meeting was held which delegated approval to the Chief Executive to sign a collaboration agreement to work with Toyota Manufacturing UK (and its group companies) to explore developments on future of mobility, with aim of accelerating de-carbonisation, bringing benefits across communities, and assisting with recovery from the impact of the pandemic. Following the signing of the Toyota-Derby collaboration agreement in May 2021, the commitment of both parties has been to collaborate on the development and implementation of mobility projects. This has presented a significant opportunity to the Council to work with global expertise, as well as the challenge of managing commercial relationships and our ability to work with agility and pace. The Council has commissioned specialist commercial legal support to ensure we protect the interests of the Council.

## **Public/stakeholder engagement**

- 5.1 The development of the scheme has had to be done at pace and with commercial confidentiality. The trial will also be restricted, and so public engagement has not been appropriate at this stage. Derby University and Derby College are part of the MaaS partnership and critical market stakeholders have been engaged in confidence to work on early integration.

## **Other options**

- 6.1 MaaS is part of the Department for Transport approved programme for Future Transport Zone funding. If this were not to be taken forward, we would not be able to fulfil our element of the approved bid and the funding would need to be considered with Nottingham City Council as Accountable Body.
- 6.2 The other alternative is not to facilitate the proposed trial but work on the development of a whole city scheme. This is not considered appropriate at this stage as it would delay implementation for up to two years and Derby would not have the same unique innovation opportunities. It would also be a higher risk for the Council and the providers to launch a full scheme on a full city-wide scale, without having a trial and a period for further research and development to test and improve the product.

## **Financial and value for money issues**

- 7.1 The Derby Mobility as a Service restricted trial is part of the Future Transport Zone (FTZ) programme, a successful joint bid for funding to the Department of Transport with Nottingham City Council. Future Transport Zone grant funding was accepted at Council Cabinet on 10 June 2020. The cost of implementation will be £635,000 this includes £525,000 for scheme implementation and development over the 18-month trial, £90,000 for specialist, technical and legal support and £20,000 contingency, and this will be funded from the grant. There will be a cost for evaluation but this will be considered as part of the development of the overall evaluation of the FTZ fund.

## Legal implications

- 8.1 The Council has appointed Sharpe Pritchard to provide specialist legal advice in relation to the drafting and terms of the commercial agreements necessary to give effect to the arrangements between the Council and its partners in this venture; in particular, Sharpe Pritchard are advising the Council in respect of intellectual property rights and protection of the Council's future rights in the project.
- 8.2 Sharpe Pritchard are advising on the procurement law and subsidy control issues associated with this project and are advising the Council on deal structure to ensure compliance with procurement and subsidy control regulations and to minimise the risk of successful legal challenge.

## Climate implications

- 9.1 The introduction of MaaS will demonstrate if travel behaviour change can be directly influenced by improved information and seamless payment options. The scheme will promote active travel and public transport options and allow users to see the carbon impact of their travel choices, along with cost benefits of alternative travel. The trial will be an early test of some of the elements of the government de-carbonisation strategy and the National Bus Strategy, both of which are intended to have positive climate implications.

## Other significant implications

- 10.1 The trial is a significant step in our Mobility Programme and the ambitions set out in the Derby Recovery Plan. Successfully implementing the trial will demonstrate that the Council can work with significant partners to implement innovative projects. The scale of the trial will be large in global terms and it will contain entirely new elements, which are aimed at improving mobility and the visitor experience for everyone.

**This report has been approved by the following people:**

Role	Name	Date of sign-off
<b>Legal</b>	Olu Idowu, Head of Legal Services	18 August 2021
<b>Finance</b>	Amanda Fletcher, Head of Finance Communities and Place	25 August 2021
<b>Service Director(s):</b>	Verna Bayliss, Director of Planning, Transport and Engineering	25 August 2021
<b>Report sponsor</b>	Rachel North, Strategic Director for Communities and Place	25 August 2021
<b>Other(s)</b>		

<b>Background papers:</b>	None
<b>List of appendices:</b>	None