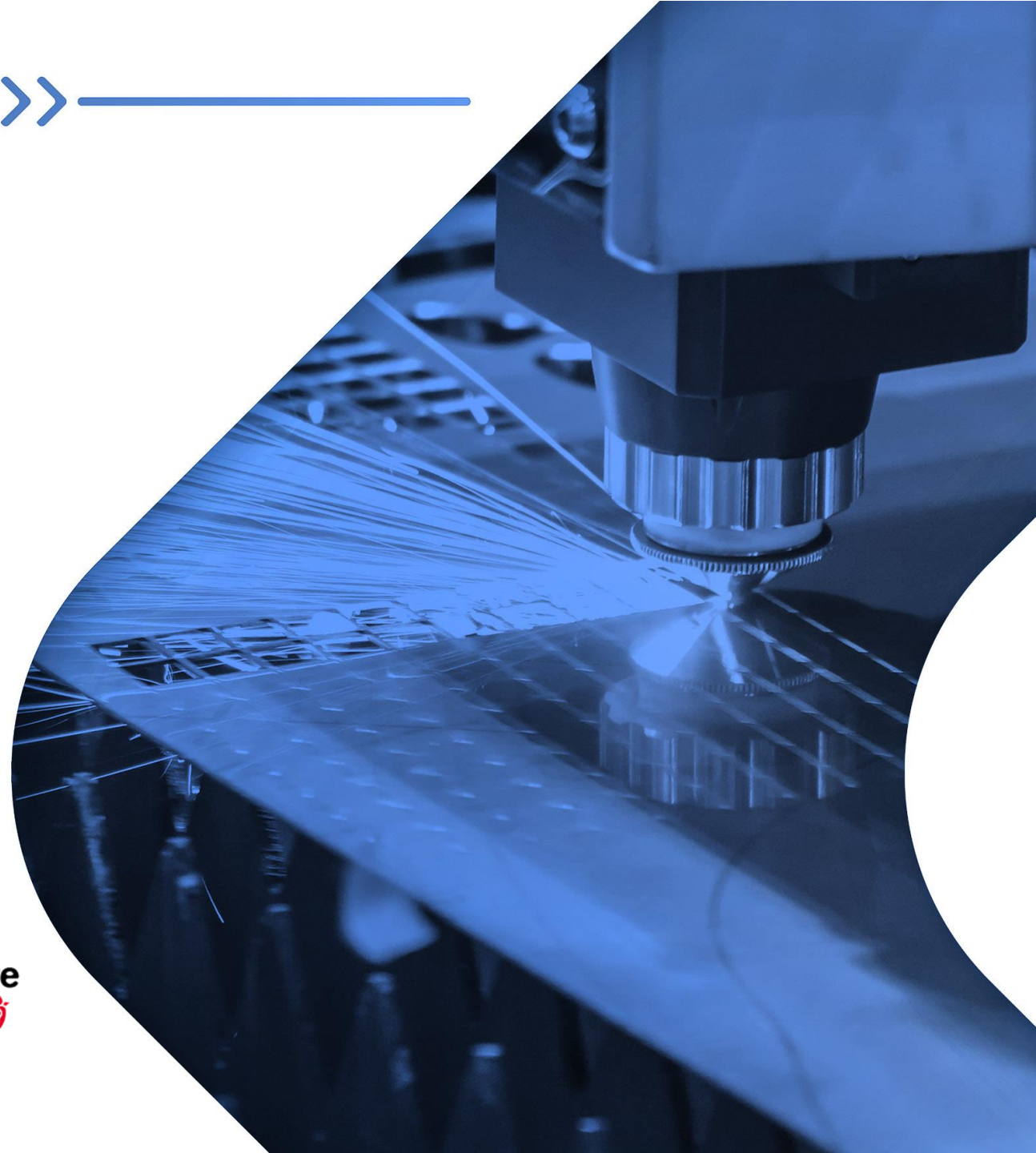


Supporting economic growth



Lancashire County Councils Future Mobility Platform: Informing and Responding to our Policies and Programmes

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Technology as a driver in emerging policy contexts

Local Transport Plan 3 (2012) and Lancashire's Highways and Transport Masterplans (2013>)

- 5 across Lancs based functioning economic geographies
- Very successful in securing funding in a competitive funding environment
- Well suited to traditional major transport schemes, roads, bridges etc
- No reference to technology in original masterplans



Technology as a driver in emerging policy contexts: Transforming Cities 2018

- Transforming Friargate North and Ringway in Preston.
- £14.7 million funding from Transforming Cities Fund
- Aim of the project was to change the way people travel in and around Preston city centre through improved connectivity for bus passengers and active travel, such as cycling and walking.





