

LEADER OF THE COUNCIL

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COUNCILLOR RICHARD COOPER
c/o Democratic Services, Corporate Affairs
Harrogate Borough Council
PO Box 787
HARROGATE HG1 9RW

Rt Hon Grant Shapps MP
Secretary of State for Transport
Department for Transport
Great Minster House
33 Horseferry Road
LONDON
SW1P 4DR

25 September 2019

Dear Secretary of State

Leeds City Region Future Mobility Zone Fund Submission

On behalf of the Leeds City Region, please find enclosed our submission for the Future Mobility Zone Fund. Our proposed package of schemes represent a step change in mobility in the Leeds City Region that is firmly focused on local needs, places and people, particularly targeting the hardest to reach communities that could be left behind as technology moves forward. In developing this submission we have revised our stage 1 submission in response to feedback from Department for Transport officers.

The Future Mobility Zone funding will enable:

- *the provision of affordable, accessible travel in the City Region through introduction of small **demand responsive transport** bus vehicles that respond to passenger journey requests and enable pick up / drop off from locations nearer to people's homes. We will test this in communities who would normally be left out of commercial operations to understand how they could become viable;*
- *the booking and provision of travel information will be more integrated and accessible through the provision of a **Mobility as a Service** app including the ability for people to book through voice activated software;*
- *new community **mobility hubs** will provide ebikes, innovative point to point and standard car club electric vehicles to complement the existing bus, rail and cycle networks;*
- *we will examine how more people can be encouraged to use transport services by reducing the cost of travel through **mobility credits** and by ensuring they can access the best fares even if they don't have a bank account.*

With a diverse economic geography we are well placed to test this at scale and monitor the outcomes for different communities.

Our Strategic Economic Plan for the City Region clearly sets out our ambition to rebalance the economy and move towards economic self-sufficiency. Our emerging focus for our Local Industry Strategy is to stimulate inclusive growth, tackle our productivity gap, improve living standards, particularly in areas of deprivation and contribute towards our clean growth ambitions for a post-2030 economy. The Future Mobility Zone (FMZ) Fund offers a major opportunity to help realise these priorities through investment in future mobility – particularly enabling the Combined Authority and partner Districts to deliver Inclusive Growth and address the growing Climate Emergency (which was declared in the region in June 2019). Improved access to transport will also help to accelerate the regeneration of our high streets.

Our FMZ will provide long-term sustainable alternatives to the private car, help improve congestion, tackle air quality issues and help provide access to jobs, skills and opportunities, especially for people currently less likely to access these opportunities. Our proposed approaches to overcoming Leeds City Region's challenges are directly replicable elsewhere in the UK, Europe and for other global cities and rural areas. From peri-urban valleys and local towns to culturally and economically significant cities, our FMZ places diverse geographies and communities at its core. Our submission brings together collaboration between the public and private sectors, as well as being shaped through the leading academic thinking and research based in our City Region.

Our Future Mobility Zone submission builds on existing experience and capabilities, our shared experiences and processes developed through our current Growth Deal and Leeds Public Transport Investment programmes and will complement our Transforming Cities Fund ambitions.

In partnership with the National Infrastructure Commission, we are currently developing our connectivity strategy of which future mobility and the proposals outlined within this bid will be a core component.

We ask that the Department for Transport consider our submission so we can move forward to deliver our package of proposals in partnership with Government.

Yours sincerely



Councillor Richard Cooper
Leader of the Council

Ref: JAMcD/CEH

17th September, 2019

Mr Christian Wood,
Smart Transport Programme Manager
City of York Council
Directorate of Economy and Place
West Offices
Station Rise
York
YO1 6GA

Dear Christian,

Subject: Transforming Cities Fund Proposal

I am writing to confirm York's commitment to, and engagement with, your proposed Transforming Cities Fund (TCF) project, in my role as Director of the Assuring Autonomy International Programme, and Interim Director of York's new Global Initiative for Safe Autonomy. The Programme is funded by the Lloyd's Register Foundation, who have provided £10M over five years from January 2018, and this has enabled us to build on our long-established expertise in safety of complex computer-controlled systems to establish a world-leading capability in the assurance of autonomous systems. The new Initiative, funded by the UK government and the University, is investing £15M to provide new laboratory facilities, from mid 2021, which will enable us to support your project directly, through testing and evaluation.

