



G-Cloud 15

Service	Public Mobility Behaviour Change Platform
Document	Service Definition

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SERVICE CONCEPT: ACTIVATING SUSTAINABLE TRANSPORT

WHY AN ACTIVATION LAYER IS REQUIRED

Sustainable transport initiatives frequently struggle to achieve meaningful uptake because they attempt to displace private car use without accounting for how deeply embedded it is in everyday life. For many people, the car is not simply a transport choice but a system around which work, family, time management and personal investment are organised. Asking individuals to switch wholesale from private car to public transport therefore represents a significant behavioural leap.

In parallel, local authorities and transport bodies are not typically well-positioned as aspirational or influential brands in relation to personal lifestyle choices. While they play a critical role in planning and provision, they are often an ineffective primary channel for influencing how people choose to travel on a day-to-day basis.

As a result, many public sector transport initiatives fail not because of lack of policy intent or infrastructure investment, but because there is no effective mechanism to translate provision into action at the point where real travel decisions are made.

This service is designed to address that gap by providing an activation layer: a practical system that enables people to act on sustainable transport initiatives in the context of their existing lives, rather than requiring wholesale behavioural change.

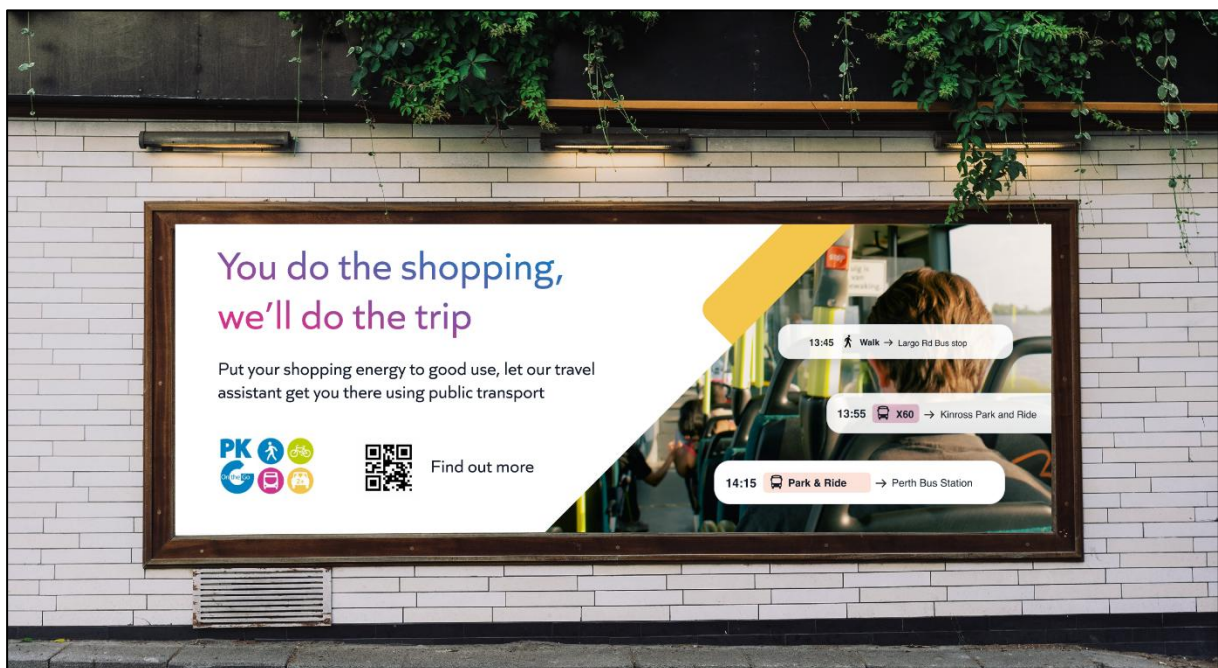


Figure 1 - Call To Action Campaign

THE ACTIVATION MODEL

The platform operates by intervening at moments where journeys are already likely to occur and where mode choice is still open. These high-propensity moments typically arise when people are required to travel to specific places, such as:

- Healthcare appointments and services
- Education and training establishments
- Employment locations
- High-volume or high-importance destinations

By embedding sustainable travel options within these destination contexts, the platform surfaces alternatives at the point where travel decisions are naturally being considered. Partner organisation involvement is implicit within this model, as destinations themselves become active participants in presenting and reinforcing sustainable travel choices.

OVERCOMING BARRIERS

A primary barrier to public transport use is not unwillingness, but lack of familiarity with what is available and how viable it is for a given journey. People who do not regularly use public transport often lack awareness of the options open to them and therefore do not consider public or sustainable modes when planning travel.

Once awareness exists, further barriers emerge, including uncertainty, anxiety and cognitive load when attempting to navigate unfamiliar services or routes.

The platform addresses both stages by:

- Making sustainable and public transport options visible and intelligible in destination contexts
- Providing step-by-step, in-journey guidance through the Travel Assistant
- Offering real-time, contextual information and reassurance

This approach enables people to develop familiarity and confidence without needing prior experience of the transport network.

ENROLLING PARTNER ORGANISATIONS IN BEHAVIOUR CHANGE

Transport behaviour change is a collective challenge shared across the public sector and large organisations. Healthcare providers, education institutions and major employers typically have overlapping sustainability, access and carbon reduction objectives, and face similar pressures relating to congestion, parking availability and duty of care.

The platform enables these organisations to participate directly in transport behaviour change by providing destination management capability aligned to their own objectives. This allows partner organisations to present consistent, trusted travel guidance to their users while contributing to a shared effort to reduce car dependency and improve access.

Participation is therefore incentivised through direct organisational benefit rather than reliance on advocacy or persuasion.

HOW THIS APPROACH DIFFERS FROM CONVENTIONAL MODELS

This service differs from conventional journey planners, MaaS applications and behaviour change campaigns in several important ways:

- **Destination-first orientation:** Journeys are framed around places people must or want to go, reflecting natural human travel thinking rather than abstract point-to-point planning.

- **High-propensity intervention:** Sustainable options are surfaced at the moment a journey decision is live, rather than through static information or generic campaigns.
- **Partner organisation enrolment:** Behaviour change is reinforced across multiple trusted organisations rather than owned solely by transport authorities.
- **Travel Assistant model:** The service provides sat-nav-like, in-journey guidance, offering reassurance, real-time relevance and support when things change.

Rather than optimising journeys in isolation, the platform is designed to improve confidence, awareness and experience in order to make sustainable transport a viable, repeatable choice.

SERVICE OVERVIEW

The Public Mobility & Behaviour Change Platform is a managed, software-as-a-service (SaaS) platform that enables public bodies and partner organisations to support sustainable travel behaviour through practical, destination-led engagement and real-time travel assistance.

The service provides a unified system of web portals, destination pages and mobile applications that present sustainable travel options in the context of real journeys. It integrates national, regional and operator-level transport data to support multimodal journey planning, combined car and sustainable travel options, and in-journey support for public transport users.

The platform is designed to complement existing transport provision rather than replace it. It does not set policy, control routes or timetables, mandate ticketing, or act as a demand management or enforcement tool. Instead, it activates existing transport initiatives by making them visible, intelligible and usable for the public at the point where travel decisions are made.

The service supports configuration to regional transport infrastructure and organisational branding, and enables partner organisations such as healthcare providers, education institutions and major employers to participate directly in sustainable travel engagement through destination-specific guidance.

Delivery is provided as a centrally hosted and operated service, with optional client access to content management, reporting and configuration tools depending on capability and requirements.

Target Users

Public Users

The service is designed for members of the public who may benefit from additional support, confidence or familiarity when using public and sustainable transport. This includes:

- People making unfamiliar or infrequent journeys
- Individuals travelling to high-consequence destinations such as healthcare, education or employment
- Car-dependent users who may be open to partial mode shift
- Users who experience uncertainty, anxiety or cognitive load when navigating public transport

The platform is intended to reduce the barriers to considering and using sustainable transport options by providing situational guidance and real-time support, rather than assuming prior knowledge or expertise.

