



# Connected Mobility Hub



# The Mission

Transport for the North's Connected Mobility Hub provides Local Transport Authorities with **additional specialist capacity** to support them in developing and deploying digital and ticketing initiatives at a local level.

The hub acts as a primer providing set-up technical, commercial and governance support for those initiatives and ensures that the Authority can be in the best position to implement and deliver them in a business as usual capacity.

### How it works...



Partners request, or TfN offers, support to authorities in the delivery of connected mobility innovations for passengers.



Support is prioritised around links to National strategies and opportunities for spill over benefits.



TfN adds local capacity and, where possible, develops guidance and evidence from this added support.

# The Mobility Hub is a Pilot

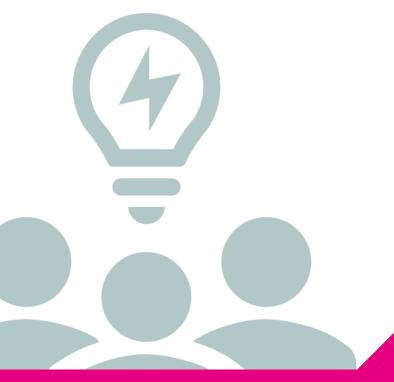
The hub concept is being funded by the Department for Transport as a regional pilot to see how TfN can support partners in the development of smarter ticketing, and more joined up systems

So in addition to supporting our partners we will assess:

- The appetite for, and nature of, the support provided to LTAs.
- The appropriate structure and delivery of the Hub.
- The viability and funding approaches for the Hub longer term.

Made possible through in-year funding from







"The 'Hub' is all about supporting partners across the North with a bit of added capacity to help them realise their ambitions for smarter and more connected journeys for passengers.

That could be multi-operator ticketing, getting ready for contactless or providing more intuitive ways for passengers to access information.

These are common aims across the North and through this hub we're hoping to reduce the duplication of effort and cost for partners in implementing them"

Matt Smallwood, Head of Digital Strategy





Help areas prepare for contactless capping...



Help unlock the opportunities created through more open data...



Support more connected journeys across modes and between areas...

The pilot will run for at least a year and Transport for the North has set out a Delivery Plan, agreed with Government, for what we plan to deliver for partners as objectives and outputs.

#### **Partner Support**

The core objective is to provide, primarily our non-Mayoral combined authorities, with added support in delivering on their ticketing, digital and fares improvements with many of these being detailed in local Bus Service Improvement Plans.

The pilot will provide support for at least 5 key connected mobility workstreams/projects. It is hoped that these will span across area ambitions so more than 5 authorities can be supported during the pilot.

Of these at least one workstream will be to support the development of new Multi-Operator Ticketing arrangements in areas and another will be around supporting greater publication and use of Bus Open Data.

#### **Production of Guidance**

The hub will also produce and issue clear and authoritative guidance for partners to support, alongside the national buses centre of excellence, the upskilling of local resources and to help encourage more standardised approaches to technological deployments.

It is planned that during the pilot the hub will produce guidance that:

- Supports the development and delivery of multi-operator ticketing.
- Supports fares reform and the simplification of fares.
- Supports areas in being prepared, technically, commercially and operationally, for contactless capping.



#### How will workstreams be identified?

The Hub will work both reactively in response to partner requests and proactively through identifying themes that are common across multiple partners.

This will be prioritised around projects that span multiple areas, or on themes that can produce outputs delivering benefits for multiple partners.

Similarly those projects that align with regional and national strategies will also be prioritised. So initiatives linked with the National Bus Strategy and with William-Shapps will be prioritised; particularly where multi-modal benefits can be realised.



# What could support look like?

Support will vary from project to project - it could be attending/supporting a local working group/ task & finish group, the production of technical documentation, governance standards or simply a fresh pair of eyes - the underlying principle for all work will be helping local partners unlock quicker delivery of their ambitions.

### Here are some examples of the support that could be provided:



Supporting analysis and options for simplification as areas look to reform fare structures to encourage sustainable and commercially viaible patronage growth



The creation of governance systems, controls and processes for multi-operator ticketing systems/schemes (e.g apportionment)



Supporting more integration of open data sources with passenger facing information platforms, journey planning tools and cross modal platforms.



Helping define new zonal fare structures that support multi-modal journeys for passengers.



Reviewing digital data sets to encourage interoperability between systems and areas



Leading seminars/events and training to help upskill local resource

And many more...



## **Getting Support from the Hub**

Through to June, deadline of 30th June, Transport for the North will be inviting our partners to request support for their connected mobility activities.

This is intended for non-mayoral combined authorities and, as requests are received we will then prioritise the support provided based on the value we can add directly and through sharing outputs

**High-level requests for support sh**ould be sent to matt.smallwood@transportforthenorth.com.

Theses requests will be prioritised and are some of the factors that will help determine the projects/areas of work that Transport for the North will prioritise for support under the hub:



The area of work/project is being delivered by an area in receipt of BSIP funding under the National Bus Strategy and there is an opportunity to spillover benefits from this area into areas that didn't receive BSIP funding.



The area of work will support the creation of best-practice, the development of an evidence base or the production of common guidance/standards that can support other regions in delivering similar outcomes.



The piece of work creates an opportunity to support multi-modal integrations - such as links with national railway infrastructure - around ticketing, information provision or for first/last mile provision.



The area of work is linked with the development, use and deployment of smart/open data that can be integrated across public and private sector partners.



There is an opportunity to leverage cross-border (be that links within the North or to areas outside of the North) integration of, or collaboration delivering, technical systems that streamline passenger experience.

The hub will prioritise support in areas that provide the most added value locally but also draw out the most value in sharable collateral or evidence that can empower other partners too.





