

uMove Mobility Insights

Pricing Document

G-Cloud 15

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Pricing Overview

uMove Mobility Insights pricing reflects the value you receive while remaining predictable and scalable. Four components combine to create a package matched to your planning needs and budget:

- Geographic Coverage: Halo or All Trip Generators, scaled by area size
- Platform Tier: Starter, Professional, or Enterprise based on users and support
- Historical Data Depth: Standard 12 months or extended coverage
- Local Alignment: Optional enhancements available to calibrate and link uMove Mobility Insights with local transport data and models.
- Professional Services: Optional analytical support

All prices are exclusive of VAT.

1. Geographic Coverage - Annual Subscription

Choose the coverage model that matches your analytical requirements. Pricing varies by coverage type and geographic area size.

Halo Coverage

Analysis of trips originating, passing through, or terminating within your boundary. Cross-boundary flows appear as aggregated summary data showing volume and direction.

Best for: Local authorities focused on internal movement patterns - active travel schemes, town centre access, school travel planning.

Coverage Area	Monthly	Annual
District Council (up to 200 km ²)	£1,500	£16,200
Unitary Authority (200-500 km ²)	£2,350	£25,380
County / Large Unitary (500-1,000 km ²)	£3,500	£37,800
Combined Authority (1,000-2,000 km ²)	£5,000	£54,000
Regional / National (2,000+ km ²)	POA	POA

All Trip Generators Coverage

Complete UK-wide origin-destination intelligence. See exactly where your residents travel to and where your visitors, workers, and shoppers come from.

Best for: Regional strategies, major employment centres, tourism destinations, LTP evidence bases, bus network planning.

Coverage Area	Monthly	Annual
District Council (up to 200 km ²)	£2,500	£27,000
Unitary Authority (200-500 km ²)	£3,750	£40,500
County / Large Unitary (500-1,000 km ²)	£5,500	£59,400
Combined Authority (1,000-2,000 km ²)	£7,500	£81,000
Regional / National (2,000+ km ²)	POA	POA

2. Platform Tiers - Annual Subscription

All tiers include full platform functionality and monthly data refresh. Platform tier pricing is in addition to geographic coverage.

Tier	Users	Support Level	Monthly	Annual
Starter	Up to 5	Email support, self-service training	Included	Included
Professional	Up to 15	Priority support, quarterly training, dedicated CSM	£750	£8,100
Enterprise	Unlimited	4-hour response, annual on-site training, quarterly reviews	£1,650	£17,820

Tier Features

Starter: Small transport teams, focused projects, single-purpose analysis. Ideal for district councils with dedicated transport officers.

Professional: Multi-disciplinary access (transport, planning, public health, climate). Includes quarterly training webinars and dedicated customer success manager.

Enterprise: Combined authorities, multi-council partnerships, integration with strategic models. Includes product roadmap input and quarterly business reviews.

3. Historical Data Depth

Standard 12-month rolling data is included in the base subscription. Extended historical data is available as a one-time purchase per year added, with access retained for the duration of your licence.

Historical Period	Use Case	One-Time Fee
12 months rolling	Current baseline plus seasonal variation	Included
24 months	Year-on-year trend analysis, post-COVID recovery tracking	£5,400
36 months	Pre-pandemic baseline comparison	£9,720
48+ months (to April 2019)	Treasury Green Book appraisals, major scheme business cases	£12,960

Note: Historical data pricing is per geographic coverage area. Multi-area configurations may qualify for volume discounts.

4. Local Alignment

Optional enhancements available to calibrate and link uMove Mobility Insights with local transport data and models.

Add-On	Description	One-Time Fee
DfT	Validation and factoring of data insight using localised published DfT count data from most recent year	Included
Population Alignment	Configuration of the synthetic travelling population with local population demographics enabling wider customer use as required	£2,160
Local Traffic counts and models	Validation and alignment with local traffic and travel data collected from customers own systems	£4,700

5. Platform Add-Ons

Optional enhancements available to extend platform capabilities.