Client and Partner Organisations

The service is intended for public bodies and partner organisations with responsibility for transport, access, sustainability or carbon reduction. Typical users include:

- Local and regional transport authorities
- Healthcare providers and NHS trusts
- Universities, colleges and education institutions
- Local authorities and arm's-length bodies
- Major employers and destination-based organisations

These organisations use the platform to support sustainable travel behaviour, improve access to services, and contribute to shared transport and carbon objectives.

SERVICE COMPONENTS

The Public Mobility & Behaviour Change Platform is delivered as a unified system comprising several integrated components. These components can be deployed together as a single, orchestrated service or configured to meet specific regional or organisational requirements.

Transport Information Web Portals

The service includes mobile-responsive web portals that act as the primary public entry point. These portals present destination-led travel information and embedded multimodal journey planning, enabling users to explore sustainable travel options without requiring prior familiarity with the transport network.

The platform is delivered with existing integration to national and core regional transport data sources. Where required, additional local or region-specific services can be incorporated through configuration and integration activity at deployment. Web portals can be branded and configured to reflect regional transport infrastructure and organisational identity.

Destination Pages (Destination Management)

Destination pages provide place-specific travel guidance for high-volume or high-importance locations such as hospitals, education campuses, employment sites and town centres.

These pages explain how destinations want people to travel, outline available facilities, and surface relevant sustainable travel options. Destination pages also provide a mechanism for partner organisations to participate directly in sustainable travel engagement by presenting consistent, trusted travel guidance aligned to their own objectives.

Ember Multimodal Journey Planning Engine

The platform is underpinned by Ember's multimodal journey planning engine, which integrates national, regional and operator-level transport data to support end-to-end journey planning.

The journey planning engine supports public transport, active travel and flexible transport services, and enables combined car and sustainable journeys to support partial mode shift where full

replacement of car travel is not viable. Transport data integration is provided as part of the core service, with additional regional or local services incorporated where required.

Integrated Demand Responsive Transport (DRT)

The platform supports the integration of fully flexible Demand Responsive Transport (DRT) services alongside fixed-route and fixed-timetable public transport.

Integrating DRT within end-to-end journey planning presents specific technical challenges due to the dynamic nature of pickup locations, drop-off locations and booking times. The platform addresses this through an API-based integration approach that allows DRT services to participate as flexible journey legs within a wider multimodal journey.

The service includes existing integration with Ember's own DRT system (Shotl) and can integrate with third-party DRT providers where suitable APIs are available. This enables DRT services to be presented as a viable and connected part of the transport network without requiring separate user applications.

Travel Assistant Mobile Applications

The service includes a Travel Assistant mobile application available on iOS and Android, providing real-time, in-journey support for people using public and sustainable transport. The Travel Assistant can be used both as a journey planning tool and as an in-journey assistance tool.

Journeys planned via the web portals or within the app itself can be saved and used within the Travel Assistant. Once a journey is saved, the application provides step-by-step guidance throughout the journey, like sat-nav for public transport.

The Travel Assistant delivers timely notifications and guidance for each stage of a journey, including prompts to begin travel, instructions for reaching stops or interchanges, and real-time information about services and connections. Notifications are contextual and time-based, taking account of expected walking times, service schedules and live operational information where available.

During a journey, the Travel Assistant provides real-time updates, reassurance and disruption handling. If a service is delayed or disrupted, the system can re-plan the journey and present alternative options, helping users to remain confident and informed rather than needing to interpret timetables or static information.

This approach is designed to reduce uncertainty, cognitive load and anxiety for people making unfamiliar or infrequent journeys, supporting confidence in using public transport without requiring prior knowledge of the network.

Bus Stop QR Code Capability

The service supports the use of QR codes deployed at bus stops and transport hubs to provide immediate access to stop-specific information.

Where QR codes are deployed, scanning a code provides users with access to services, arrivals, departures and real-time tracking information without the need for powered display infrastructure. This

functionality is available through both the mobile-responsive web experience and the Travel Assistant app. Use of QR code functionality is subject to physical deployment by the client or transport authority.

BEHAVIOUR CHANGE MECHANISM

The Public Mobility & Behaviour Change Platform is designed to support travel behaviour change by reducing the practical and psychological barriers that prevent people from considering and using sustainable transport. It does not attempt to mandate behaviour change or rely on persuasion alone, but instead focuses on enabling different choices at the point where real travel decisions are made.

The platform operates on the principle that behaviour change is most likely when sustainable options are presented in the context of journeys that are already necessary or highly likely to occur. By embedding travel guidance within destination and appointment contexts, the service intervenes at high-propensity moments where mode choice remains open.

Behaviour change is supported through a combination of mechanisms:

- **Increased awareness and familiarity**
Sustainable and public transport options are made visible in destination-led contexts, allowing users to understand what is available and whether it is viable for their journey.
- **Reduced uncertainty and cognitive load**
Step-by-step guidance, real-time information and contextual prompts reduce the effort required to interpret timetables, routes and interchanges, lowering the perceived risk of using public transport.
- **Improved confidence and experience**
The Travel Assistant provides in-journey support similar to sat-nav for public transport, helping users navigate services, respond to disruption and complete journeys successfully.
- **Support for partial mode shift**
By enabling combined car and sustainable journeys, the platform recognises existing car dependency while encouraging reduced car kilometres where full mode replacement is not practical.

In addition to supporting individual journeys, the platform is designed to embed behaviour change over time by making sustainable travel repeatable and habitual. Journey planning and travel assistance tools are available throughout the system, allowing users to plan, save and reuse journeys across multiple days or weeks, such as regular commutes or education travel.

By repeatedly demonstrating that public and sustainable transport options are viable, predictable and manageable, the platform supports the development of new travel habits. Over time, this reduces reliance on private car use and increases the likelihood that sustainable modes are considered by default for future journeys.

PARTNER ENROLMENT

Many public sector bodies and large organisations face similar challenges relating to access, congestion, sustainability and carbon reduction. Healthcare providers, education institutions, local authorities and major employers often have overlapping objectives and duties of care, as well as direct relationships with people who are required to travel to their sites or services.

The platform enables these organisations to participate directly in sustainable travel engagement through destination-led guidance aligned to their own operational objectives. Partner organisations are

able to present destination-specific travel information, journey planning tools and travel guidance that reflect how they want people to access their sites and services.

Destination partners can manage their own content within the platform and access reporting specific to their locations. This includes insight into how people are planning journeys to their destinations, the modes being considered and used, and how travel patterns change over time. These insights can support destination management, access planning and reporting requirements, including inputs to Scope 3 emissions reporting.

Participation is incentivised through direct organisational benefit. By improving how people access their services, partner organisations can reduce pressure on parking, congestion and site access while contributing to wider transport and sustainability objectives.

By enrolling multiple partner organisations within a region, the platform helps establish consistent and reinforced travel guidance across multiple destinations. This coordinated approach increases the likelihood that sustainable travel options are understood, trusted and adopted as part of everyday behaviour.

Beyond our immediate client (transport authority) we have 3 types of destination partner in the system.

Major Destination Partners

Major Destination Partners are typically other significant public bodies, major employers and strategic partners in the region. These may be NHS organisations, Universities and Colleges and major employment sites such as industrial areas or airports.

These partners often have the same or similar sustainable transport objectives and statutory responsibilities as well as site specific issues related to congestion and parking. We have found that these partners also often have significant operational issues related to transport such as 'Did Not Attend' missed appointment rates in the NHS and student drop out from Colleges that have distributed campuses. However, transport is not the primary purpose of these organisations and destination management resources such as visitor and staff transport pages can be buried in website infrastructure, out of date and difficult to find.

We offer enhanced destination management pages for these partners where transport options are elevated to a level of informational support and utility that the partner cannot achieve themselves. We also offer destination specific reports and insights about visitor transport behaviour that would be otherwise impossible to collect. A typical Major Destination Partner may have several sites which require individual pages, several transport related initiatives for both staff and client/user/visitor communication requirements. The information architecture will support activation for a relatively complex organisation in this respect.

In terms of Journey Planning, we provide the ability for Major Destination Partners to offer both single visit journey plans (for appointments and irregular attendance) and weekly (multi-day) journey patterns (for regular weekly attendance such as in a workplace or University)

Minor Destination Partners

Minor Destination Partners are single site organisations such as civic locations and services (libraries, sports and leisure facilities), health related services such as GP and Dental Practices and leisure

locations such as event sites (stadiums, theatres) and visitor attractions. Here we provide single page destination information for the site highlighting destination and encouraging sustainable transport options in line with the partner's objectives.

