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CÒMHDHAIL ALBA

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# **Mobility as a Service Investment Fund Guidance**

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## 1. Introduction

In its 2018 Programme for Government, the Scottish Government committed to investing £2 million over three years to support the testing of the Mobility as a Service (MaaS) concept in Scotland.

The MaaS Investment Fund (MIF) has been developed with a wide range of stakeholders to create a fund that can be accessed by public, private and/or third sector organisations looking to undertake a MaaS pilot in Scotland. It will seek to develop a pilot programme over the next three years, with one or more projects that use digital technology and test the concept of MaaS.

This guidance has been produced to help potential applicants navigate the various forms required to best address the requirements of the fund, as well as provide robust financial and project planning to indicate your solution readiness.

## 2. Background

Within the remit of this fund, the key MaaS concept is to provide people with easy, digital access to travel information, so they can be better informed as to the different ways to undertake their journey. This includes solutions to gather personalised travel requirements into a single travel app, for example, or perhaps a service to allow unlimited access to multiple transport providers via a monthly user fee.

This concept supports the Scottish Government agenda for a healthier, more sustainable Scotland in that, through providing better and more comprehensive travel information, more people feel empowered to use alternative ways to travel, encouraging them to use our sustainable public transport or active travel networks, and so reducing cars on the road, congestion and carbon emissions.

MaaS also complements the Scottish Government's smart programme to improve access via smart and digital technology to the extensive and varied public transport network across Scotland.

Within the remit of this fund, Scotland's public transport networks include all traditional modes, active travel options as well as future / emerging mobility modes such as electric or connected autonomous vehicles.

### 3. Proposals

The aim of the fund is to test, in a practical application, the viability of MaaS in Scotland.

Criteria for the fund has been developed to identify applications that will deliver MaaS solutions that best fit Government agendas and selected thematic areas (see below).

In order to be considered for the MIF, submissions must compile a business case (a template is provided). This will not only provide the case for your project, but must also show how you will address at least one from each of the following core agenda(s), thematic area(s) and MaaS requirement(s) within the pilot project.

Within the confines of this fund, core Government agendas include

- modal shift to sustainable public transport alternatives, reducing carbon emissions
- healthier lifestyles, by incorporating active travel modes (traditional modes of transport such as bus or rail are considered active as they have an element of walking involved to access, as well as more regular active options such as bike schemes)
- supporting digital innovation within Scotland, specifically relating to public transport

The pilot must also address one or more of the Year 1 fund thematic areas. These include

- Rural, Islands and Communities <sup>1</sup>
- Tourism <sup>2</sup>
- Tackling Inequality, Accessibility & Mobility barriers <sup>3</sup>

MaaS solution deliverables include

- digital technology(ies) to improve access to journey information, including journey planning, scheduling, retailing and fulfilment methods
- these can be a single or a combination of digital technology to deliver integrated seamless end to end journeys ensuring interoperability across multiple modes of transport using smart payment and/or ticketing
- the service should use real-time data to optimise journeys' and provide the customers' with all of the information they need to make their journey

<sup>1</sup> <https://www.gov.scot/policies/community-empowerment/empowering-our-island-communities/>  
<https://www.gov.scot/publications/rural-scotland-key-facts-2018/>

<sup>2</sup> <https://www.gov.scot/policies/tourism-and-events/tourism-scotland-2020/>

<sup>3</sup> <https://nationalperformance.gov.scot/national-outcomes>  
<https://www.transport.gov.scot/our-approach/accessible-transport/>

## 4. Fund criteria

Applicants must complete and submit the following documentation, using the provided templates. Supplementary information can be supplied, however it will not be accepted in lieu of the following documentation.

1. application form (10%)
2. business case (70%)
3. project plan (10%)
4. financial plan (10%)

Any applications that do not include the above completed core documents, will not be progressed.

