



# Informed Personal Travel

**NOVEMBER 2008 COMPETITION FOR FUNDING**

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### Summary

The Technology Strategy Board has allocated an indicative amount of £8 million for an intervention aimed at providing reliable, accurate, and credible information for people to manage their journeys.

This competition is focused on the acceleration of the deployment of Informed Personal Travel (IPT) information. It will look at how to provide innovative real-time information that effectively informs about the journey, both in the planning stage and once it is underway should disruption occur.

The competition scope includes proposals to address barriers that currently prevent the provision of integrated solutions to seamless travel. Any innovative solutions that result in intelligently informed travel are encouraged.

### Background

The Technology Strategy Board's **challenge-led innovation approach** sees the societal and economic challenges of the future not just as threats, but as opportunities for innovative solutions that enhance quality of life and increase wealth.

The Intelligent Transport Systems Services (ITSS) Innovation Platform (IP) is a new way of thinking to meet societal challenges facing the UK, initially road transport congestion. To date, we have initiated programmes that aim to address Future Intelligent Transport Systems (FITS) and Time Distance Place (TDP) road pricing.

We are now considering the broader issues around mobility through transport and the challenge of moving both people and goods efficiently, by linking technologies and systems to encourage seamless travel. Many of the tools and services we need have already been developed but are not being effectively exploited to create user-friendly solutions for **informed personal travel**.

### Objective

The aim of Informed Personal Travel is to encourage people to consider the use of alternative means of transport other than private cars. The challenge is to promote potential users' understanding of the available and emerging systems and products, as well as to develop and/or integrate technologies that provide travellers with the right information to make decisions that would start to influence behaviour.

The challenge of informed personal travel is to:

- demonstrate alternative methods of planning travel that can also inform the traveller en route of any changes to the planned journey;
- create reliable, credible and live information that people will understand, trust and want to continue to use; and
- accelerate marketable solutions that are affordable and easy to use.

The challenge addressed by this particular intervention is to develop innovative solutions that are likely to improve the quality of travel when planning and executing personal journeys. These solutions may include some or all of the following:

- traditional mass-market services such as Internet, TV and radio
- plug and play devices
- applications and web services
- automated personalisation and filtering of data and information
- optimisation techniques
- existing hardware – such as PDAs, smartphones, etc
- development of applications that utilise modern positioning systems
- evolution of more accurate positioning systems
- alternative solutions and systems.

We seek to accelerate solutions in this area through demonstrations that act as a catalyst to bring them to the market place. The people aspects of the challenge are fundamental. We recognise that travel typically involves many behavioural factors and unmet needs. This intervention is the start of a process of identifying systems or services that can facilitate smarter travel and will provide a strong foundation for our future activities.

### Scope for Applicants

Expressions of interest are invited from consortia (of two or more partners), in any relevant discipline, to participate in an intervention to accelerate the deployment of Informed Personal Travel. Applications could cross many disciplinary boundaries and influence disparate sectors and industries such as ICT, electronics, photonics, electrical systems and creative industries. In considering these technologies, it is important that applicants recognise and mitigate risks from their convergence. Applicants should also consider the safety and security of solutions.

Proposals could address some or all the following:

- market research that demonstrates the exploitation of informed personal travel and how it will engage the customer to identify future opportunities
- developing business models
- identifying the product and commercial partners
- improving the accuracy of services to the customer
- use of media and PR activity to raise the profile and demonstrate benefits to a wide audience
- using existing information and data architectures and networks to offer a choice of cost effective and manageable services



- developing services that are easy to use, without the need for complex instruction
- demonstrating how end-to-end solutions deliver better travel
- demonstrating how the product will work within known constraints, particularly concerning ownership, safety, reliability, data security, aggregation, privacy and access.

## Funding Allocation and Project Details

An indicative £7m of Technology Strategy Board funding plus a further indicative £1m of Regional Development Agencies funding is available for one or more of the areas indicated above and involve science-to-business and business-to-business interactions.

Whilst this intervention is open to new and innovative solutions, it is also aimed at solutions which may currently be under development and could be accelerated to market by additional funding.