This also includes the full range of Journey Planning tools and apps. The key difference is the level of complexity in audiences and transport related initiatives.

Destinations of Interest POI

A destination of interest is a prominent branded POI used in Journey Planning map overlays to draw attention and make the journey planning process very direct for users. The POI will become visible at appropriate zoom levels within the map and will reveal more embedded details and journey planning options when clicked.

Destination of interest POI's are free, can be added by client admin and there is no limitation or restriction on the number. Typically these would be single destinations that are frequently travelled to by the public audiences that we want to reach. Good examples may be supermarkets, travel hubs, smaller GP/Dental practices.

DATA INSIGHTS AND REPORTING

The Public Mobility & Behaviour Change Platform captures data across journey planning and journey fulfilment in order to provide insight into how people intend to travel and how journeys are actually undertaken.

Unlike conventional journey planning tools, the platform is able to distinguish between journeys that are planned, journeys that are taken, and journeys that cannot be completed due to gaps or limitations in transport provision. This enables identification of unmet transport need that is not typically visible through surveys or static usage data.

Reporting includes insight into:

- Journey planning activity by destination, mode and time
- Patterns of travel across public, active and combined car journeys
- Journeys that are abandoned or cannot be fulfilled
- Use of flexible services such as Demand Responsive Transport
- Changes in travel behaviour over time

Insights are available at both a regional level and, where applicable, at a destination or partner organisation level. This allows transport authorities and partner organisations to understand how their services and locations are accessed, and how travel behaviour responds to changes in provision, messaging or disruption.

Reporting is provided through standard dashboards and regular performance reviews, with the option to include client-specific metrics where required. These insights can support transport planning, service optimisation, destination management and sustainability reporting, including identification of infrastructure gaps and emerging demand.

The service is designed to provide actionable insight rather than raw data, supporting informed decision-making and continuous improvement in transport provision and engagement.

SERVICE DELIVERY MODEL

The service is delivered as a fully managed service operated by Ember. Ember is responsible for hosting, operating, maintaining and supporting the platform throughout the contract term. Ember responsibilities include:

- Operation of all hosting and infrastructure
- Maintenance of the platform, journey planning engine and integrations
- Security, monitoring, patching and incident management
- Delivery of technical support and service management
- Implementation of agreed configuration and changes

Client responsibilities include:

- Setting transport, access and behaviour change objectives
- Oversight of campaigns, content and partner participation
- Approving priorities, focus and changes to use of the service

Clients may manage their own content and destination pages via the CMS where internal capacity is available. Ember can provide additional content or campaign support by agreement – please see related G-Cloud service 'Digital Marketing'.

PLATFORM ARCHITECTURE AND CLIENT SEPARATION

The service operates using a hybrid delivery model. Core platform components — including the journey planning engine, data integration services and calculation logic — are shared across all clients and operated centrally by Ember. Client-specific elements — including branding, content, destination pages, partner configurations and reporting views — are logically separated per client. Clients are isolated from one another at both content and data level and have no visibility of other client deployments.

CONFIGURATION AND CHANGE CONTROL

Each client deployment is configured to reflect regional transport infrastructure, destinations of interest, partner organisations and branding. Changes to configuration or service use are managed through Ember's standard change control process and agreed with the client. Core journey planning logic and national data assets are not modified on a per-client basis.

CONTENT & CAMPAIGNS

Content and campaign management is intended to support the delivery of transport and mobility objectives by encouraging people to engage with the service in relevant, real-world contexts. The platform is used to facilitate engagement campaigns that prompt people to plan and undertake journeys using public and sustainable transport options, aligned to existing transport initiatives and priorities such as public transport use, active travel, Park & Ride and Demand Responsive Transport.

PUBLIC ENGAGEMENT

Engagement activity is framed around recognisable travel situations and reasons for travel, such as attending appointments, travelling to education or work, or visiting key destinations. These contexts provide a practical and relatable way to invite people into the service and encourage consideration of alternative travel options. This framing helps ensure campaigns are grounded in journeys that people are already making or need to make, rather than abstract messages about behaviour change.

CAMPAIGN DELIVERY

Campaigns are delivered through the platform by shaping how travel information and guidance is presented across authority portals, destination pages and partner organisation pages. This allows emphasis to be placed on particular destinations, services, visitor behaviours or modes. Campaign activity may be seasonal, location-specific or ongoing, and can be adjusted over time to reflect emerging priorities, infrastructure changes or observed travel patterns.

PARTNER PARTICIPATION

The platform enables partner organisations to participate in engagement activity by presenting consistent, trusted travel guidance in the context of their own destinations and audiences. Ember supports clients in enabling partner participation within the platform, ensuring that engagement activity reinforces shared transport objectives across partner organisations.

REVIEW & ADJUSTMENT

Content and campaign outcomes are reviewed as part of regular service operation and performance review. Insight from engagement levels and journey planning behaviour is used to refine campaign focus, messaging emphasis and partner involvement over time. This allows engagement activity to remain responsive, proportionate and aligned to transport objectives as conditions and priorities evolve.

PERFORMANCE MANAGEMENT AND CONTINUOUS IMPROVEMENT

Performance management is structured around a defined objectives framework that links national policy, regional priorities, campaigns and delivery. The purpose is to ensure that use of the platform remains directly aligned to transport objectives and is adjusted based on evidence over time. Strategic ownership and accountability remain with the client; Ember supports delivery, measurement and iteration.

TRANSPORT OBJECTIVES

Performance management begins with a Transport Objectives Workshop at service initiation. The workshop is used to:

- understand regional or local objectives relevant to the client's context

- understand
- agree how these objectives translate into measurable outcomes supported by the platform

This establishes a clear line of sight from policy intent to operational delivery underpins all downstream campaign planning, SEO strategy and performance management. Objectives define what is to be achieved; KPIs and OKRs define how progress is measured and performance reviews shape campaigns, SEO, content and engagement activity.

QUARTERLY REVIEW

Performance against KPIs and OKRs is reviewed quarterly, using a combination of:

- platform-derived data (journeys planned, journeys taken, modal choices)
- campaign and engagement metrics
- SEO performance data
- external data source evidence where appropriate (e.g. traffic counters and sensor devices)

The output of performance reviews may include changes to campaign focus, messaging emphasis, destination prioritisation SEO strategy and/or partner participation. Over time, consistent use of the KPI/OKR framework enables cumulative learning about what influences travel behaviour in specific contexts. This learning informs future objective setting and campaign design, supporting continuous improvement rather than one-off intervention.

Ember supports analysis, recommendations and implementation of agreed changes throughout.

ONBOARDING AND CONFIGURATION

The service is deployed using a structured, onboarding process designed to translate existing transport strategies into activation campaigns. Typical onboarding typically takes 6–8 weeks. Activities are sequenced to allow strategic alignment, technical configuration, content preparation and reporting setup to progress in parallel. The outcome of onboarding is a fully configured, branded and operational service, ready to support activation, engagement and performance management from launch.

INITIATION PHASE

Onboarding begins with a structured Initiation Phase to establish a shared understanding of scope, regional context and objectives. This includes stakeholder alignment, confirmation of the geographic area of operation, identification of priority transport goals and agreement on how success will be measured. This phase sets the frame for all subsequent configuration and ensures that technical, content and campaign activity is directly aligned to client priorities rather than generic deployment.

This is followed by:

- Technical Discovery to identify local transport data feeds, regional services and any local integrations (e.g. operator-specific GTFS feeds or QR code systems where available).
- Content Discovery to identify and source content to be used in the engagement process. This will typically include review and audit of available content for re-use, identify gaps and an appropriate engagement and SEO strategy.

TECHNICAL CONFIGURATION

Technical configuration focuses on configuring the platform to reflect regional transport provision. This includes inclusion of relevant regional transport data, operator services and modes applicable to the area of operation. Destinations of Interest (DOIs) and partner locations are configured within the system, alongside any required integrations such as Demand Responsive Transport (DRT) services, QR code datasets or operator-specific feeds where available. Ember is responsible for all technical configuration and integration activity end-to-end.