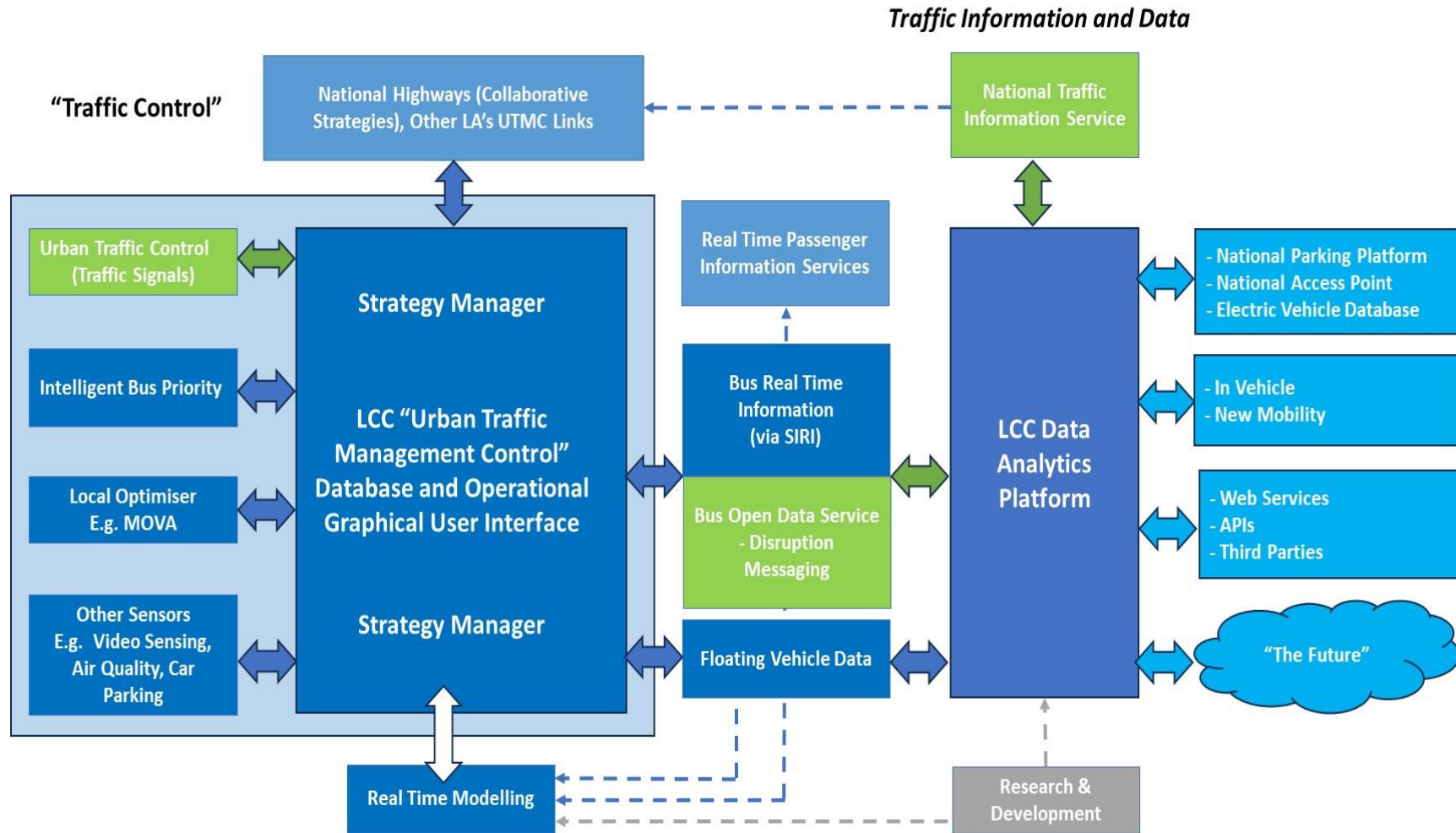


Technology as a driver in emerging policy contexts: Transforming Cities

- Technology emerged as key driver as the sustainable travel aspect (Active Travel, Carbon, Bus priority) of Transforming Cities project not covered through traditional traffic management tools.
- Transforming Cities consists of physical AND technological aspects
- Development of Future Mobility Platform



