ADEPT President's Awards 2023
Entry form

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Award category   Digital Innovation/Technology

Project Title   Delivering SMART Places through Innovation and Technology (the Northamptonshire e-scooter Trial)

Local authority entrant   North Northamptonshire Council (NNC)

Partner/s if applicable   Vianova, Voi, West Northamptonshire Council and Northamptonshire Police

Headline summary (150 characters max.)

This trial has led the way nationally by deploying new technology such as Vianova's Cityscope platform.

Video - please paste links to any video evidence here. (Leave blank if not relevant.)

https://www.youtube.com/watch?v=Gp0gL0iT_-o

Digital innovation: How has this project shown evidence of successful digital innovation and the imaginative use of new technology? (150 words max.)

The Northamptonshire trial has led the way nationally by testing and deploying numerous innovations and imaginative use of new technology. The Vianova Cityscope platform is a web based open API enabling fleet management, analytics and planning and audit and regulation functions and covers many cities across Europe.

North Northants were an early adopter utilising this for the e-scooter trial. Vianova and North Northants Council have worked in partnership since December 2020 to develop and improve the platform functionality pioneering features such as control, zones and reports functions which are now standard for cities.

Digital innovation: How has this project shown evidence of improved outcomes for users? (150 words max.)

This trial with Voi Technology (Voi) was one of the first launched in England. A massive success story, since launch:
- Rides = Over 3.8 million
- Users = 98,400, representing 16% population aged 18 and over
- CO2e saved = 804 tonnes
- Car trips replaced = 1.9 million
- Additional "High Street" spend = £7.57m
- Commuters using Voi = 38%

This trial is unique because it covers seven small and medium sized towns. Populations range from 7,500 to 250,000. High car use and limited public transport options are distinctive characteristics.

The Cityscope platform improved user outcomes enabling real time demand responsive fleet management. Data on e-scooter use contributes to the decarbonisation aims for Northamptonshire.

Digital innovation: How has this project shown evidence of the transformation of a service/department/organisation by changing behaviours, delivering savings or improving ways of working? (150 words max.)

The Cityscope platform and e-scooter trial have transformed ways of working when introducing a demand-responsive transport option for areas underserved by public transport.

Specifically, Cityscope has enabled:
• Use of activity data for analysis of 'OSCI Left Behind Communities' compared with other areas.
• Generation of custom zones for Voi's City Guides to plan new incentivised parking zones (IPZ's) and offer additional travel methods to key attractions.
• Use of reports to evaluate achievement of agreed KPI's.
• Use of control tab to monitor compliance with regulations and report directly to Voi for swift resolution.
• Participation in Vianova webinar: E-scooter use – one year on
• Evaluating potential locations for mobility hubs.
• Use of activity tab and custom zones to monitor progress on the use cases set out in point 1 above.
• Ability to extract all data from Cityscope with ease for integration into other data/mapping systems.

Digital innovation: How can the innovation/technology in this project be applied in multiple sectors/areas? (150 words max.)

Planning, transport planning and enforcement areas could use Cityscope. For example:
• Planning of new infrastructure (mobility hubs, cycling lanes and charging equipment)
• Planning launches of new transport options
• Evaluation of decarbonisation targets
• Manage road safety using risk quotients and hot spots identification
• Maintaining compliance with KPI's
• Developing heat maps to understand travel patterns
• Evaluating the impact of regeneration projects through travel data

Digital innovation: How does this project demonstrate scalability and resilience - the ability to use technology in a wider scope and in a way that encourages longevity of use? (150 words max.)

The Cityscope platform demonstrates scalability and resilience in a wider scope operating at zero cost to the Council. Moreover, real time monitoring of reported issues results in swift action reducing the need for formal complaints/ reputational impacts. It also enables real time demand responsive monitoring of e-scooters.

The platform enables the impact of expansion areas and new rules to be evaluated encouraging continuous learning and improvement.

All categories: please add anything else that supports your award entry

Web site links:
• https://cityscope.vianova.io/ •   www.smartmovenorthamptonshire.net