CONTENT CONFIGURATION

Content and campaign configuration translates agreed objectives into activation within the platform. This includes reviewing existing client content, supporting migration and reuse where appropriate, and identifying any content gaps that may limit effective engagement.

Content onboarding focuses on

- Configuring the core portal to support agreed activation goals and campaign themes, defining initial destinations of interest (DOIs), and
- Establishing partner participation.
- Messaging priorities and a
- Rolling content calendar with 6 month outlook

The service is configured with client branding and regional context, including transport modes, operators and destinations relevant to the area of operation. Partner pages and DOI locations are set up within the platform, with the ability for additional partners to be enrolled post-launch.

Prior to launch, the system is deployed and tested, and client users are provided with CMS and reporting training. Training is delivered online and in documentation. We repeat as required to ensure client teams are always able to manage content, partners and campaigns effectively over time regardless of staffing changes.

Ember remains responsible for hosting, operating and maintaining the service. Clients retain ownership of strategic objectives and outcomes, while Ember supports configuration, activation and optimisation to ensure the platform delivers measurable value against agreed goals.

REPORTING CONFIGURATION

Standard system metrics are defined and enabled as part of onboarding, alongside any client-specific KPIs aligned to regional objectives. Dashboards are configured to provide regular visibility of performance, forming the foundation for ongoing performance management, review and optimisation. Dashboards include standard operating metrics within the system as well as any client specific KPI's. Report outputs can also be configured within client preferred reporting and BI tools.

CLIENT RESOURCES REQUIRED

Client involvement during onboarding is focused and time-bounded. Client input is required to confirm objectives, priorities, destinations and partners, and to review and approve content direction. Typically, for a local authority this will involve team members from active and sustainable transport and comms teams to be involved in workshop sessions and information exchange.

Clients are not required to host or operate technical components of the service, nor to undertake complex system configuration. Ember provides guidance, configuration and training to ensure client teams can operate content and campaigns effectively post-launch without creating ongoing resource burden.

SUPPORT AND MAINTENANCE

Technical support is provided via Ember's Service Desk during standard business hours, Monday to Friday. Support requests can be logged 24/7 via the customer support portal or by email and are triaged according to agreed priority levels. Each client is provided with access and training on the use of the support desk and each support ticket is managed to resolution by a member of our support team for continuity, clear communication and effective issue management.

SERVICE LEVELS AND AVAILABILITY

The service is designed for high availability and is typically operated at levels exceeding 99% availability. A minimum availability commitment of 99% is provided as standard. Ember is responsible for platform maintenance, security updates and ongoing service improvements. Updates are applied in a controlled manner to minimise disruption and do not require client involvement.

Service Levels

Support requests are managed under defined response and resolution targets based on impact and severity:

- Priority 1 (Critical Impact)
Response within 1 business hour; resolution targeted within 3 business hours
- Priority 2 (Significant Impact)
Response within 4 business hours; resolution targeted within 1 business day
- Priority 3 (Minimal Impact)
Response within 1 business day; resolution targeted within 4 business days

These service levels ensure timely response and proportionate resolution based on operational impact.

TRAINING

Training is provided as part of onboarding and on an ongoing basis as required. This includes:

- CMS training for client and partner users responsible for content and campaign management
- Training on the support ticketing system to ensure issues and requests are logged and tracked effectively
- Refresher and new-starter training where client teams change over time

Training is typically delivered via online workshops, supported by documentation and guidance.

HOSTING, DATA LOCATION AND RESILIENCE

The service is deployed within Amazon Web Services (AWS), selected for its scalability, reliability and compliance with public sector security requirements. Where required, alternative cloud hosting providers can be considered, but AWS is Ember's standard and preferred environment. The hosting architecture is designed to support high availability, resilience and secure operation of multi-tenant platform components alongside client-specific configurations.

DATA LOCATION

Service data is hosted within AWS data centers located in the UK and/or EEA, in line with client requirements and applicable data protection regulations. Data residency is agreed during onboarding and reflected in the deployment configuration. All data storage, processing and backups are managed by Ember within the hosting environment.

DATA PROTECTION AND ENCRYPTION

Data within the hosting environment is protected using industry-standard security controls, including:

- Encryption of data at rest
- Encryption of data in transit
- Role-based access controls
- Segregation of client data at application and storage level

These measures ensure the confidentiality, integrity and availability of service data throughout its lifecycle.

RESILIENCE

The hosting environment is designed for resilience, with appropriate redundancy and monitoring to support the service availability commitments set out in the Service Levels section.

Backups are performed daily in accordance with Ember's data protection and business continuity policies. Recovery time objectives (RTO) and recovery point objectives (RPO) are defined to minimise disruption and data loss in the event of an incident.

In addition to built-in cloud security controls, Ember undertakes regular internal and external vulnerability scanning using independent third-party providers. This supports proactive identification and mitigation of potential security risks within the hosting environment.

INFORMATION ASSURANCE AND BUSINESS CONTINUITY

Ember maintains rigorous information assurance and data governance controls across all services. These controls are certified to ISO 27001 and Cyber Essentials Plus, and are supported by a formal Information Security Management System (ISMS) and appropriate security policies and practices. Information assurance processes cover data handling, access management, incident response, risk assessment and continuous improvement, ensuring that security controls remain effective as the service evolves.

ACCESS CONTROL

Access to the service is governed through role-based access control, aligned to the principle of least privilege.

Client users are granted access only to their own configured instance, content and reporting data. Access to administrative functions such as content management, reporting and support is assigned based on defined roles and responsibilities. This is restricted to authorised Client, Partner and Ember personnel and protected using multi-factor authentication. Access rights are reviewed regularly and updated in line with role changes.

All access to the service is logged and monitored to support auditability, operational oversight and incident investigation where required.

VULNERABILITY MANAGEMENT

Ember operates a proactive vulnerability management regime. This includes regular internal and external vulnerability scanning conducted by independent third-party providers, alongside continuous monitoring within the hosting environment. Identified vulnerabilities are assessed, prioritised and remediated in accordance with Ember's security policies and risk management procedures.

BUSINESS CONTINUITY

Business continuity planning is integral to service operation. Ember maintains documented business continuity and disaster recovery plans designed to minimise disruption and data loss in the event of an incident. Defined Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO) support timely restoration of service and data. Regular backups are performed in line with these objectives and tested as part of continuity planning. These measures ensure the service can continue to operate reliably and that client data remains protected even in the event of infrastructure failure or other unforeseen disruption.

OFF-BOARDING

Off-boarding is initiated following formal notification from the client of their intention to terminate the service. Ember confirms the off-boarding plan and coordinates activities to ensure an orderly transition. The off-boarding process includes:

- Agreement of timescales and responsibilities
- Support for data extraction and transfer
- Secure decommissioning of the client's service instance
- Contract and account closure

Where required, Ember provides reasonable assistance to support the client's transition to alternative arrangements.

ACCESS TO DATA ON EXIT

Clients retain access to their service data for the duration of the contract and during the agreed off-boarding period. Ember supports the extraction of client data in standard, machine-readable formats (such as CSV or JSON), covering data generated through use of the service, including content, configuration and reporting outputs. Guidance and support are provided to ensure data can be accessed and transferred in a usable form.

Data Deletion and Disposal

Following confirmation that data extraction has been completed, Ember securely deletes remaining client data from the service in accordance with established data sanitisation procedures and applicable data protection legislation. This ensures that no client data is retained beyond the agreed retention period following service termination.

Equipment and Account Closure

Where any physical assets or credentials have been provided as part of the service, Ember coordinates their secure return or disposal. Access to the service and associated systems is revoked as part of account closure. Any outstanding contractual or financial matters are resolved in line with the service agreement.

Feedback and Transition Support

As part of off-boarding, Ember may request feedback on service delivery and the off-boarding process to support continuous improvement. Additional transition support may be provided where agreed.

