redoptima

RedOptima Pricing

The Proactive Road Safety Data Layer for Transport Authorities, Urban Planners and Developers, Police and Crime Commissioners.

1. Comprehensive Authority Pricing

RedOptima is provided as an authority-wide SaaS subscription based on total population. This model ensures that road safety insights are available to all relevant departments without the friction of per-user costs.

Item	Unit	Price (excl. VAT)
Annual Subscription	Per Capita (Resident)	**£0.08**

- **Unlimited Licences**: The subscription includes **unlimited user licences** across the entire authority, encouraging cross-departmental collaboration.
- **Third-Party Access**: Access can be extended to authorised third parties (e.g. consultants or police forces) at no extra cost, subject to standard Non-Disclosure Agreements (NDAs).
- **Minimum Charge**: A minimum annual fee of **£5,000** applies to smaller authorities*.
- The population for pricing purposes is defined as the total usually resident population within the administrative boundary of the local highway authority. To ensure consistency and transparency, RedOptima uses the most recent annual mid-year population estimates published by the Office for National Statistics (ONS) for England and Wales. At the time of this application mid-year 2024 estimates are being used.

2. Embedded Expertise & Training

RedOptima recognises that many councils lack the budget for dedicated data scientists or expensive remote sensing datasets. Our pricing includes the expertise required to utilise the data effectively:

- **Initial Onboarding (Months 1-3)**: Intensive training and education for **2–5 key personnel** to ensure successful integration.
- **Annual Continuous Learning**: Ongoing training for **1–2 people per new department** (e.g. Planning, Active Travel, or Maintenance) as the service is adopted authority-wide per additional year.
- **Complimentary Upskilling**: Includes training on tools like **QGIS** to ensure staff can interpret risk scores without needing additional expensive software.
- **Ongoing business and technical support**: Fortnightly, monthly, and quarterly strategy and technical support sessions routinely offered as part of the package.

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3. Value for Money & Economic Accessibility

RedOptima solves the fiscal impossibility many councils face when trying to build proactive safety models in-house:

- **Democratising High-End Data**: Procurement of raw satellite imagery or specialised sensor data is prohibitively expensive for most local authorities. RedOptima provides this processed Big Data insight at a fraction of the market cost.
- **Unrivalled Historical Depth**: Building a system with consistent data back to **2011** is impossible for a new in-house project; RedOptima provides this historical benchmark instantly.
- **Removing the Data Scientist Gap**: Our automated AI collision risk modelling replaces the need for councils to hire scarce and expensive data science specialists, delivering ready-to-use predictive metrics directly to transport planners.

4. Social Value: Saving Lives & Reducing Economic Burden

As part of the **Vision Zero** and **Safe Systems** approach, RedOptima contributes directly to the social and economic well-being of the community:

- **Proactive Intervention**: By shifting from reactive STATS19 data to proactive risk scoring, councils can intervene before a collision occurs, directly reducing injuries and fatalities.
- **Economic Impact**: Every fatal collision prevented saves the UK economy approximately **£2M** in emergency response, healthcare, and lost output.
- **Equitable Safety**: Our 100% spatial coverage ensures that rural or low-traffic roads receive the same level of safety analysis as major urban junctions.

5. Discount Schemes

Discounts may be combined for a cumulative benefit.

- **Marketing Programme (3.5%)**: For buyers providing case studies or press releases.
- **Multi-Year Advance Payment (26.6%)**: For multi-year commitments (typically 3 years) paid in full upfront.

6. Pricing Example (100,000 Residents)

- **Base Price**: 100,000 residents x £0.08 = **£8,000 per year**.
- **With Marketing Discount (3.5%)**: £8,000 - £280 = **£7,720 per year**.
- **3-Year Advance Deal (including Marketing Discount)**: £7,720 x 3 x (1 - 0.266) = **£16,999 total**.
- Effective total discount: 30.1%.

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7. Data Insight Consulting Services

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RedOptima recognises that situations arise where a client will require deep expertise alongside their in-house resource to support specific challenges, such as funding bids, annual prioritisation, or capital projects.

- **Consulting Day-Rate**: £1,200 per day (blended rate).
- **Minimum Engagement**: RedOptima reserves the right to implement a half-day minimum.

The programme of works is agreed beforehand and includes support such as validating data sets, automating internal data collection, performing data quality checks, and providing enterprise-level analysis to inform strategic planning for cross-departmental road safety operations.

**As of 2026, the £5,000 minimum charge applies to the following councils where the per capita calculation falls below the threshold: Merthyr Tydfil, Clackmannanshire, Rutland UA, Eilean Siar, Shetland Islands, Orkney Islands, City of London, and Isles of Scilly UA.*

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