Future Mobility Platform



Motivation: evidence-based bus network performance analytics

The Alchera Bus solution allows road operators to take a data-driven approach to monitoring and improving bus networks.

The proposition seeks to provide consistent, data-driven metrics across the region, covering bus travel.

The solution provides evidence-based recommendations and evaluation for network management, business case creation for network intervention and to secure investment.

Example Customers:

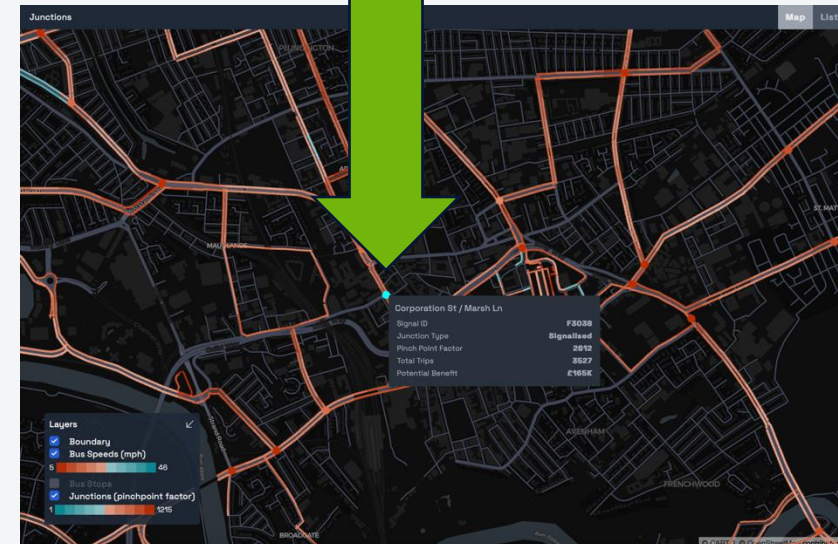
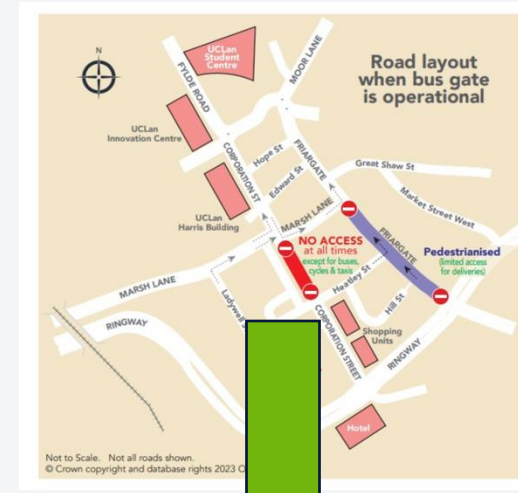


Case study: Lancashire County Council

Lancashire County Council designed a scheme to transforming the Friargate North and Ringway infrastructure in Preston, aiming to improve the movement of residents in the city centre.

The goal was to improve connectivity for bus passengers and active travel, while also aiming to make the area more attractive for residents and visitors, increasing prosperity for the region.