EXAMPLE IMAGES

CALL TO ACTION CAMPAIGNS



Figure 2 - Public Engagement Process

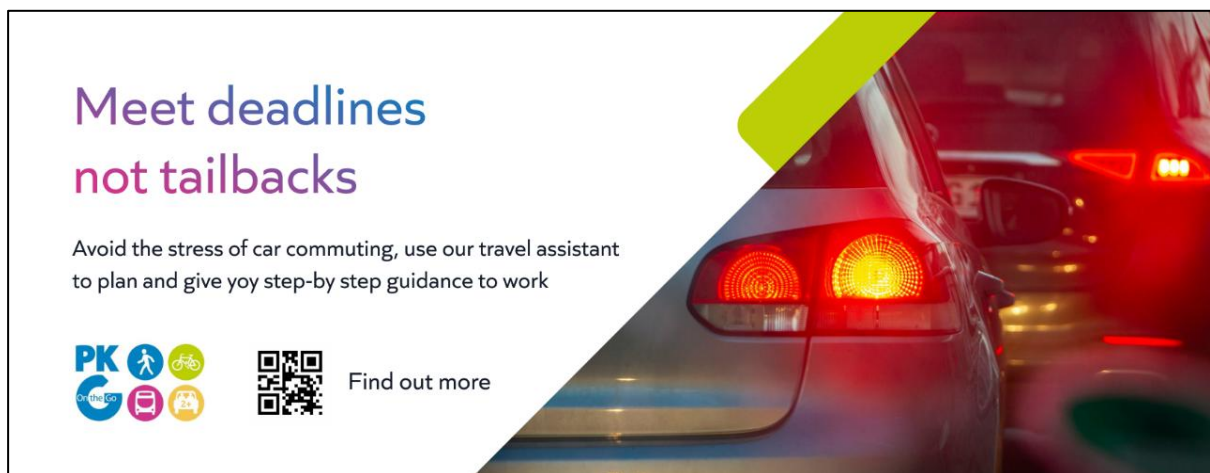


Figure 3 - Call to Action Campaign Commuting

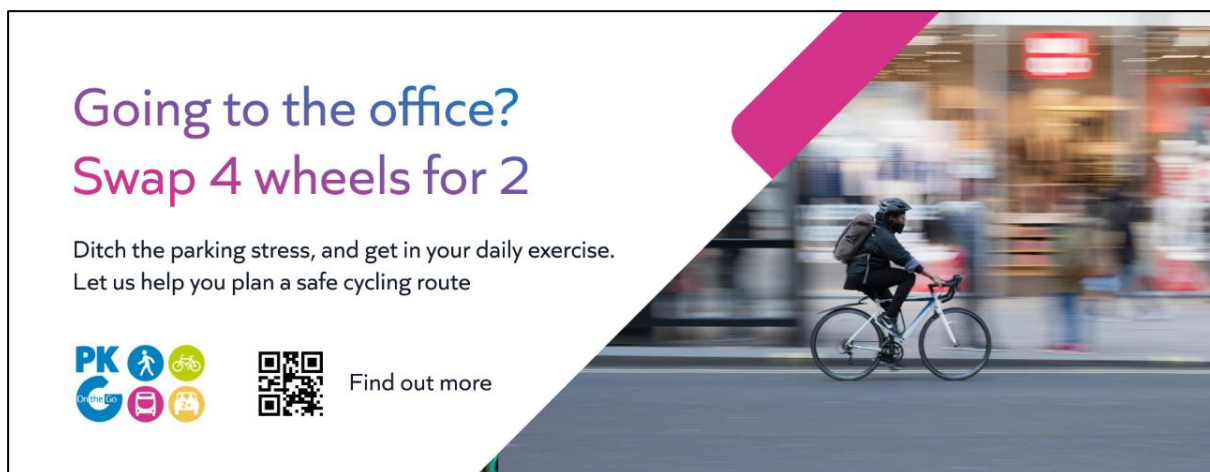


Figure 4 - Call to Action Campaign Active Travel

Travel like you've been here before

Not knowing how to get around can distract from your visit, let our travel assistant be your local transport guide.

Find out more

You should be on the bus now!

Your bus will take **36 min** and 8 stops to get to [Perth Train Station](#)

[Track journey progress](#)

Figure 5 - Call to Action Campaign Leisure

Plan a journey

Public Transport Guidance

Popular Destinations

Tickets & Timetables

Perth & Kinross Council

You do the shopping, we'll do the trip

[Explore your journey options](#)

Using public transport to get to the shops is a great way to save money, reduce your carbon footprint, and get some exercise. Here's some information to help you plan your trip.

Leave the car at home

Planning a shopping trip

You can try an e-bike for a full week through our short-term hire scheme, giving you the chance to experience electric cycling in your everyday routine before committing to a purchase. The one-week trial lets you test commuting routes, hills, battery range, comfort, and overall fit—helping you decide whether an e-bike is right for you.

If you enjoy the experience, you can then choose to buy your own e-bike through the Bike to Work Scheme, spreading the cost and making the transition to greener, easier commuting even more affordable.

[Explore journey options](#)

Use the park and ride

Reduce the stress of parking

Purchasing a parking pass for university campus provides convenient, long-term access to designated parking areas, helping you avoid daily permit fees or the uncertainty of finding short-term spaces. Most universities offer a range of permit options—such as annual, semester, or staff and visitor passes—so you can choose one that best fits your needs and schedule.

Once purchased, parking passes typically allow access to specific lots or zones and may include digital or physical permits for easy use. Securing a pass in advance ensures smoother travel to and from campus and helps you plan your commute with confidence.

[Explore journey options](#)

Our travel assistant app

We know public transport so you don't have to

Purchasing a parking pass for university campus provides convenient, long-term access to designated parking areas, helping you avoid daily permit fees or the uncertainty of finding short-term spaces. Most universities offer a range of permit options—such as annual, semester, or staff and visitor passes—so you can choose one that best fits your needs and schedule.

Once purchased, parking passes typically allow access to specific lots or zones and may include digital or physical permits for easy use. Securing a pass in advance ensures smoother travel to and from campus and helps you plan your commute with confidence.

[Explore journey options](#)

Plan a journey

Public Transport Guidance

Popular Destinations

Tickets & Timetables

Perth & Kinross Council

Going to the office? Swap 4 wheels for 2

[Explore your cycle options](#)

Using public transport to get to the shops is a great way to save money, reduce your carbon footprint, and get some exercise. Here's some information to help you plan your trip.

Avoid the car park stress

Planning a safe cycle to work

Want to use multimode?

Not the best way to start your day

You can try an e-bike for a full week through our short-term hire scheme, giving you the chance to experience electric cycling in your everyday routine before committing to a purchase. The one-week trial lets you test commuting routes, hills, battery range, comfort, and overall fit—helping you decide whether an e-bike is right for you.

If you enjoy the experience, you can then choose to buy your own e-bike through the Bike to Work Scheme, spreading the cost and making the transition to greener, easier commuting even more affordable.

[Explore journey options](#)

Use Cycle Streets to plot a route

Purchasing a parking pass for university campus provides convenient, long-term access to designated parking areas, helping you avoid daily permit fees or the uncertainty of finding short-term spaces. Most universities offer a range of permit options—such as annual, semester, or staff and visitor passes—so you can choose one that best fits your needs and schedule.

Once purchased, parking passes typically allow access to specific lots or zones and may include digital or physical permits for easy use. Securing a pass in advance ensures smoother travel to and from campus and helps you plan your commute with confidence.

[Explore journey options](#)

Understand how to commute with public transport and bikes

Purchasing a parking pass for university campus provides convenient, long-term access to designated parking areas, helping you avoid daily permit fees or the uncertainty of finding short-term spaces. Most universities offer a range of permit options—such as annual, semester, or staff and visitor passes—so you can choose one that best fits your needs and schedule.

Once purchased, parking passes typically allow access to specific lots or zones and may include digital or physical permits for easy use. Securing a pass in advance ensures smoother travel to and from campus and helps you plan your commute with confidence.