I think your TCF proposal is both innovative and realistic and has the potential to realise a significant step on the route to providing widespread autonomous transport in the City, and I wholeheartedly support it. More specifically, I can confirm that we will be able to collaborate with the project and support it in the following ways:

- Assurance and testing of the initial vehicle trials, on non-public roads, to ensure that they are safe to deploy in their intended operating environment, including users who have disabilities;
- Enhancing assurance and testing to support the transition to running the vehicles on public roads;
- Evaluation of remote control/operations centres, including the ability of operators to manage fleets of vehicles, not just single vehicles;
- Engaging with stakeholders, including York citizens and visitors, to assess public trust in the vehicles and to identify a programme of engagement to ensure the vehicles will be accepted in the City;
- Engagement with staff who might be displaced by autonomous systems to identify needs for reskilling and identifying suitable training.

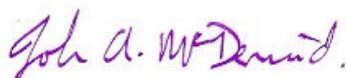
As indicated above, this work will draw on skills in the Programme, and the developing facilities on campus including our new laboratories.

As an indication of our expertise, we are currently working with FiveAI, for are developing autonomous road vehicles, on safety and assurance; this experience will be directly relevant to your TCF project and will support work on assurance and testing of the autonomous shuttles. We have also run a number of public engagement events on acceptance of autonomous vehicles and are engaged with the Department for Transport on the ethics of autonomous road vehicles; again this will support your project, enabling us to build on the work we have done on acceptance of autonomous systems 'in principle' to practical work with stakeholders in the City

The University will work with the City Council through the period of the project, and also seek to use its links and expertise to influence the broader community. We will communicate the results of the project to our network in the UK and overseas. In addition, I chair a committee of the British Standards Institute (BSI) overseeing the development of standards for autonomous vehicles and would seek to use this to develop appropriate guidelines and standards for the wider roll-out of autonomous shuttles in the UK.

I look forward to working with you on this exciting initiative.

Yours sincerely



Professor John A McDermid OBE FREng

22 May 2019

Kate Gifford
Head of Future Mobility
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

Re: Letter of support for the West Yorkshire Combined Authority's Outline Proposal for the Transforming Cities Fund (TCF) 'Future Mobility Zones' initiative

Dear Kate

This letter outlines the support of the University of Huddersfield and Huddersfield Business School for West Yorkshire Combined Authority's Outline Proposal for the Transforming Cities Fund (TCF) 'Future Mobility Zones' initiative.

We have agreed to be the academic partner in providing research, monitoring, reporting and dissemination support to the local Future Mobility Zone project of Kirklees Council 'Community-focused Mobility-as-a-Service System' which intends to pilot the MaaS concept for the unique context of town and its rural hinterland.

This is a proposal that we co-designed with Kirklees Council and the West Yorkshire Combined Authority and will test target outcomes that inspire travel behaviour change, reduce car traffic and air pollution, and open a window to the future of a digitised, connected, responsive and shared transport system.

Our researcher Dr Alexandros Nikitas – a prominent expert in UK for the topic of shared use mobility – was the author of the MaaS work package and will be the research lead if this bid is successful. His research specialisation and excellence and his well-established links with the best European advisers that pioneered MaaS, including Chalmers University of Technology and Rise Victoria, provide another guarantee of the success for the programme.

We are certain that this initiative will provide a state-of-the-art mobility intervention that will test previously unexplored contexts for the application of MaaS and shared use mobility research and development in Europe, introducing new policy delivery and marketing angles, creating a great impact for our local community and setting leading methodologies for trialling and monitoring future transport initiatives across the world for areas with similar socio-economic characteristics.

Our partnership with Kirklees Council and the West Yorkshire Combined Authority will generate a global demonstrator of MaaS for the context of smaller communities and generate a world-leading research platform.

Yours sincerely

A handwritten signature in black ink, appearing to read "Jill Johnes". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Professor Jill Johnes
Dean
Huddersfield Business School



Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds LS1 2DE

22 June 2019

Dear

Re: Future Mobility Zones bid

We were delighted that the West Yorkshire Combined Authority (WYCA) application for Transforming Cities Fund (TCF) was shortlisted last year, and that this has led to related funding opportunity through the current Future Mobility Zones Fund competition.

The Institute for Transport Studies (ITS) underpinned institutional support from the wider University of Leeds for your TCF bid, by identifying a number of practical ways to connect our world-leading research into your proposals. We have since continued to support WYCA in preparations for the full phase 2 Transforming Cities Fund bid later this year, and have also worked with WYCA and the individual Districts on other initiatives, including ideas for the current Future Mobility Zones Fund.

The proposed '**Inclusive Traffic Signal Optimiser**' (InTrO), which is integral to the WYCA FMZ bid, fits well with at least two of the opportunities for joint innovation that were identified in the University's original letter of support – namely:

- *The impact of autonomous vehicles (AVs) and autonomous delivery vehicles on public space and how best to manage these in urban centres;*
- *Interaction between AVs and pedestrians, cyclists and other vulnerable road users and implications for planning/managing road space.*

Through our Human Factors and Safety research group, and associated "Virtuocity" programme, ITS is already involved in a number of internationally important AV research projects and networks, which can connect with the ambitions of the FMZ, through the InTrO sub-project.