Add-On	Description	Annual Fee
Enhanced Data Refresh	Weekly or fortnightly updates for live monitoring programmes	£4,320
SSO Integration	Single sign-on for enterprise IT environments (Azure AD, Okta)	£2,160
Additional Users (5 pack)	Expand Starter or Professional tiers as needs grow	£2,700
API Access Uplift	Higher rate limits for model integration or dashboard feeds	£5,400
Custom Geography	Bespoke geographic boundaries or aggregation zones	£3,240

5. Professional Services

Most customers operate uMove independently after initial training. Optional analytical support is available for organisations requiring specialist assistance.

Day Rates

Service	Day Rate
Data Analyst	£650
Senior Data Analyst / Data Scientist	£850
Principal Consultant / Technical Lead	£1,100
Director / Solution Architect	£1,350

Typical Professional Services

- Bespoke data extractions for specific schemes or locations
- Integration with strategic transport models (SATURN, VISUM, etc.)
- Complex multi-authority analysis
- Staff training and capacity building workshops
- Custom dashboard development
- Interchange catchment modelling
- Demand-responsive transport feasibility analysis

Training Packages

Training Package	Duration	Price
Platform Fundamentals (remote)	Half day	Included
Advanced Analytics Workshop (remote)	Full day	£1,080
On-site Training (up to 15 attendees)	Full day	£1,620 + expenses
Executive Briefing	2 hours	£540

6. Deployment and Onboarding

One-time deployment fee covers initial platform setup, geographic area configuration, data validation, and onboarding support.

Coverage Area	Deployment Fee (One-Time)
District Council	£1,080
Unitary Authority	£2,160
County / Large Unitary	£3,240
Combined Authority	£5,400
Regional / National	POA

Deployment Includes

- Platform instance configuration
- Geographic boundary setup and validation
- Initial data load and DfT count validation
- User account provisioning
- Platform orientation session (remote, up to 2 hours)
- DPIA documentation tailored to your organisation

7. Worked Examples

Example 1: District Council - Active Travel Prioritisation

Population 140,000, 150 km². Focused active travel programme with small transport team.

Component	Year 1	Year 2+
Halo Coverage (District Council)	£16,200	£16,200
Platform Tier: Starter (5 users)	Included	Included
Historical Data: 12 months rolling	Included	Included
Deployment	£1,080	-
Total	£17,280	£16,200

Example 2: Unitary Authority - LTP Evidence Base

Population 320,000, 400 km². LTP4 preparation requiring cross-boundary intelligence and multi-team access.

Component	Year 1	Year 2+
All Trip Generators (Unitary Authority)	£40,500	£40,500
Platform Tier: Professional (15 users)	£8,100	£8,100
Historical Data: 24 months	£5,400	-
Deployment	£2,160	-
Total	£56,160	£48,600

Example 3: Combined Authority - Bus Franchising

Population 1.9M, 1,500 km² across 7 councils. BSIP and franchising business case requiring pre-COVID baseline and analytical support.

Component	Year 1	Year 2+
All Trip Generators (Combined Authority)	£81,000	£81,000
Platform Tier: Enterprise (unlimited users)	£17,820	£17,820
Historical Data: 36 months	£9,720	-
Deployment	£5,400	-
Professional Services (20 days @ £850)	£17,000	-
Total	£130,940	£98,820

8. Commercial Terms

Subscription Terms

- Annual subscription: 12-month commitment with 90-day notice to cancel
- Monthly subscription: Available for initial evaluation, 30-day notice
- Multi-year discount: 10% reduction for 2-year agreement, 15% for 3-year agreement

Payment Terms

- Annual subscriptions: Invoiced annually in advance
- Monthly subscriptions: Invoiced monthly in advance
- Professional services: Invoiced monthly in arrears
- Payment due within 30 days of invoice

Grant Alignment

Invoicing can be aligned with Active Travel Fund, devolved transport funding programmes, or other funding drawdown schedules upon request.

Framework Availability

- G-Cloud 15
- Crown Commercial Service RM6094 Spark
- Crown Commercial Service RM6200 Artificial Intelligence

What's Included in Every Package

Regardless of configuration, all uMove Mobility Insights customers receive:

- Full access to six dimensions of movement intelligence
- Monthly data refresh as standard
- GDPR-compliant, anonymised data with DPIA documentation
- Data export capability (CSV, GeoJSON, Shapefile)
- Access to the uMove customer community and knowledge base
- Annual validation report with DfT count comparison

Contact Information

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