



**Solent  
Transport**  
*a partnership*

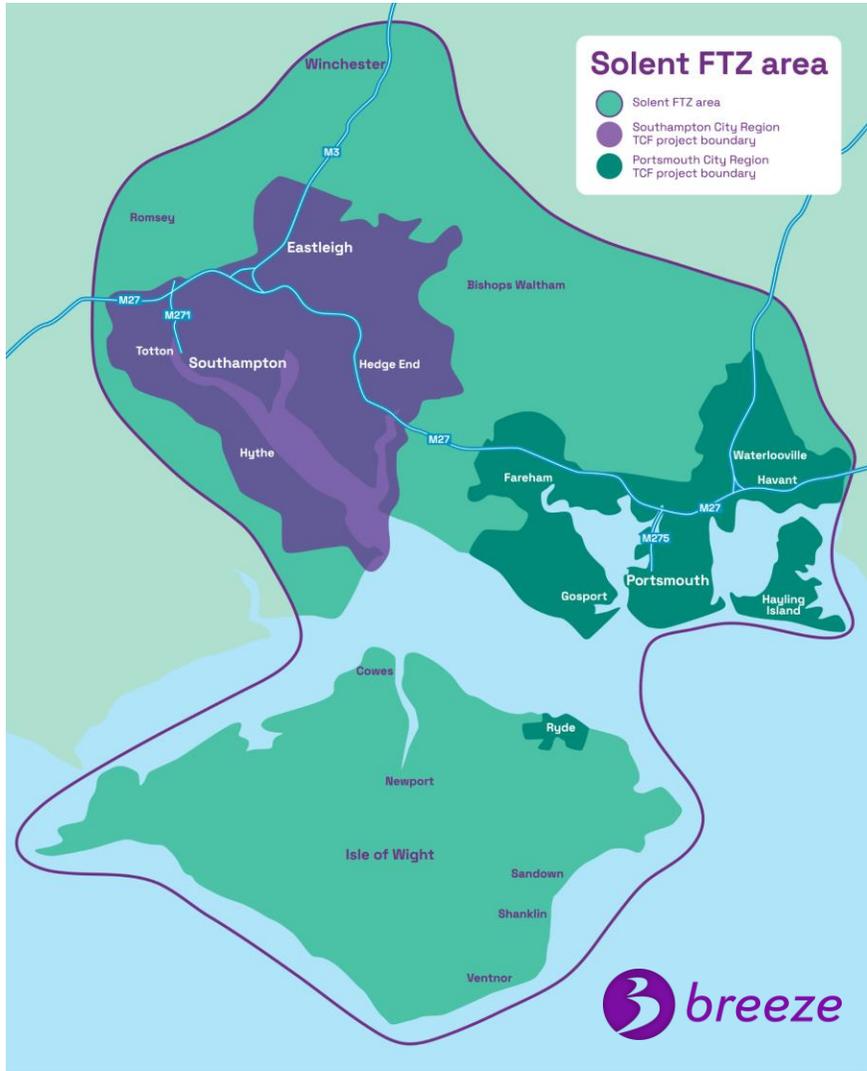
# **Solent FTZ: Mobility Credits scheme implementation and results**