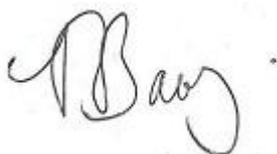
The proposed research contribution will provide an understanding of how drivers respond to innovative, in-vehicle signalling, which, if implemented successfully, will reduce the need for development and maintenance of physical infrastructures in the future. In conjunction with the development of the systems themselves, a successful evaluation promises game-changing innovation in the management of urban traffic flows and associated reductions in

congestion, emissions / air quality, and an increase in road safety, by ensuring user response is considered in any new technological development.

Moreover, we believe that the proposed local work will be truly world-leading, as it will leverage the internationally recognised human factors expertise of key ITS academics, and use the immersive simulation centre of Virtuocity which is itself, a unique and world-leading centre. To this end, we are confident that the University's involvement will support the current WYCA bid to meet the FMZ criteria of being a "*globally significant demonstrator*" and in providing an "*exportable template to allow successful initiatives to be replicated in other areas*". Similarly, it will support the focus on "trailing new mobility services, modes and models, transforming the transport offer in these areas" and provide expert academic evaluation and evidence of their efficacy.

I look forward to ITS being able to assist in the delivery of your Future Mobility Zones Fund proposals through the above scheme, and I would therefore like to echo the earlier support of our Deputy Vice Chancellor for Research and Innovation, Professor Lisa Roberts, and wish you success with what I expect should be a compelling overall submission.

Yours faithfully

A handwritten signature in black ink, appearing to read 'R Batley', with a small dot at the end.

Richard Batley
Director of the Institute of Transport Studies (ITS)
Professor of Transport Demand and Valuation



Hunslet Park Depot
Donisthorpe Street
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LS10 1PL
www.firstgroupplc.com

Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

23rd September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century that will not only improve accessibility and mobility across the Leeds City Region but will support economic growth and product development for local businesses.

The bid aligns with our objectives with mobility hubs and the dynamic network management supporting our delivery of reliable connected network and we are keen to see work around MaaS, mobility credits and Demand Responsive Services create the opportunity for modal shift.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we look forward to working with the West Yorkshire Combined Authority in taking this forward. In the meantime I am delighted to offer our support for this proposal.

Yours sincerely,

Martin Hirst
Commercial Director
First West Yorkshire & York



First West Yorkshire Limited
Registered in England & Wales No 01990370
Hunslet Park Depot, Donisthorpe Street,
Leeds, Yorkshire LS10 1PL:

Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

20 September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century that will not only improve accessibility and mobility across the Leeds City Region but will support economic growth and product development for local businesses.

The Harrogate Chamber of Commerce is excited to support the proposals put forward by Harrogate Borough Council for mobility hubs at key locations across Harrogate and Knaresborough. We feel it has the potential to change the way in which people view travel and access businesses and the town centre.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we look forward to working with the West Yorkshire Combined Authority in taking this forward. In the meantime I am delighted to offer our support for this proposal.

Yours sincerely



Sandra Doherty
CEO - Harrogate District Chamber

Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

26 September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century that will not only improve accessibility and mobility across the Leeds City Region but will support economic growth and product development for local businesses.

SEAT UK is excited to support the proposals put forward by Harrogate Borough Council for mobility hubs at key locations across Harrogate and Knaresborough. We feel it has the potential to change the way in which people travel and transform the way in which people see car ownership. SEAT UK is supportive of future mobility concepts and would be keen to see the SEAT Minimo considered as a potential vehicle for the quadricycle element of the programme supported by Mii EVs.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we look forward to working with the West Yorkshire Combined Authority and Harrogate Borough Council in taking this forward. In the meantime I am delighted to offer our support for this proposal.

Yours sincerely

Chris Bennet
Area Fleet Manager, SEAT UK.



14 May, 2019

Kate Gifford

Head of Future Mobility
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

Dear Kate,

Calderdale Future Mobility Project

We are delighted to be able to write a letter of support for a project that builds upon the work that we have been delivering for Local Authorities and other large employers in West Yorkshire for many years.

Liftshare work with a significant number of Local Authorities in the UK. This includes Calderdale Council and the West Yorkshire Combined Authority (WYCA) with whom we have been working for many years. Through our work on Transforming Cities (TCF) Tranche 1 bid with Norwich City and Norfolk County Councils, we have developed a good working relationship with those Authorities and the Department for Transport (DfT). As a result of advice taken on the criteria for FMZ, we are confident that Liftshare and our associated technology and data tools are confirmed as being relevant for inclusion in FMZ proposals. On review, FMZ is perhaps more relevant than any previous fund in respect of the emphasis placed on data, behaviour change models, digital planning and integration of services.