Please note, your application and ensuing project pilot must

- show a minimum viable product (MVP) MaaS service/solution that can be applied within the realm of Scotland's public transport (traditional, active or emerging) travel networks
- be at a ready stage - the MVP must be in a competent state for progression, requiring minimal further development in order to be delivered within MIF timescales and maximise impact of the proposed pilot
- be ready for implementation and pilot launch by 31 March 2020
- provide evidenced based market/business research including expected impact(s)
- outline risks and mitigations
- provide a commercial strategy, demonstrating a sustainable business model, expected growth and/or development potential
- be delivery focused, rather than pure research
- have an identified location for the pilot project within Scotland
- address a challenge within the Scottish marketplace
- it is expected that a co-creation approach, or similar, will have been taken and all relevant stakeholder group(s) engaged. The project must demonstrate how it can be applied within current Scottish market conditions, and indicate solution / service future sustainability and scalability
- the applicant body must be able to demonstrate that the proposed solution is compatible with, or working towards integration with, existing Scottish public transport smart technology infrastructure/specifications (e.g cEMV, mobile and ITSO)

## Application form

This form will provide general application details. To note:

- the applicant body can be an individual organisation, joint venture or consortium and from either public, private or 3<sup>rd</sup> sector
- for joint or consortia applications, you must include details on all members, including the lead organisation and contact. It is expected that joint ventures or consortiums will develop their own agreements and provide evidence of these (for example a copy of the contractual agreement). If successful, applicants must then be able to evidence agreement documentation from all members
- applications must have secured agreement from all pilot stakeholders – this includes the relevant public transport operators for example, or local authorities, community groups etc. If successful, applicants must then be able to evidence agreement(s) from all stakeholder(s) (for example letters of commitment)
- the applicant body will in delivering its proposal comply with all requirements of Scottish Legislation<sup>4</sup>
- please note that successful applicants will be expected to agree with Transport Scotland a joint legal and binding contract before receiving award funding, including agreement of intelligent property ownership. This documentation will seek to accurately reflect the level of current solution / service status and will set out an agreed position as to future ownership(s) for all parties

## Business case

Answers to the business case are weighted with merit for achievement within this fund competition.

Please complete all questions in the business case template document. Additional supplementary information may be provided for further detail, however scoring will only be achieved for question responses contained within the business case document.

In addition to addressing the overarching agendas outlined in section 3, your project business case will also provide information on the following

- clear identification of a public transport related challenge
- how your innovative, MaaS solution or service will address this challenge – including any unique sales points
- passenger and stakeholder demand for your solution
- risks and mitigations – challenges to delivery of the pilot project

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<sup>4</sup> <http://www.legislation.gov.uk/browse/scotland>

- planned engagement to generate behaviour change – both stakeholder and public
- market and behaviour evaluation
- forward planning for sustainability/scalability

## **Project plan**

You must complete the project plan template with your submission. It should include indicative project and pilot timelines - for example

- any project preliminary activities underway
- project milestones
- proposed pilot start date
- pilot milestones
- monitoring – regular reporting and stakeholder updates
- marketing activity
- evaluation period
- end date
- next steps

## **Financial plan**

A financial planning template has been provided for submissions. This must be completed for consideration within the fund.

As per the form this must include projections for

- overarching project costs
- breakdown of project costs
- indication of requested MIF contributions
- any committed matched funding
- key cost milestones
- clear indication of pilot timelines and associated expenditure during this

### **4.1 Panel assessment**

All applications will be evaluated by a project board and assessed against the weightings outlined in the templates.



## 5. Funding conditions

1. This is a competitive fund and each project will be evaluated against the above outlined criteria and weighted accordingly.
2. Successful applications achieving maximum points will be considered for up to 100% of their requested funding sought from the MIF. Within the context of this fund 'requested funding sought from MIF' is defined as:
  - total projected cost of MaaS Pilot
  - less: committed match funding from other sources
  - less: any revenue stream
3. Unmatched funding proposals will only be considered in relation to third sector applications and successful applications will only attract a maximum contribution from the fund of £20,000.
4. Funding applications below £5000 will not be considered for this fund.
5. Pre-development product or service research and in kind costs will not be covered by this fund.
6. Limited product or service development in advance of testing/demonstration will be considered for funding where it can be shown that such developments are required to maximise impact of any pilot. These would include, but are not limited to, minor product evolutions to meet local requirements and limited user feedback/service design approaches to ensure maximum impact. Implementation and marketing and evaluation costs are also included.
7. It is expected that funding will be awarded on an accruals basis, i.e. bidders will receive funding on presentation of paid invoices and provision of evidence in support of staffing costs. To note Transport Scotland procurement process is payment within 10 days of receipt of invoices.
8. As noted above, Year 1 projects must commence no later than 31 March 2020.
9. Following feedback from interested parties, a supplementary MIF FAQ (below) has been developed with additional information and clarification:

**Q.1 If the lead applicant is a third sector organisation and seeking unmatched funding proposal, do they need to be Scottish based?**

A.1 The third sector organisation does not need to be in Scotland, however it is expected that the pilot will be.