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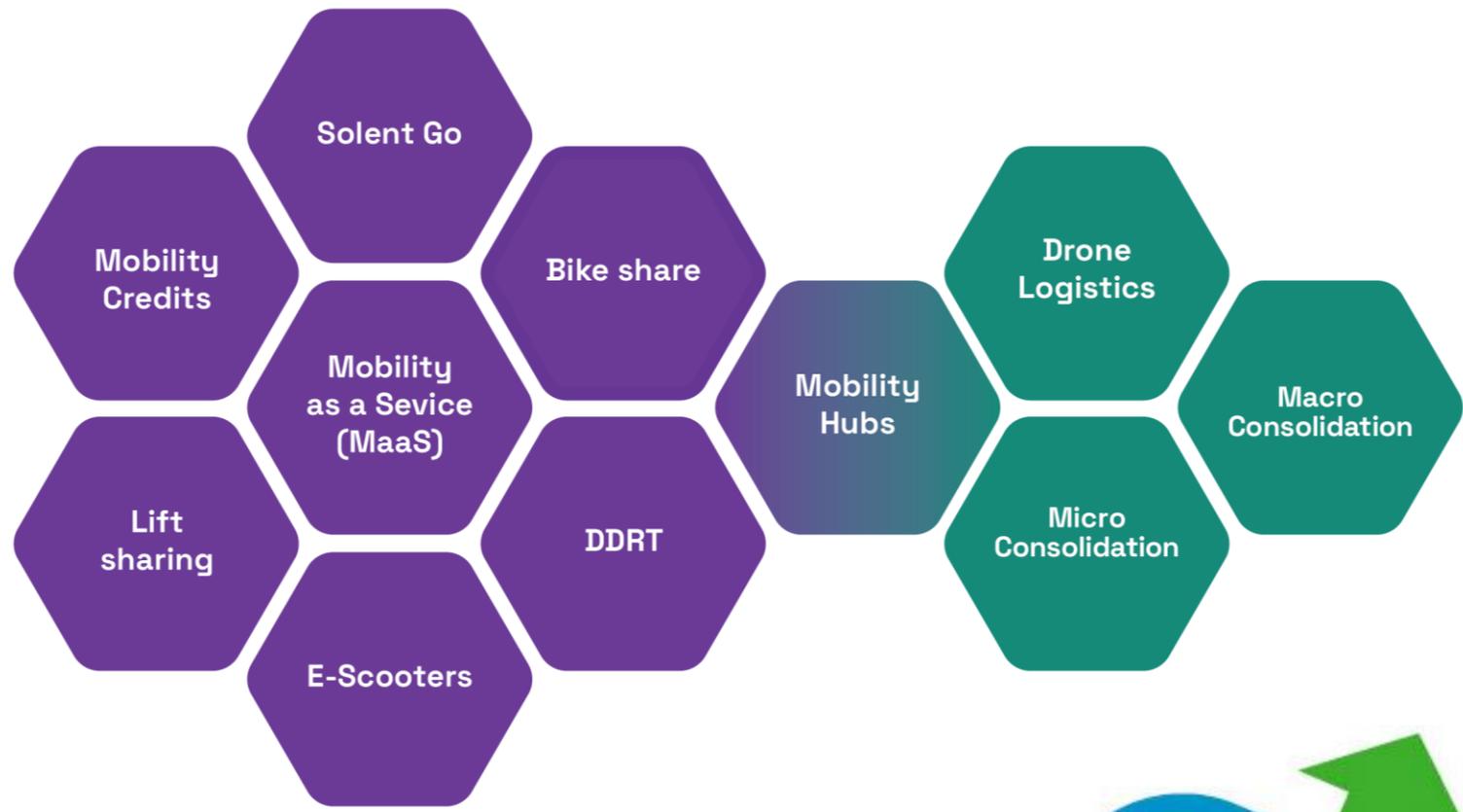
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# The Dft Funded Solent Future Transport Zone – A £28.8million programme

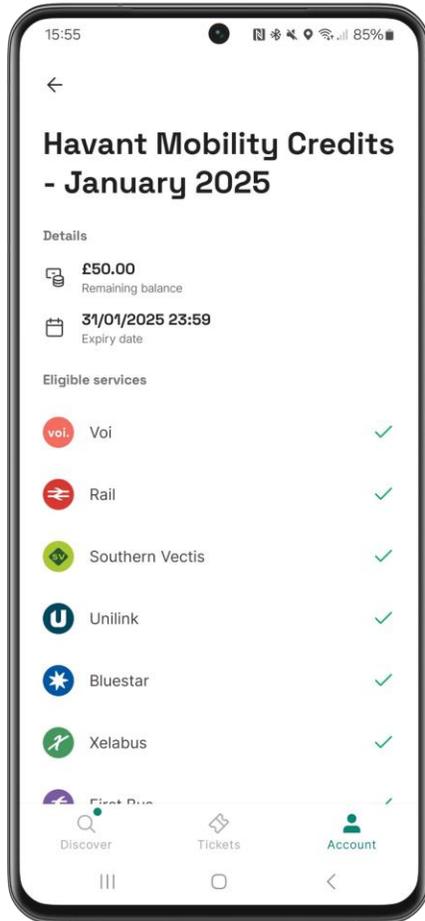


## Theme 1 Personal Mobility

## Theme 2 Sustainable Urban Logistics



# Project Overview



- Participants across Havant, Portsmouth, Southampton and the Isle of Wight receive **£50** of ‘travel credits’ each month for **12 months** (£600), **delivered through a MaaS app**:
  - Credit **expires on the last day of the month** but can be used to purchase tickets for travel in the future (e.g. non-activated tickets).
  - Can be used for **multiple travellers** provided that the participant in the trial is also making that journey.
- The scheme is available to a closed audience of residents **aged under 30** and in **receipt of Council Tax Support**.
- Requirement to complete **4 surveys**.