This can only be further strengthened with the proposed partnership approach between Calderdale Council, Liftshare and AppyParking in working with Lloyds and potentially other large employers in the borough. The AppyParking solution will help the council and organisations:

- understand car park utilisation and management, inform parking strategy, tackling congestion and pollution.
- Improve mobility impaired access by showing locations of disabled parking bays.
- Optimise EV bay management where both the EV charging tech and the AppyParking sensor integrate, assuring the bays are for EV and EV car sharing use only
- Increase enforcement efficiencies including real-time contravention alerts.
- Support mobility services uptake like car clubs, car pooling, car sharing.
- Open up data to API's that can be shared on Variable Message Signs, websites and mobile apps.

As you are aware, we are keen to build strong, resilient relationships with Local Authorities and partners where communities and businesses contribute to, and benefit from, the growth of sustainable travel. Fundamental to achieving this, is the involvement of trusted and innovative businesses, like Liftshare and AppyParking to be able to work with local authorities and large employers to create behaviour change and impact areas on masse.

Liftshare has just been recognised at the highest level in the form of the Queens Award for Enterprise (remarkably for the second time). The award was for what the judges called, **‘exceptional contributions to the environment which have also resulted in significant costs savings for organisations and their employees’**. Now in its 53rd year, the Queen’s Awards for Enterprise are the most prestigious business awards in the country. Our work with over 700 of the UK’s biggest and best companies has been a huge contributor to winning this award.

AppyParking meanwhile has been awarded and recognised in the form of 2019 Finalist for Innovative Parking Award (Smart City Parking Solution in Harrogate) and the 2019 AutoExpress -Best Parking App.

The proposed approach to the project in Calderdale would meet many of the requirements of the FMZ criteria; notably:

1. “A focus on new technologies, modes and business models enabled by data”

The data insight that the combined solution provides will inform the mobility decisions of the participating organisations and has the potential to be scaled up to the UKs largest employers.

Using anonymous postcode data to identify commuter travel options whilst also identifying gaps in provision that can be shared with public transport operators at a strategic level is a key benefit.

Unlike Transforming Cities Fund there is an acknowledgment that data **must** form part of any ‘Industrial Strategy’ that aims to transform how people and goods move. The visibility of real-time availability of car share and single occupancy spaces allows drivers to go directly to a space instead of driving around searching for parking reinforces the power of data.

It is anticipated that this technology will be used with at least Lloyds and perhaps other local large employers with the ability where relevant to integrate a simplified payment model, with One Click Parking. This could be used to incentivise car sharing through reduced fees as well as other mechanisms.

2. “Creating demonstrators of new mobility”

Our proposed partnership with Calderdale Council is unique within the UK.

AppyParking already have 1,700 sensors across marked on and off-street bays and are looking to extend the benefits to the private car parks of large organisations in the area such as Lloyds, the hospital and Calderdale Council.

This is a very exciting time for development as the end result plans to show a better utilisation of parking spaces and a better flow of traffic throughout the area.

We have been planning our partnership since the latter part of 2018 and intend to have the integration in a ‘plug and play’ state so that Local Authorities can use this with large employers and potentially those accessing train stations and other Local Authority managed car parks.

Integrating Liftshare and AppyParking software will allow Local Authorities and local businesses the ability to see the impact that promoting a package of sustainable travel measures has on their car parks, with real time and historic views.

The project will provide the ability to:

- Accurately monitor car sharing
- guarantee car share spaces for those car sharing
- offer rewards for those sharing
- display occupancy of car parks (real time and historic)

This will incentivise even more people to shift away from single occupancy vehicles and provide Local Authorities and transport operators with the data to better align services with demand and encourage more sustainable travel.

3. The proposed project focuses on the:

- use of data for decision making at an organisational and regional level
- sustainability benefits that it will create (reduced CO2/NO2 and congestion and a high level of conversion from SOVs)

by adopting the shared economy approach, providing better access to transport choices through the use of scoping, AppyParking data, the Liftshare car share platform and trip authentication software, employee engagement and personal travel plans. Bespoke products can also be incorporated as required within the Liftshare and AppyParking suite.

The above will provide **inclusive growth** and **equality of access** by enhancing access to employment for non-car owners through sharing and by improving mobility impaired access by showing locations of disabled parking bays.