Interventions can range from small highly focused basic research projects, aimed at establishing technical feasibility, through to applied research and experimental development projects configured to produce technology demonstrators, or a mixture of these. It is anticipated that most of the funding will be allocated to proposals in the applied research and development (attracting 50% public funding) or experimental development (25% public funding). Projects involving industry-orientated basic research (75% public funding) will be considered; but a robust case must be made to support the requested level of funding. The Guidance for Applicants (via the Competitions link at [www.innovateuk.org](http://www.innovateuk.org)) defines these categories of research.

We expect projects to last up to two years although we will consider applications for longer projects.

A typical intervention should be of the order of £200k-1m, although no application will be rejected on the grounds of size alone.

An intervention should aim to implement significant change and/or have a market ready product within one to three years.

Interventions should include a well-defined end-user application supported by a clear route to market and/or exploitation plan.

We encourage projects that can demonstrate benefits across a number of sectors.

Successful demonstrations will raise the profile of alternative methods of moving people and encourage customer feedback to dovetail into future interventions in this area.

We will require all projects to provide non-commercially-confidential summaries at the start and the conclusion of the project, for dissemination.

If you have any queries about the technical scope of the competition or the application process, please contact the helpline.

## Application Process

The process for this competition is in line with Technology Strategy Board policy which seeks to give opportunity for applicants to make an initial optional Expression of Interest (EOI) prior to their compulsory application. The optional EOI will be looked at by officials and a response given to applicants with 72 hours. Applicants may take advantage of this up to one week prior to the compulsory EOI deadline. The key dates for this Competition are the 10th November when the call opens and the

18th December when the compulsory EOI must be submitted.

The Guidance for Applicants explains the process in detail. The Information Day on the 18th September will explain more fully. In short applicants need to submit a brief outline of their proposal by 18th December 2008 and this will be reviewed and feedback given on 19th January 2009. During the period 10th November to 11th December applicants will be able to submit their outlines and receive initial comment on an optional and no commitment basis. Following the review the Technology Strategy Board will then invite applicants to the full stage whose proposal fits firmly within the scope of the competition. For these applicants, in the week beginning 19th January 2009, there will be the opportunity to discuss the feedback with Technology Strategy Board officials by telephone; details can be found via the Competitions link at [www.innovateuk.org](http://www.innovateuk.org).

An Information Day specifically for this Innovation Platform will be held on 18th September in the Midlands. There will be an Information Day in London on 22nd October; this will be aimed at applicants for all Technology Strategy Board collaborative R & D Competitions. There will be an optional briefing event for this IP in London on 26th November. These briefings are optional although applicants are strongly advised to attend one of the events.

Applicants invited to submit a full proposal will need to send one representative of their consortium to the mandatory briefing on 28th January 2009 in London. They will also need to register their intention to apply by 26th February 2009 and submit their full application by 5th March 2009. Applicants will be informed of the outcome of their applications by 3rd April 2009.



## More Information

For more information about this and other competitions and details of how to register and apply, please see Competitions at [www.innovateuk.org](http://www.innovateuk.org).

Helpline:  
01355 272155

Email:  
[competitions@tsb.gov.uk](mailto:competitions@tsb.gov.uk)

*The Technology Strategy Board advises on the selection of priority technology areas and is a business-led executive non-departmental public body, established by the Government. Its mission is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve quality of life.*

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## Key Dates

Information day for this Innovation Platform	<b>18th September 2008</b> <b>The Belfry, Sutton Coldfield</b>
Briefing event (optional) for all R&D competitions	<b>22nd October in London</b>
Briefing event (optional) for this Innovation Platform	<b>26th November 2008</b> <b>in London</b>
Competition opens	<b>10th November 2008</b>
Deadline for receipt of Expressions of Interest	<b>18th December 2008</b>
Feedback on Expressions of Interest	<b>by 19th January 2009</b>
Feedback discussion	<b>in week beginning</b> <b>19th January 2009</b>
Applicants briefing (mandatory)	<b>28th January 2009</b>
Deadline to register intent to submit (mandatory)	<b>26th February 2009</b>
Deadline for receipt of full applications	<b>5th March 2009</b>
Decision and feedback to applicants	<b>3rd April 2009</b>