[Explore journey options](#)

Figure 6 - Campaign Web Pages

DESTINATION PARTNERS

[Travel information hub](#)
[Patient Travel](#)
[Staff Travel](#)
[Travel notices](#)

NHS Tayside

Travel information hub

[Share](#)

Travel map

Travel destinations [Show map filters](#)

Plan your journey

Journey type

Add your appointment details

Avoid the stress of parking and plan a journey using public transport to get you to your appointment

From To

[Show advanced options](#)

Patient travel

Some content about student travel and the different options available in this space

[View details](#)

Staff travelling to work

Some content about student travel and the different options available in this space

[View details](#)

Parking

Some content about student travel and the different options available in this space

[View details](#)

Recent travel notices [View all](#)

Ben Venue car park closure

Campus car park on the main street is closed for two weeks due to maintenance. This should be re-opened on Monday 24th Nov 2025.

Posted 1 week ago

Perth road limited access

Freshers week will see a limited access from Aug 21st - Aug 28th 2025. Alternative routes should be taken to avoid traffic.

Posted 3 weeks ago

Sign up for travel alerts from this destination

Appointment letter

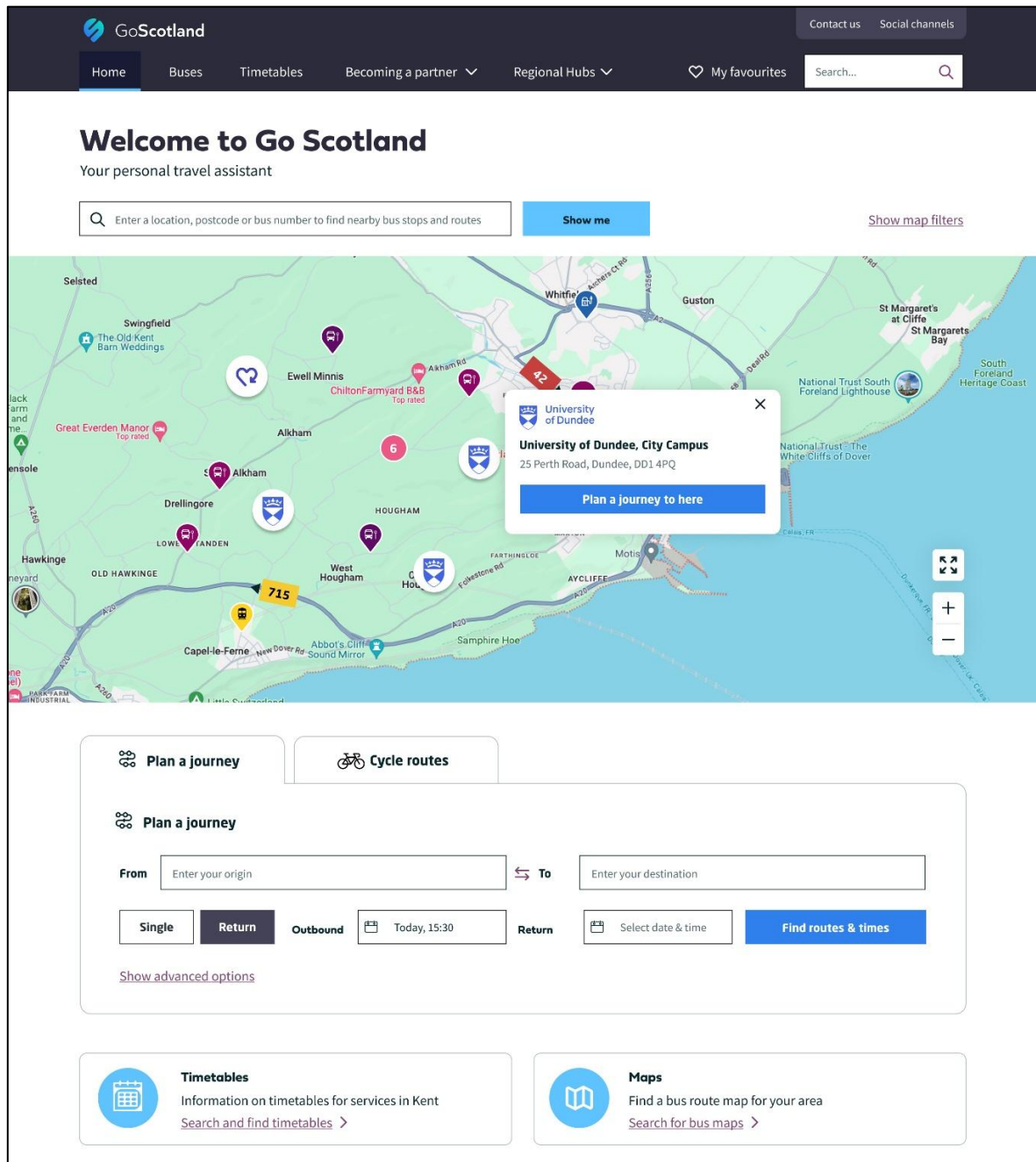
Avoid the travel stress

why not use public transport to get to your appointment

Scan the QR with your phone camera or visit [GoScotland.com/CameronHospital](#)

Figure 7 - Destination Partner Pages

JOURNEY PLANNING



The screenshot shows the GoScotland website interface. At the top, there's a navigation bar with links for Home, Buses, Timetables, Becoming a partner, Regional Hubs, My favourites, and a search bar. Below the navigation bar, a welcome message reads "Welcome to Go Scotland" and "Your personal travel assistant". A search bar prompts the user to "Enter a location, postcode or bus number to find nearby bus stops and routes", with a "Show me" button and a link to "Show map filters".

The main content area features a map of the Dundee area. A pop-up window for the "University of Dundee, City Campus" is displayed, showing the address "25 Perth Road, Dundee, DD1 4PQ" and a "Plan a journey to here" button. The map includes various landmarks and bus routes.

Below the map, there are two main sections: "Plan a journey" and "Cycle routes". The "Plan a journey" section includes a form with "From" and "To" input fields, a "Single" button, a "Return" button, an "Outbound" button, a date and time selector set to "Today, 15:30", a "Return" button, a "Select date & time" button, and a "Find routes & times" button. A link to "Show advanced options" is also present.

At the bottom, there are two additional sections: "Timetables" and "Maps". The "Timetables" section provides information on timetables for services in Kent and includes a link to "Search and find timetables". The "Maps" section offers a way to find a bus route map for a specific area and includes a link to "Search for bus maps".