This ability to provide financially viable travel, connecting deprived communities with employment opportunities in a sustainable way whilst supporting economic growth is at the heart of the partnership.

The proposed AppyParking/Liftshare integration will take the provision of car parking data for decision making to a new level.

Yours sincerely



Mark Hand
Business Development Director
Liftshare.com
07957 583 040



Minesh Naran
Head of City Partnerships
AppyParking
07850 585 223



AppyParking
Upper Ground Floor
3-11 Eyre Street Hill
London, EC2A 4RU
14/01/19

Re: Future Mobility Zone Bid

Kate Gifford
Head of Future Mobility
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds LS1 2DE

Date: 14th May 2019

Dear Kate

We would like to confirm our full support for the West Yorkshire Combined Authority (WYCA) bid to the Future Mobility Zones element of the Transforming Cities Fund.

Highway authorities can place various kerbside restriction through the Traffic Regulation Order (TRO) made under Parts I, II and IV of the Road Traffic Regulation Act 1984. The current process and procedures is cumbersome and can take months from the initial scheme request to implementation on street. This is certainly not suited to new and future mobility and neither does it fit in with digital strategies.

AppyParking propose a platform that enables dynamic Traffic Regulation Orders allowing the council to control the parking restrictions of bays in real-time. The factors that influence the restrictions may be dependent on traffic flow, events, demand for bays and levels of occupancy.

The proposal will help the council understand kerbside utilisation and management thereof, which have positive knock-on benefits to inform parking strategy, tackling congestion and pollution.

The proposal comprises of the following:

- A cloud-based TRO solution to manage and maintain restrictions.
- A live API that feeds information to VMS signs and mobile apps.
- Sensors in the bays to understand occupancy.

The coverage of the pilot the area would depend on the funding awarded, but indicatively could be trialled in an area such as Halifax.

Yellow Line Parking Ltd Registered Office: Nightingale House, Gloucester Rd, Bath, BA1 8BJ,
Company Number: 08584086. VAT number: GB178869040

In detail, AppyParking's solutions enable the council to:

- Monitor and visualise parking utilisation, with revenue trends and patterns.
- Have full and dynamic control of kerbside restrictions.
- Support mobility services uptake like car clubs, carpooling, ride-sharing.
- Open up data to API's that can be shared on Variable Message Signs, websites and mobile apps.
- Rejuvenate high streets by making parking information clearer to residents through increased footfall. Local shops can be included in the service whereby the shop can pay for someone's parking if the person buys something.

Benefits for the residents and drivers include:

- Clarity on the rules of kerbside restrictions, showing which places they can and cannot park in. This would vary depending on the time of day, day of week and driver use case, such as delivery driver looking for loading bays or resident looking for permit holder bays.
- Real-time availability of spaces, which allows drivers to go directly to a space instead of driving around searching for parking.
- Standardisation and simplification of parking rules for drivers and connected cars to understand.

Recent awards and recognition:

- 2019 Finalist for Innovative Parking Award - Smart City Parking Solution in Harrogate that covers on and off-street.
- 2019 AutoExpress -Best Parking App.
- 2019 BBC Look North News report.

Thank you

Yours Sincerely



Minesh Naran

Head of City Partnerships

078 505 85223



Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

18 September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We are writing to express support for the West Yorkshire Combined Authority proposal to the Department for Transport's Future Mobility Zone Fund.

Passenger Technology Group (Passenger) delivers digital technology to public transport operators, authorities and cities. This includes mobile app ticketing, travel information, websites, voice technology and the data feeds that enable MaaS.

Our digital services platform, Passenger Cloud, empowers teams to deliver a customer experience that makes sustainable, shared mass transit a convenient travel option.

Highlighted by Passenger Transport magazine in September 2019, Passenger apps are amongst the highest rated public transport apps in the UK. Our products are designed and supported by an experienced team of software engineers, transport data specialists and customer service professionals.

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century.

PASSENGER TECHNOLOGY GROUP

65 Seamoor Road, Bournemouth, BH4 9AE, United Kingdom



Passenger has engaged with the West Yorkshire Combined Authority through the market engagement consultation undertaken with solution providers to inform their Future Mobility Zone phase 2 submission.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we would be keen to continue to work with the West Yorkshire Combined Authority.

Yours sincerely,

Tom Quay,
CEO, Passenger



Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

19 September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We are writing to express support for the West Yorkshire Combined Authority proposal to the Department for Transport's Future Mobility Zone Fund.

Fleetondemand is a Technology company at the heart of the Drive for Mobility as a Service. Today our technology is used to power thousands of journeys across next-generation business and consumer mobility applications. We are solving the challenges of global and local multi-modal business journeys every day by connecting both private and public transportation providers into one single mobile-first platform, Mobilleo.