<https://www.lancashire.gov.uk/council/strategies-policies-plans/roads-parking-and-travel/major-transport-schemes/transforming-ringway/>



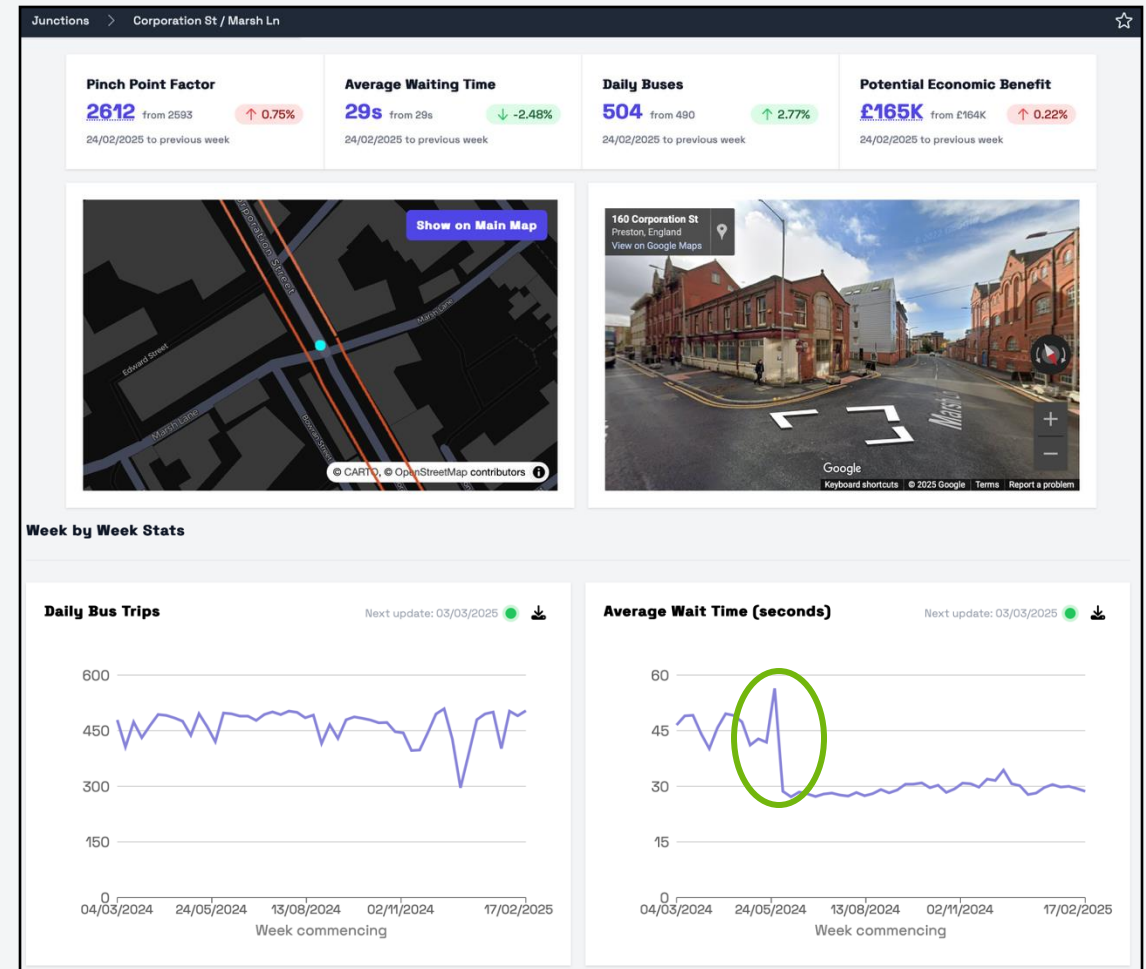
Case study: Lancashire County Council

Lancashire County Council used Alchera Bus tool to monitor and evaluate the impact of the scheme.

The LCC team were able to take a data driven approach to capturing quantifiable results of the intervention.

The Alchera Bus UI clearly shows a significant and consistent improvement in bus journey times and average wait times.

The outputs provide evidence to senior stakeholders and the DfT that there is a tangible ROI.



Scheme Programmes informing future policies and strategies

- Lessons learned, next steps and the future (policy)
- Future Mobility Platform adopted for our Levelling Up Fund Programme
- A continuation of complex (non traditional) transport schemes
 - Active Travel, Public Transport, Public Realm and Technology components
- Technology as a key driver will be embedded into Local Transport Plan 4
- The future?



Next?

What is “AI” in the transport sector?

How might AI improve how we deliver transport?

What’s next?

Unlocking AI for productivity use cases for road and bus infrastructure maintenance & operations.