Figure 8 – Journey Planner Web View

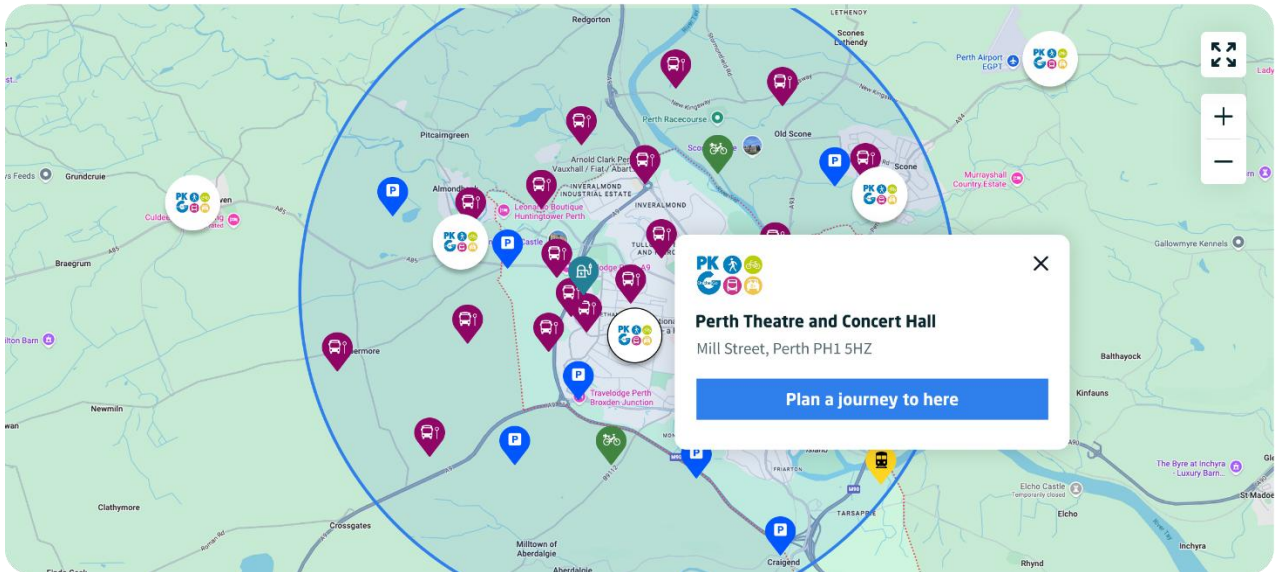


Figure 9 - Journey Planning by DOI

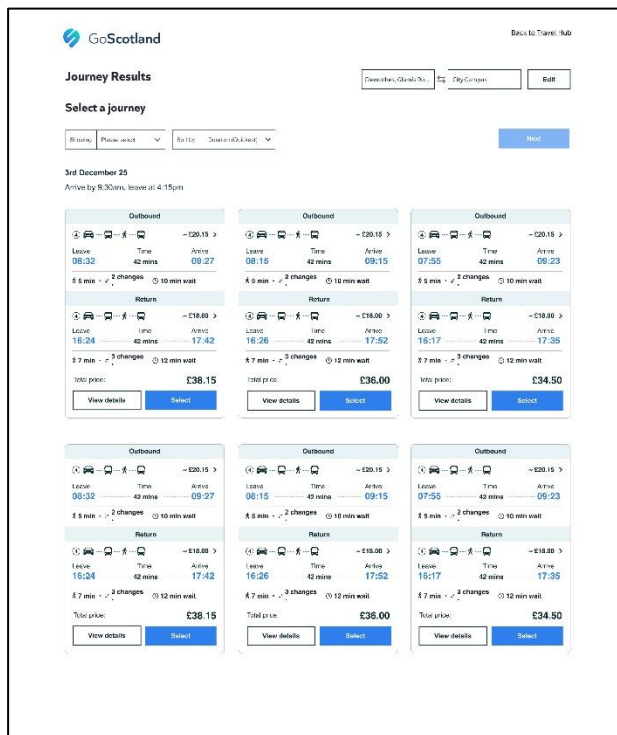


Figure 10 - Journey Planning Results

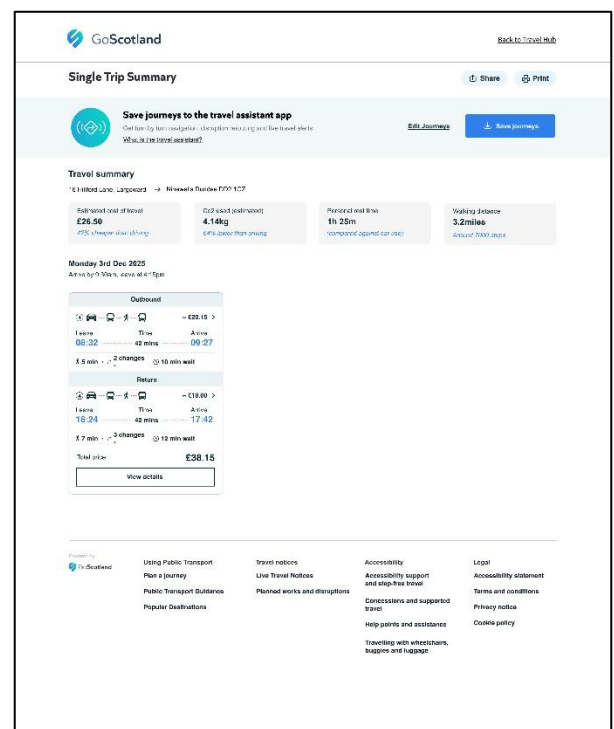


Figure 11 - Journey Summary

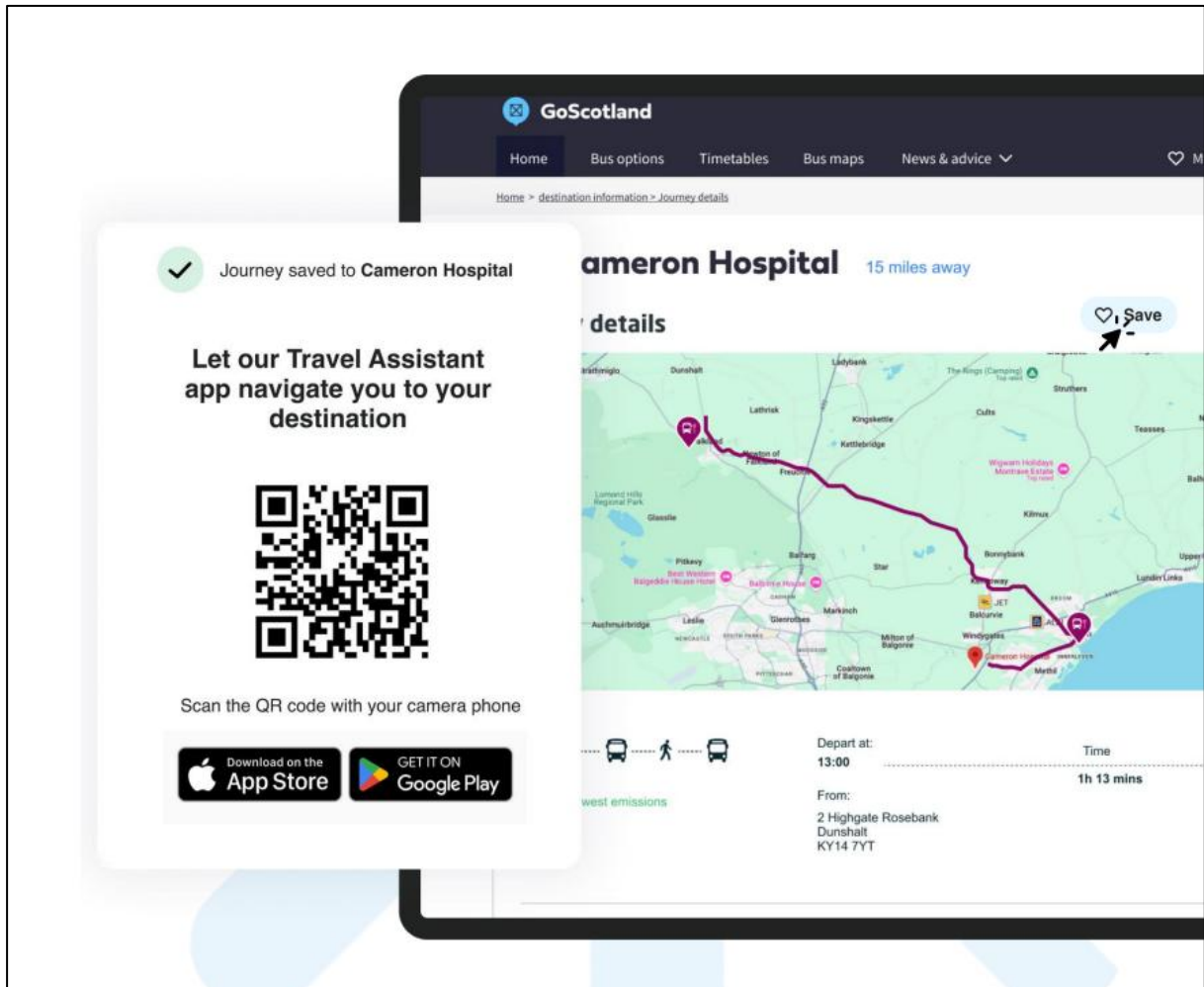


Figure 12 - Saving Journey to Travel Assistant