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century.

Fleetondemand has engaged with the West Yorkshire Combined Authority through the market engagement consultation undertaken with solution providers to inform their Future Mobility Zone phase 2 submission.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we would be keen to continue to work with the West Yorkshire Combined Authority.

Yours sincerely,

Ross Basnett

Strategic Account Director

Fleetondemand Ltd, Unit 2, Festival Building, Ashley Lane, Saltaire, West Yorkshire, BD17 7DQ
Switchboard: 01274 714745 Fax: 01274 583444
fleetondemand.com

Fleetondemand Ltd is a company registered in England & Wales, number 06525932 and registered office address at Unit 2 Festival Building, Ashley Lane, Saltaire, BD17 7DQ



Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

18th September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We are writing to express support for the West Yorkshire Combined Authority proposal to the Department for Transport's Future Mobility Zone Fund.

Fuse Mobility work transparently and honestly, sharing our learning and real world tested MaaS technology platform with a community who want to collaborate and deliver to make MaaS happen. We believe in the power of integrated mobility to change lives and are proud of our demonstrable track record in designing and delivering MaaS.

With our MaaS Lite License, our clients are not only getting the software required to implement MaaS, but also the human support and access to the wealth of knowledge within Fuse.

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century.

Fuse Mobility has engaged with the West Yorkshire Combined Authority through the market engagement consultation undertaken with solution providers to inform their Future Mobility Zone phase 2 submission.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we would be keen to continue to work with the West Yorkshire Combined Authority.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Smith".

David Smith, Director



HOUR CAR

Calder Valley Car Club

HourCar (Un) Limited
Company No 5408908
& Members Co-operative.

Salem Community Centre
Central Street, Hebden Bridge
HX7 6HB

Tel: 01422 847971

Email: hourcar@yahoo.co.uk

Calderdale MB Council,
Halifax

15 May 2019

Letter of Support for Calderdale Council FMZ Bid

Calderdale Council approached me more than a year ago when they were looking towards making a bid for mobility zones and wanted to consult with Hour Car, the local car club that has operated in their area for more than 15 years. They have also been in touch with CoMoUK, the umbrella organisation for combined mobility and more recently have employed Beate Kubitz, a specialist consultant in this area. This consultant has looked at the scope for car club enhancement in the area using techniques, including demographics, until now only used in city areas.

Already this coming together of areas of knowledge has proved both hugely interesting and useful. Between us we are continuing to investigate the best way forward for Hour Car in our area. By the time it comes to the proposed growth of the car club with the mobility hubs (early indications are that we will double in size) the work we have done in this area will be put to the test. We will assess and report on these results.

We are also carrying out a survey of our own members that, I believe, is the most comprehensive and useful carried out, certainly in a rural car club. Again this is because it integrates a strategic knowledge of car clubs together with the practical experience and knowledge of running a longstanding car club.

We are also looking into telematics schemes for booking and entering the car club cars of the FMZ in a comparative way that, again, as far as I know, has not been carried out before. We are compiling a list of what alternatives are currently available including newer schemes, comparing prices and what each delivers.

All of this work is the direct result of the FMZ bid. 15 years ago, Hour Car was an innovative project and one of the first tranche of rural car clubs. It developed a low cost booking system that was, at the time, state of the art and enabled many of the early rural car clubs to survive. We remain the only car club that has used bio diesel and LPG in our attempts to reduce emissions and we were one of the very first rural car clubs to have an electric car. In more recent years, financial constraints have meant that we have played less of a leading role in the rural car club movement as car clubs that we have advised and supported have matured and, at times, surpassed us. This work moves us back to the cutting edge of rural car clubs.

A Cheaper and Greener Way to Drive !

Rural and community car clubs, although often independent are greatly supportive of each other. We have an annual forum, brought together by CoMoUK, but we also have an informal network of support. When I have any queries or problems, I first go to two long-standing car clubs, one of which I gave advice to in its early days. It struck me early on that the work we are currently engaged with will inevitably be passed on to this car club community, and we are now ensuring ways that the knowledge we are gathering can be passed on in a more formal way to both CoMoUK and the car club community. It should prove invaluable to new start-ups.

The future looks very exciting for Hour Car in their engagement with the FMZs. This looks likely to completely change the model as well as the size of Scheme. I think what has been most refreshing and compelling about the process, though, has been that it has arisen from the coming together of different areas of knowledge and expertise and a desire simply to ask the right questions and to take steps to find out the answers.

Whatever happens we will not be the only beneficiaries of this approach.

Yours sincerely,

Kevin Hogan
Scheme Manager
Hour Car Car Club

A Cheaper and Greener Way to Drive !