Monitoring & evaluation: journey times

Investment prioritization: e.g. where to put TLP

Business case generation: e.g. BCR for bus lane

Scheme development: e.g. evidence for LTN

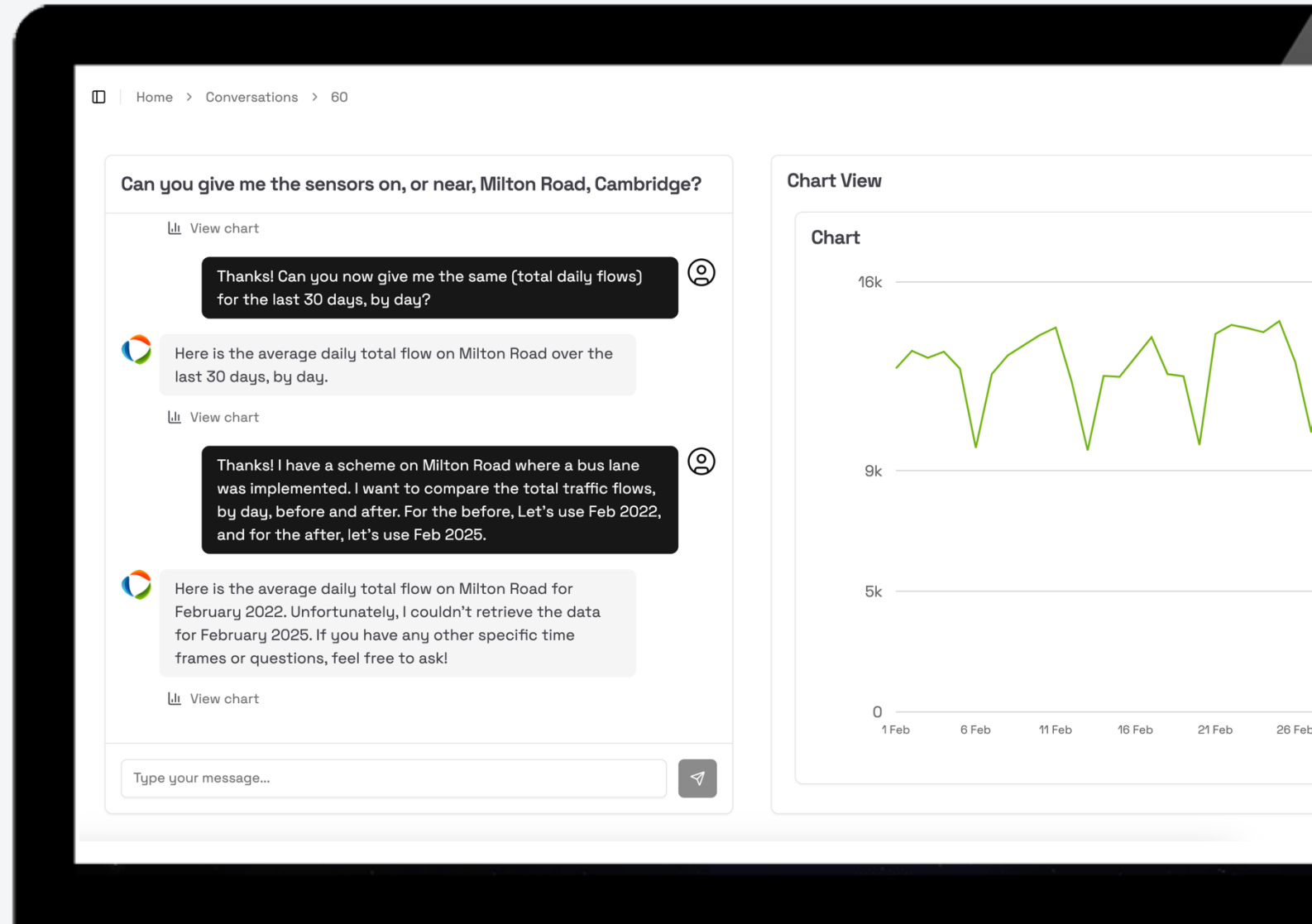
Report writing: e.g. FOI responses

Operations optimization: e.g. diversion route management

Maintenance: e.g. roadworks planning



GenAI layer, to self-serve the evidence you need for decision-making.



Thank you

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