**Solent Transport Mobility Credits Trial – Participant Survey Findings (760 in total)**



**97%**

Applied using a Mobile Phone

**39%**

Have a physical or mental health condition



**84%**

Don't have access to a car or van



**30%**

Spend over £50 per month on public transport



**12**

Applicants are in Full Time Paid Employment



**127**

Applicants are in Part Time Paid Employment



**89%**

Identify as the Female Gender

**100%**

Have access to a smartphone



**13%**

Had already heard of, and installed, the Breeze app

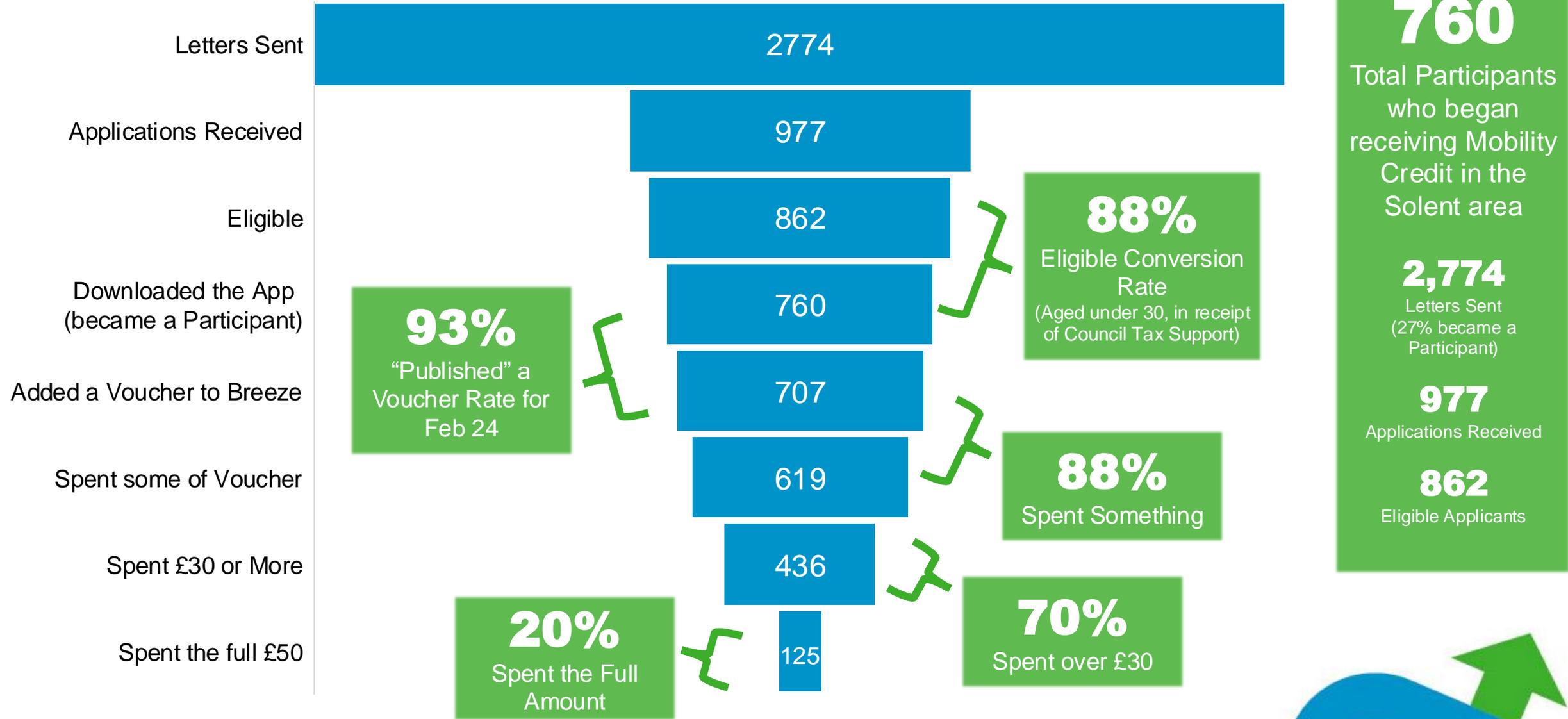


**88%**

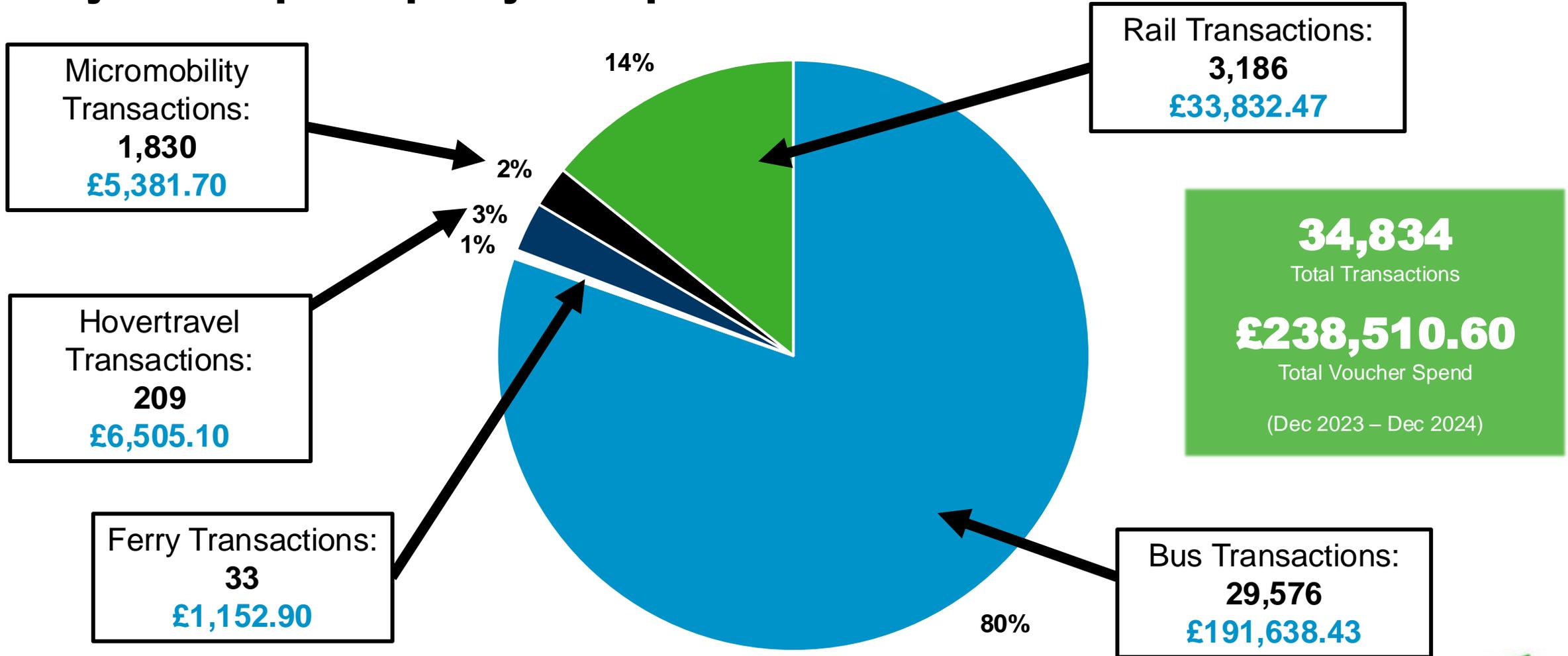
Are White British

# Mobility Credit Participant Recruitment Process

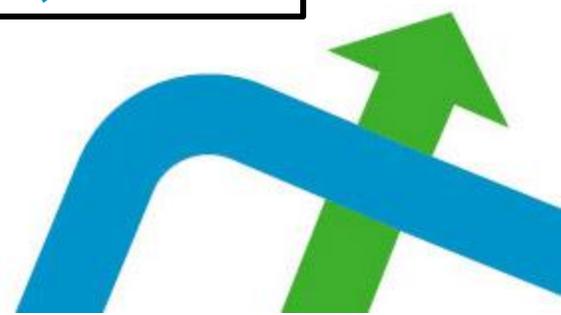
All Trial Groups - Spend in February 2024