Alan Reiss
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

28th May 2019

Dear Alan,

TCF: Future Mobility Zone bid

We believe that the current Department for Transport Transforming Cities Fund call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century that will not only improve accessibility and mobility across the Leeds City Region but will support economic growth and product development for local businesses.

We fully support the Future Mobility Zone bid and are keen to work with the WYCA To develop opportunities around healthcare transport.

- Alignment of FMZ bid with objectives and which elements the organisation would seek to work with us to deliver.

Subject to the Stage 1 Future Mobility Zone submission for the Leeds City Region being approved by Government, we look forward to working with the West Yorkshire Combined Authority in taking this forward. In the meantime I am delighted to offer our support for this proposal.

Yours sincerely,
Debra Taylor Tate
Strategic Commissioning lead, Unplanned Care





Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

20th September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We are writing to express support for the West Yorkshire Combined Authority proposal to the Department for Transport's Future Mobility Zone Fund.

Masabi is bringing Fare Payments to public transport authorities of all sizes around the globe. Through our Fare Payments-as-a-Service platform, Justride, PTA's can sign up to mobile ticketing services, enable Mobility as a Service (MaaS), or deploy an account-based full fare collection solution using contactless bank cards, mobile devices and smartcards. With over sixty clients across ten countries, Justride is the world's leading Fare Payments platform, serving the largest transit agency in the US to local bus operators.

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century.

Masabi has engaged with the West Yorkshire Combined Authority through the market engagement consultation undertaken with solution providers to inform their Future Mobility Zone phase 2 submission.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we would be keen to continue to work with the West Yorkshire Combined Authority.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Josh Nicklin".

Josh Nicklin, Head of Global Sales, Masabi

19 September 2019

Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

Dear Liz,

TCF: West Yorkshire Combined Authority Future Mobility Zone bid

Moovit is delighted to write in support of West Yorkshire Combined Authority's Phase 2 Future Mobility Zone bid. Our discussions with WYCA pre-date the FMZ process. From the outset, however, we have been extremely impressed by the level of understanding and vision required to address the challenges that require major change with regards to future mobility.

Moovit is the leading Mobility as a Service (MaaS) company and the provider of an urban mobility app used by 550 million users across 92 countries – including the UK - and over 3,000 cities and metro areas.

Moovit responded to WYCA's market engagement consultation to help inform their phase 2 submission. It is evident from the questions asked that the solutions WYCA want to implement will be transformational to the region; will deliver benefits across all demographics; rural and urban areas and additionally will improve air quality and increase productivity.

We strongly support WYCA's bid. As a potential solution provider, our expertise and experience in delivering successful MaaS and DRT projects alongside our ability to provide an integrated and accessible application means we are well positioned to recognise the potential of WYCA's vision.

We hope to see WYCA approved as an FMZ by the department in order to have the opportunity to continue our work together.

Yours sincerely,



Alon Shantzer
Vice President, International



ViaVan Technologies B.V.
Vijzelstraat 68, 1017HL
Amsterdam, the Netherlands

Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

20 September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We are writing to express ViaVan's support for the West Yorkshire Combined Authority's proposal to the Department for Transport's Future Mobility Zone Fund.

ViaVan Technologies B.V. is a best-in-class provider of on-demand shared transit services. ViaVan is a joint venture between Via -- the world's leading developer of on-demand transit solutions -- and Mercedes-Benz Vans -- the Mercedes-Benz division dedicated to the development of safe, reliable, and state-of-the-art passenger and cargo vans.

With our innovative, highly configurable software platform, we have supported over 60 million trips and honed our expertise in customising mobility solutions for cities and public transport agencies across the globe. ViaVan applauds the West Yorkshire Combined Authority's commitment to creating an integrated, accessible, and user-friendly Mobility as a Service (MaaS) network in the Leeds City Region, and we look forward to the opportunity to apply our technology to advance this vision.

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century.

ViaVan has engaged with the West Yorkshire Combined Authority through the market engagement consultation undertaken with solution providers to inform their Future Mobility Zone phase 2 submission.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we would be keen to continue to work with the West Yorkshire Combined Authority.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Chris Snyder", written over a horizontal line.

Christopher Snyder
CEO, ViaVan Technologies B.V.



Kate Gifford
Head of Future Mobility
West Yorkshire Combined Authority
Leeds City Region Enterprise (LEP) Wellington House
40-50 Wellington Street
Leeds
LS1 2DE
13 May 2019

Dear Kate Gifford,

R.E: West Yorkshire Combined Authority (WYCA) Future Mobility Zones bid

I understand that the WYCA are submitting a bid to the Future Mobility Zones element of the Transforming Cities Fund.

