



Mobility Analytics Platform
Pricing Document

G-Cloud 15 Framework

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1. Pricing Overview

uMove is UrbanTide's active travel and mobility analytics platform that provides clear, visual insights into how people move. Built on the uSmart data innovation platform, uMove helps cities, regions, and transport authorities understand cycling, walking, and multimodal transport patterns to support evidence-based planning and investment decisions.

Our pricing is structured around four main components:

Platform Subscription:

- Access to the uMove platform based on geographic coverage and number of monitoring sites
- Includes active travel dashboards, traffic monitoring, data visualisation and reporting

User Licensing:

- Tiered licensing based on the number of platform users

Data Integration Services:

- Sensor data ingestion and validation from multiple providers
- Ongoing data feeds and dashboard updates

Professional Services:

- Optional services for custom analysis, dashboard development, training, and consultancy

All prices are exclusive of VAT and are quoted in GBP (£). Subscriptions are billed annually, quarterly, or monthly, unless otherwise agreed.

2. Platform Subscription Plans

Choose the plan that matches your geographic coverage and monitoring network requirements. All plans include access to the core uSmart platform features and uMove dashboards.

Coverage	Monthly Price	Annual Price
Single Local Authority (up to 50 sites)	£1,250	£13,500
Regional (2-5 Local Authorities, up to 200 sites)	£3,000	£32,400
County / Combined Authority (up to 500 sites)	£5,500	£59,400
National / Large Network (500+ sites)	POA	POA

Annual pricing reflects a 10% discount for an annual commitment.

2.1 Platform Features Included

All subscription plans include:

- Interactive mapping with sensor locations and traffic data layers
- Cycling trends and active travel dashboards
- Traffic monitoring with classified counts (vehicles, cyclists, pedestrians)
- Site-level and network-wide summary statistics
- Date range querying and historical trend analysis
- Data filtering and layer customisation
- API access for data integration
- Data export capabilities (CSV, JSON, Excel, PDF)
- Secure hosted environment on the uSmart platform
- Standard support (email and online)

3. User Licensing

User licensing is tiered based on the number of named users requiring access to the platform. Users can be distributed across participating local authorities or partner organisations as required.

User Tier	Monthly Price	Annual Price
Up to 10 Users	£500	£5,400
Up to 25 Users	£1,000	£10,800
Up to 50 Users	£1,750	£18,900
Up to 100 Users	£3,000	£32,400
Unlimited Users	£5,000	£54,000

Annual pricing reflects a 10% discount for an annual commitment.

3.1 User Licensing Notes

- User licences are named and cannot be shared between individuals with a secure MFA sign-in process
- Licences may be reassigned to new users, replacing former users
- Users can be distributed across local authorities within the licensed coverage area
- A designated Licence Administrator can manage user assignments and user groups

4. Data Integration Services

uMove integrates data from multiple sensor providers and transport data sources. Data integration services cover the ongoing ingestion, validation, and processing of your transport data feeds.

4.1 Additional Sensor Data Integration

Ongoing integration of traffic sensor data from your chosen providers, including data ingestion, validation, transformation, and loading into the uMove platform.

Add on Network Size	Monthly	Annual
Up to 50 sites (single provider)	£400	£4,000
Up to 200 sites (single provider)	£1,000	£10,000
Up to 500 sites (single provider)	£2,000	£20,000
Multi-provider integration (per additional provider)	£500	£5,000

Supported sensor providers include:

- Vivacity Labs (AI traffic sensors, ANPR journey time)
- Tracsis, Clearview, Drakewell, QFree, Kinetics
- Traffic Technology, RTEM, Metrocount, Eco-counter
- TomTom and Google Traffic (journey time data)
- Custom integrations available on request

4.2 Public Transport Data Integration

Integration of public transport data feeds including bus, rail, and tram services.

Data Type	Setup	Annual
Bus (SIRI-VM/SM, BODS)	£1,500	£3,000
Rail (DARWIN)	£1,000	£2,000
Tram / Light Rail	£1,500	£3,000

5. Deployment and Setup

One-off deployment costs cover the initial setup, configuration, data source integration, and dashboard configuration for your uMove instance.

Coverage	One-off Cost
Single Local Authority (up to 50 sites)	£2,500
Regional (2-5 Local Authorities, up to 200 sites)	£6,000
County / Combined Authority (up to 500 sites)	£12,000
National / Large Network (500+ sites)	POA

Deployment includes:

- Project planning and kick-off
- Creation of geographic instance for all covered areas
- Initial sensor/data source integration and configuration
- Data validation setup and quality assurance rules
- Dashboard configuration and customisation
- User account setup and access provisioning
- Initial user training session (remote)
- Handover and go-live support

6. Professional Services

UrbanTide offers professional services to support your transport planning initiatives and maximise the value from uMove.

6.1 Custom Analysis and Dashboard Development

Bespoke analysis and dashboard development for specific transport initiatives, LCWIP development, scheme evaluation, or funding applications.

Service	From	To
LCWIP evidence and analysis package	£7,500	£25,000
Scheme evaluation and before/after analysis	£5,000	£15,000
Custom dashboard build and testing	£7,500	£25,000
Bespoke reporting and visualisation	£3,500	£12,000

Final pricing depends on scope, complexity, and data requirements. Contact us for a detailed quotation.

6.2 Training and Workshops

Service	Price
Remote training session (up to 2 hours)	Included
On-site training day (up to 6 hours)	£1,500 + expenses
Strategic planning workshop (half day)	£2,000 + expenses
Strategic planning workshop (full day)	£3,500 + expenses

6.3 Consultancy and Advisory Services

Service	Day Rate
Data Analyst / Engineer	£850
Senior Data Scientist	£950
Technical Architect	£1,250
Principal Consultant / Director	£1,500

7. Pricing Notes

7.1 General Terms

- All prices are quoted in GBP (£) and are exclusive of VAT
- Subscriptions are billed annually, quarterly, or monthly, unless otherwise agreed
- Multi-year subscriptions may be available - please enquire
- Prices are subject to annual review
- National coverage and bespoke requirements are priced on application

7.2 Payment Terms

- Invoices are issued in advance for subscription services
- Payment is due within 30 days of the invoice date
- Electronic bank transfer in GBP

7.3 Contract Terms

- Minimum contract term: 12 months (unless otherwise agreed)
- Notice period for termination: As specified in the Terms and Conditions
- Service Level Agreement: As specified in the Terms and Conditions

8. Contact Information

For enquiries about uMove or UrbanTide services:

Email: hello@urbantide.com

Website: www.urbantide.com

uSmart Platform: www.usmart.ai

uMove Platform: umove.usmart.ai

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