**Q.2 The Application Guidance Notes mentions that successful applicants will need to agree on a contract with Transport Scotland, including agreement of intelligent property ownership (under 'Application Form'). What are Transport Scotland's expectations around owning part or none of the I.P.? Is the I.P. agreement fixed or will this be assessed project-by-project?**

A.2 The intention around IPR would be that successful applicants would be expected to agree with Transport Scotland a joint legal and binding contract before receiving award funding, including agreement of intelligent property ownership. This documentation will seek to accurately reflect the level of current solution / service status and will set out an agreed position as to future ownership(s) for all parties. This agreement will be jointly developed if the bid is successful for MIF competition funding.

**Q.3 Does the funding include or exclude VAT?**

A.3 On the MaaS finance application it states that all projected costs must be stated inclusive of VAT, where VAT is non recoverable and exclusive of VAT, and where VAT is recoverable by the applicant organisation.

**Q.4 What levels and types of staff costs are acceptable?**

A.4 Following further consultation with bidding parties staffing costs can now be included in your bid. The only types of staff costs that are eligible are salary costs and relevant oncosts i.e. Employers NI & Pension Contributions, all of which must be evidenced at the point of claim.

**Q.5 Can you confirm the position with regard to providing match funding from other public sector funds?**

A.5 Public/Private/Third Sector partnerships are actively encouraged. The MaaS Investment Fund is solely Scottish Government funding and as such is considered 'clean' funding. However, responsibility for the suitability of your matched funding pot lies with you as the applicant.

**Q.6 Are there any expectations in relation to longer term funding?**

A.6 Bidders are expected to demonstrate, via their financial model, that the proposal is financially viable in the longer term. For example, and if appropriate, where there is a dependency on debt finance then confirmation that this is readily available from, and terms agreed with, an approved financial institution will be required.

**Q.7 Can match funding be obtained for another public sector project and be applied as match-funding?**

A.7 Match funding can come from another public sector body, but must be confirmed as secured.

**Q.8 Revenue stream and direct match-funding relationship: Please clarify the relationship between match funding and revenue funding?**

A.8 They are defined as separate income streams. Match funding is a financial contribution(s) from a partner(s) who agree to provide this injection of funding towards the development of the MaaS solution. Revenue funding is a forecast income stream e.g. from fare box, that will be generated from the successful delivery of the solution being developed.

**Q.9 Are in-kind contributions permissible?**

A.9 In-kind contributions are not permissible.

## 6. Timeline

It is intended that the £2 million MIF will be available for distribution over three financial years, from 2019/20. However the Scottish Government reserves the right to close the fund if and when the MIF allocation is expended.

Expected timelines are shown below.

Action	Dates
20 <sup>th</sup> June 2019	Full Briefing & Competition Opens
5 <sup>th</sup> September 2019	Competition Closes
November	Applicant notified, year 1 contracts awarded
Winter / Spring 2020	Fund evaluation period
Spring 2020	Funding round 2 potentially opens

## 7. Submissions

Please email the completed application form, business case, project plan, financial plan and any supporting documentation to [maas@transport.gov.scot](mailto:maas@transport.gov.scot)

Or

Post your completed application form and supporting documentation to:

MaaS MIF Management Team  
Smart & Integrated Ticketing  
Bus, Accessibility & Active Travel  
Transport Scotland  
8th Floor, Buchanan House  
58 Port Dundas Road  
Glasgow G4 0HF

Once your application is submitted you will receive an acknowledgement email. If you do not, please contact us immediately.

Visit [www.transport.gov.scot/Mobility-as-a-service](http://www.transport.gov.scot/Mobility-as-a-service) for more information.



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