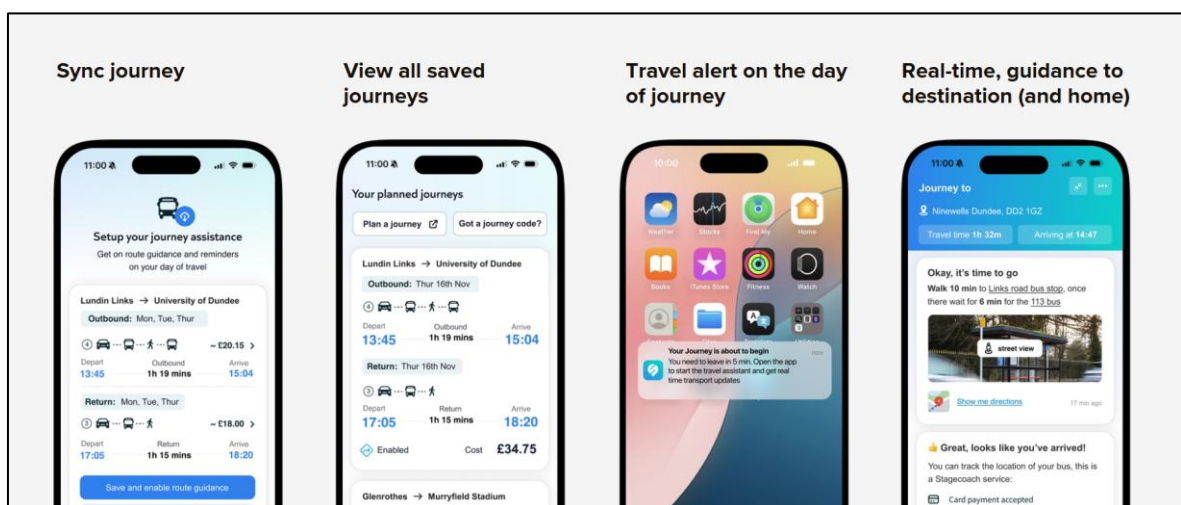


Figure 13 - Sync to Travel Assistant

TRAVEL ASSISTANT

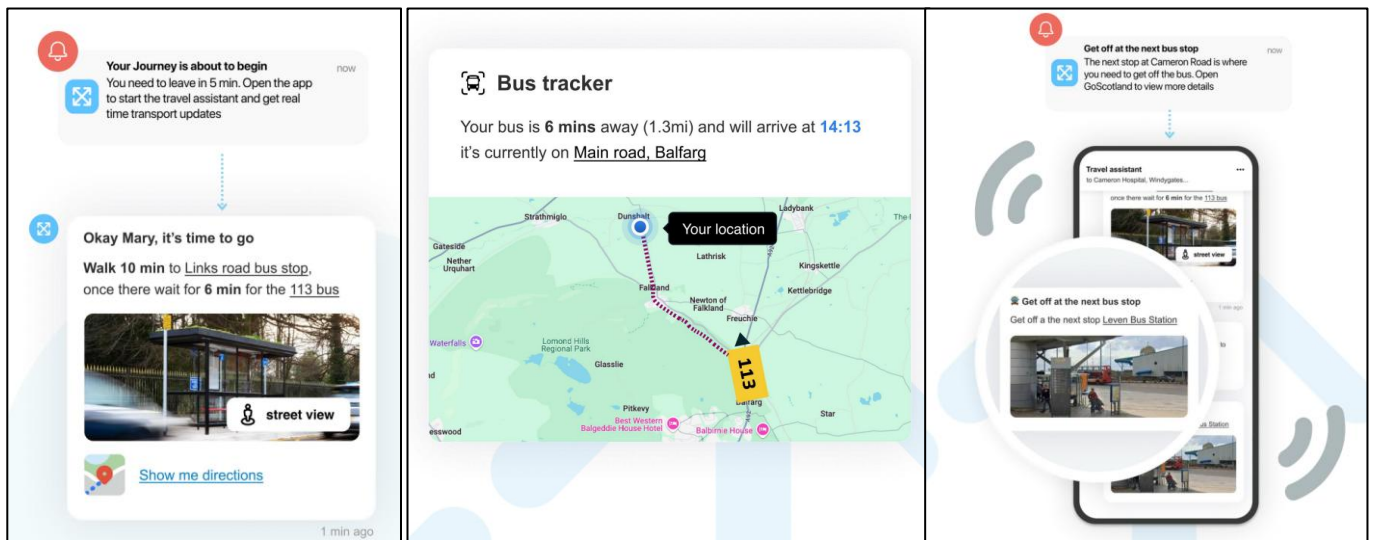


Figure 14 - Travel Assistant Notifications

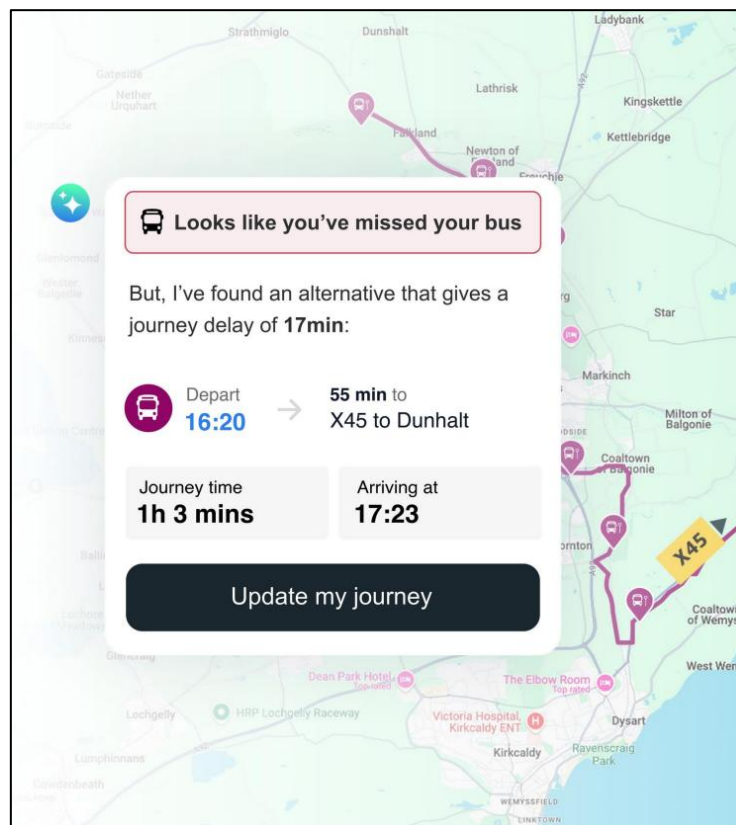


Figure 15 - Disruption Replanning

QR CODE SUPPORT

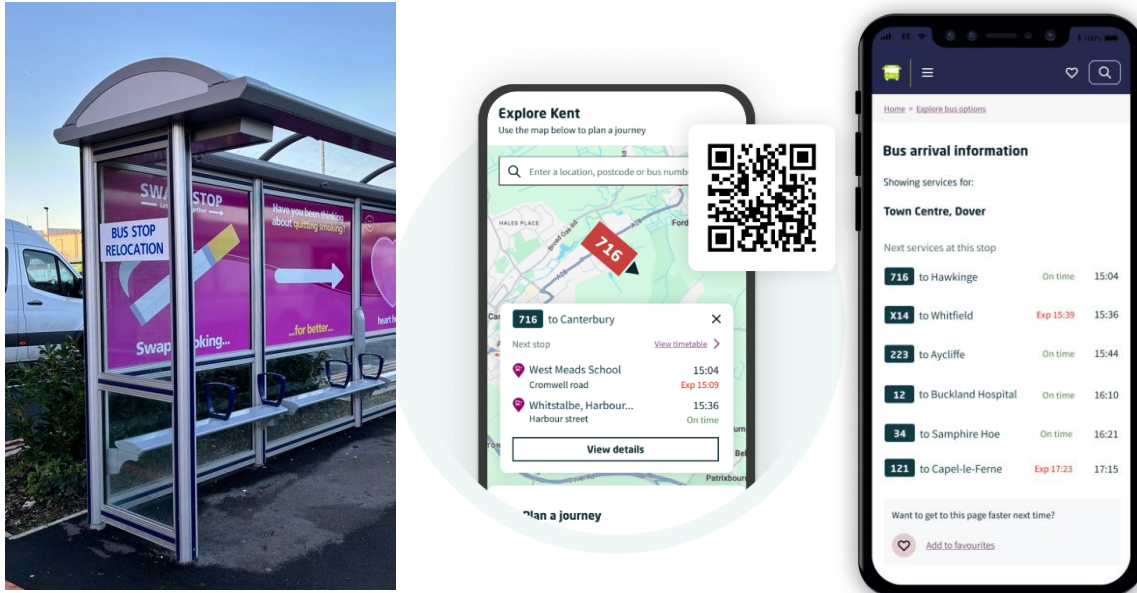


Figure 16 - Supports Bus Stop QR Codes