# Mobility Credit Spend Split by Transport Mode:

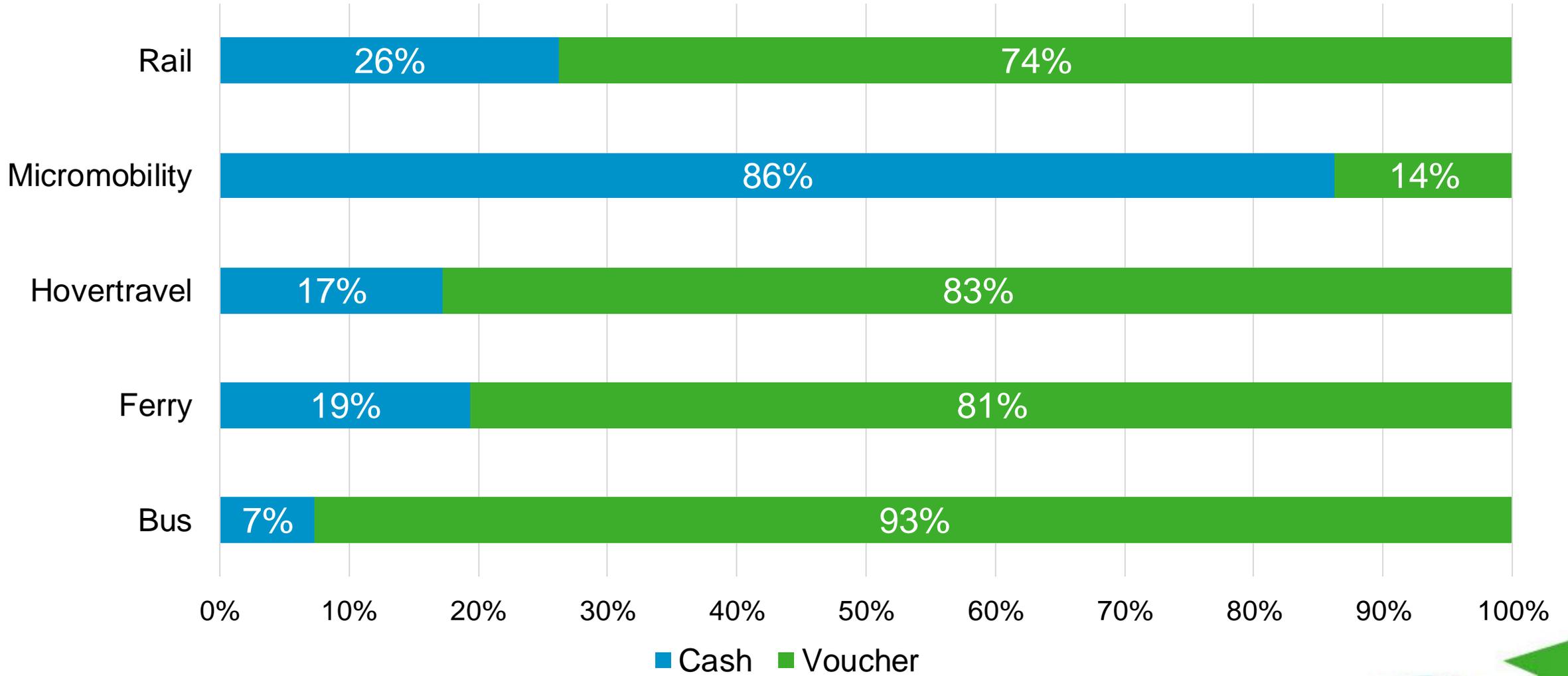


■ Bus   Ferry   ■ Hovertravel   ■ Micromobility   ■ Rail



# Share of Sales by Mode

(% of Total Spend, Dec 2023 – Dec 2024):



**Solent Transport Mobility Credits Trial –  
All Trial Groups Mid-Point Survey Findings**

 **604**

Participants responded to the survey and continue in the scheme for another six months

**47%**

Said the main reason for travel is to support their Children

 **42**

Participants have started either Full-Time [7] or Part-Time [35] Paid Employment since the start of the trial six months ago

 **454**

Participants said that they use the bus more often since the start of the trial, with 7 respondents taking a bus for the first time

 **51%**

Of those that have access to a vehicle, 51% said they have used their car less since the start of the trial

 **401**

Participants have spent some of their own money on a taxi during the trial period, with 51 spending £50 a month