Vivacity Labs would be very excited to work with you and use our intelligent sensor technology as part of this bid. We are currently working with Joel Dodsworth at Leeds City Council, and hope to extend the Vivacity sensor network with Calderdale Metropolitan Borough Council (CMBC), as well as West Yorkshire Combined Authority (WYCA). Vivacity have had a number of conversations with the Transportation Team at the respective authorities, and we are impressed with their capacity and willingness to embrace Vivacity's innovations.

By way of background, Vivacity Labs provide intelligent video analytics sensors to gather data on transport systems. This cutting-edge solution combines state of the art edge processing with advanced machine learning algorithms, enabling the sensors recognise different types of vehicles within the field of view and track them from frame to frame. Vivacity's sensors gather high-quality classified data on the movement patterns and types of vehicles within a particular area, and work 24/7, day and night. With extensive validation by entities such as TfL and Highways England demonstrating 97%+ accuracies, we are confident that our sensors will be up to the task.

Our understanding is that Vivacity Labs will work with CMBC to develop and improve the nature of pedestrian and vehicle interaction at Sowerby Bridge. Sowerby Bridge is an area where CMBC have conflicting goals to improve vehicles journey times and a high level of pedestrian footfall, which combined with a vibrant night time economy leads to pedestrian and vehicles conflicts and Road Traffic Injuries. To solve this problem, Vivacity would deliver our video analytic sensors that detect and track each road user (including cyclists and pedestrians) as they pass through the field of view. Additionally, Vivacity will provide data on the number and classification of vehicles (including cyclists) and pedestrians crossing virtual count lines at Sowerby Bridge.

One of our core, founding ambitions has been to improve safety for active travel. This project perfectly fits the sensors we have produced, gathering data about conflicts to give the insights required to improve safety, particularly for pedestrians. As a result, we believe that this project has a significant opportunity to promote sustainable modes of transport, and to improve equity of access to the night-time economy, which we would be excited to support.

I look forward to hearing from you about the outcome of your application, and should you or the DfT have any further questions please do not hesitate to get in touch at the email address below.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Mark Nicholson", written over a circular scribble.

Mark Nicholson
CEO
mark@vivacitylabs.com



Liz Hunter
Head of Transport Policy
West Yorkshire Combined Authority
Leeds City Region Enterprise Partnership (the LEP)
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

30 September 2019

Dear Liz,

TCF: Future Mobility Zone bid

We believe that the current Department for Transport Future Mobility Zone call for proposals creates an exciting opportunity for the West Yorkshire Combined Authority to develop innovative transport solutions for the 21st century that will not only improve accessibility and mobility across the Leeds City Region but will support economic growth and product development for local businesses.

Subject to the Stage 2 Future Mobility Zone submission for the Leeds City Region being approved by Government, we look forward to working with the West Yorkshire Combined Authority in taking this forward. In the meantime, I am delighted to offer our support for this proposal.

Yours sincerely,

A handwritten signature in black ink that reads 'J. Chew'.

Joanna Chew
Commercial Development Manager
West Yorkshire Ticketing Company Ltd



Enterprise Rent-A-Car UK Limited
Unit 1a Seacroft Industrial Estate
Coal Road
Leeds
LS14 2AQ
United Kingdom

0113 2018900 tel
enterprise.co.uk

Kate Gifford
Head of Future Mobility

West Yorkshire Combined Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

21st May 2019

Dear Kate,

I am writing to express Enterprise Holdings support for the West Yorkshire Combined Authority's (WYCA's) proposal to the Department for Transport's Future Mobility Zone's. Enterprise is the world's largest fleet owner and provides shared mobility solutions via Enterprise Rent-A-Car and Enterprise Car Club.

Enterprise Car Club is the West Yorkshire Combined Authorities car club partner with car club vehicles established in West Yorkshire and a significant presence in neighbouring districts in the city region e.g. York. Enterprise Rent-A-Car operates 15 branches in West Yorkshire with an increasing proportion hosting car club vehicles and this allowing 24/7, by the hour shared use of new, clean, low emission vehicles.

A FMZ for West Yorkshire would support the growth of the city region in way that helps businesses and resident's access shared mobility in a way which is economically efficient for the consumer whilst reducing carbon and improving air quality. Innovation will develop Mobility as a Service and Mobility Credits into a real service delivering benefits to the whole of West Yorkshire supporting economic development, improving health and general quality of life.

I look forward to working with WYCA to develop phase two of its proposal which will include expanding the provision of daily rental and car club vehicles and collaborating on ambitious pilots and initiatives.

Kind regards

Sak Gill
Vice President
Enterprise Holdings
Northern England Region