**52%**

Of Participants use the train more often

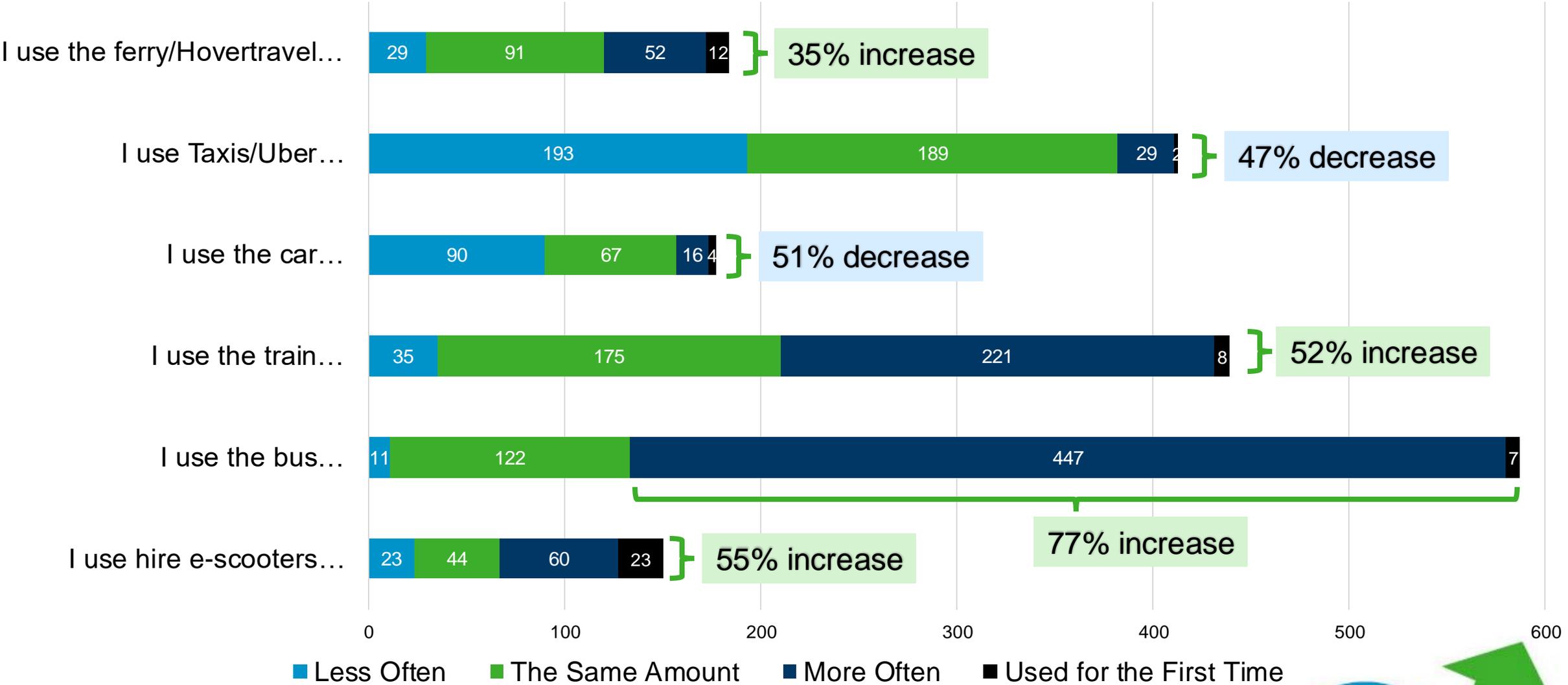
 **58%**

Said they were very likely to continue to use the Breeze app after the trial has ended

 **54%**

Suggested that the Monthly Credit should be increased to take in to account larger families, or school holidays

# Changes in Transport Usage (All regions)

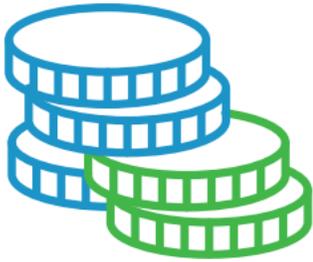


# Summary of 12 Month Findings

- 63% of survey respondents said that they **intend to continue using the bus as often, or more than, they did during their trial**, highlighting a positive shift in the regular use of public transport.
- 97% said that Mobility Credits had a **positive impact on their overall wellbeing**.
- 53% said that Mobility Credits had a **positive impact on their ability to access employment**.
- Of those who experienced a change in their employment status, 50% said Mobility Credits influenced this change to a considerable extent.



# Core Findings (so far)



Enabling **real-world purchasing behaviour** is crucial



**Educating participants** at the application stage is vital



Wider impacts require further **study with different demographics** (due to consistency of current findings)



# The Future: New trials for 1,000+ residents in 2025...



**Active Pompey Neighbourhood**  
250 Participants



**Portswood Project (Bus Gate & ATZ)**  
250 Participants



**Woolston Travel Hub**  
100 Participants



**Southampton City Council Employment Support Team**  
65 Participants (16-24), 240 Participants (25-49) and 100 Participants (50+)



**Foodbanks (x3)**  
300 Participants





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**If you have any questions, please get in touch!**

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To find out more  
visit:

