



**Solent
Transport**
a partnership

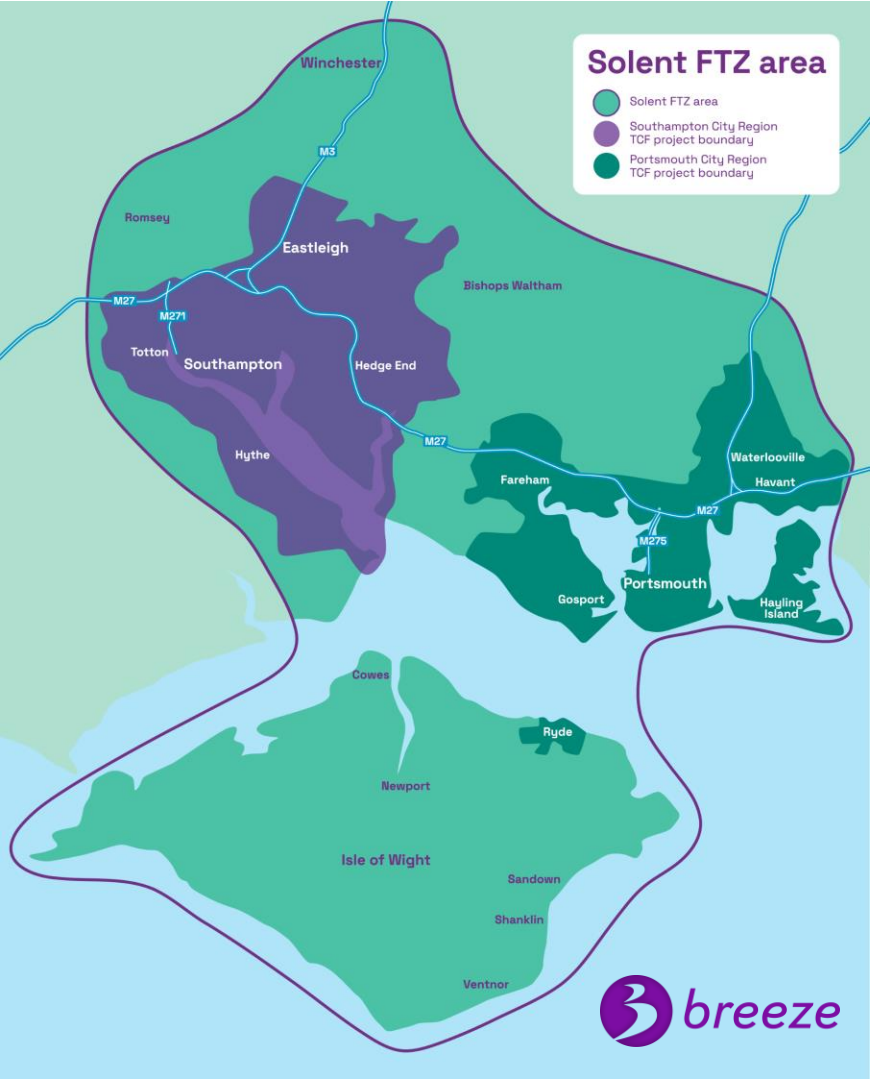
Solent FTZ: Mobility Credits scheme implementation and results

Luke Redfern

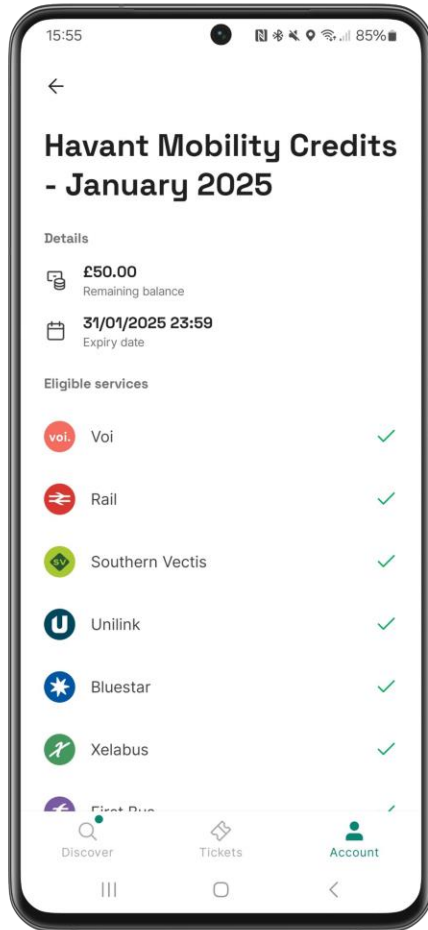
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The Dft Funded Solent Future Transport Zone – A £28.8million programme



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

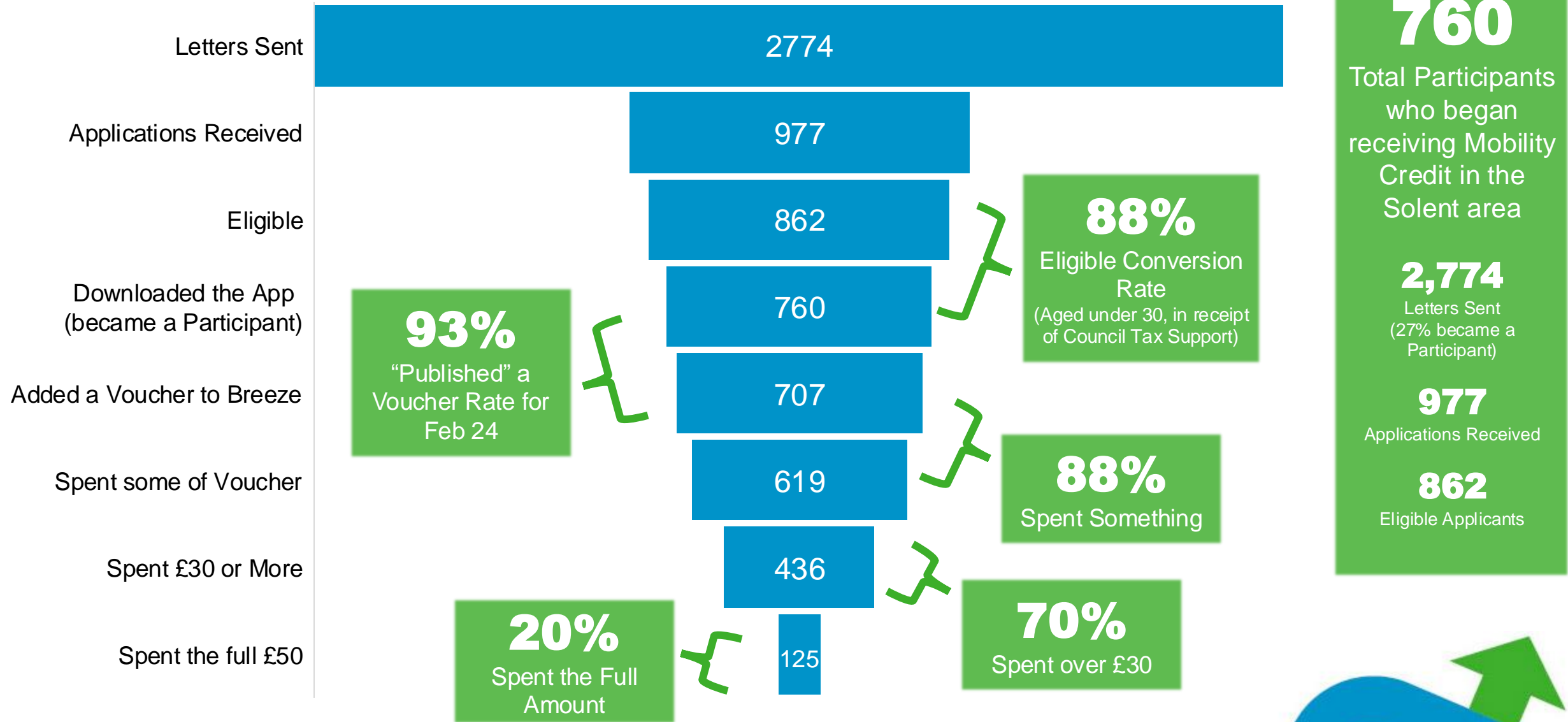


88%

Are White British

Mobility Credit Participant Recruitment Process

All Trial Groups - Spend in February 2024



Hampshire
County Council



ISLE of
WIGHT
COUNCIL



Portsmouth
CITY COUNCIL

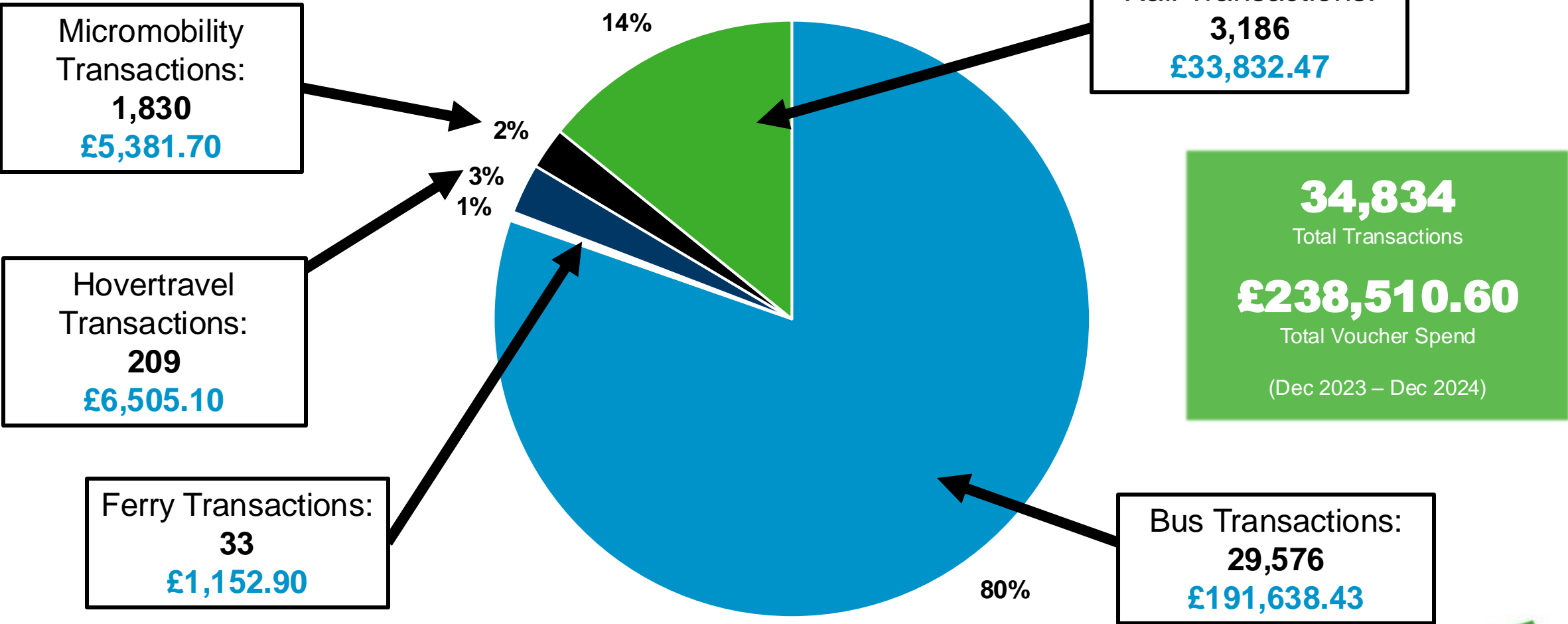


SOUTHAMPTON
CITY COUNCIL



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Mobility Credit Spend Split by Transport Mode:

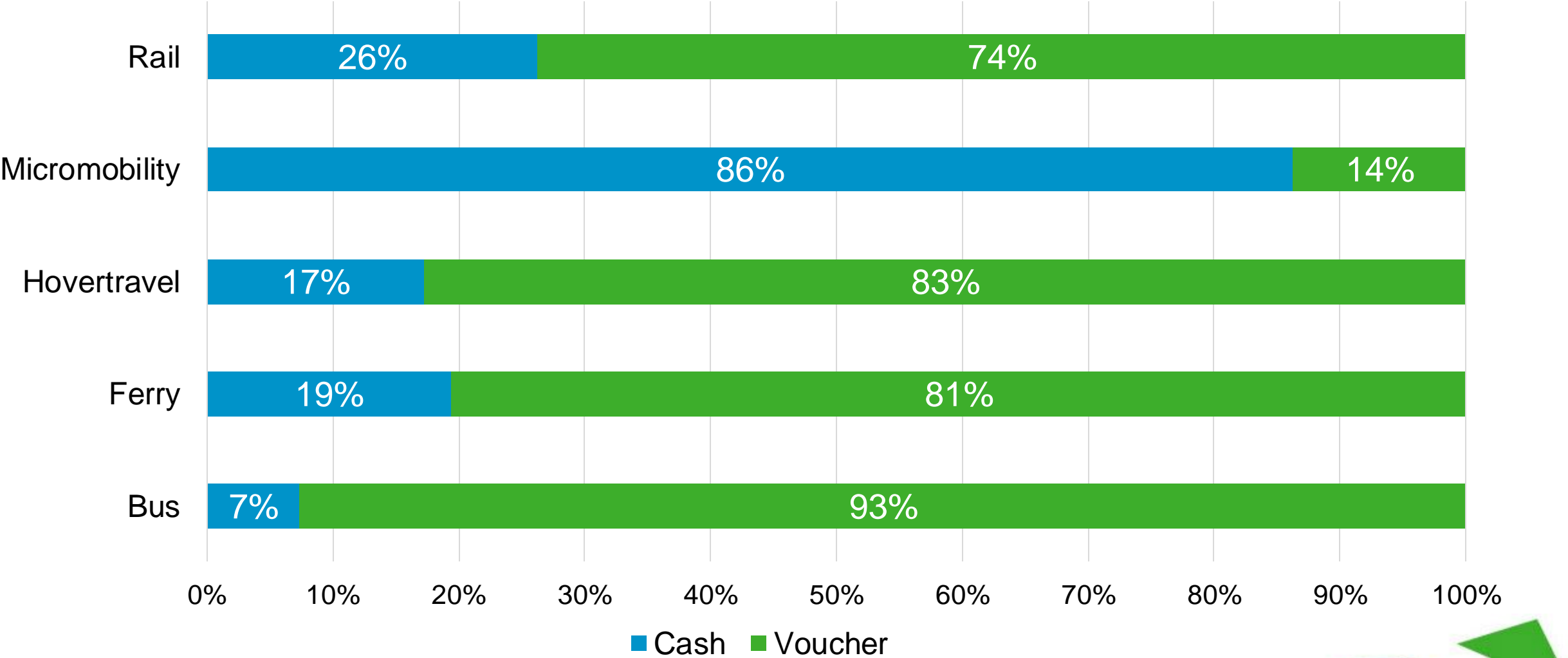


■ Bus Ferry ■ Hovertravel ■ Micromobility ■ Rail



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%

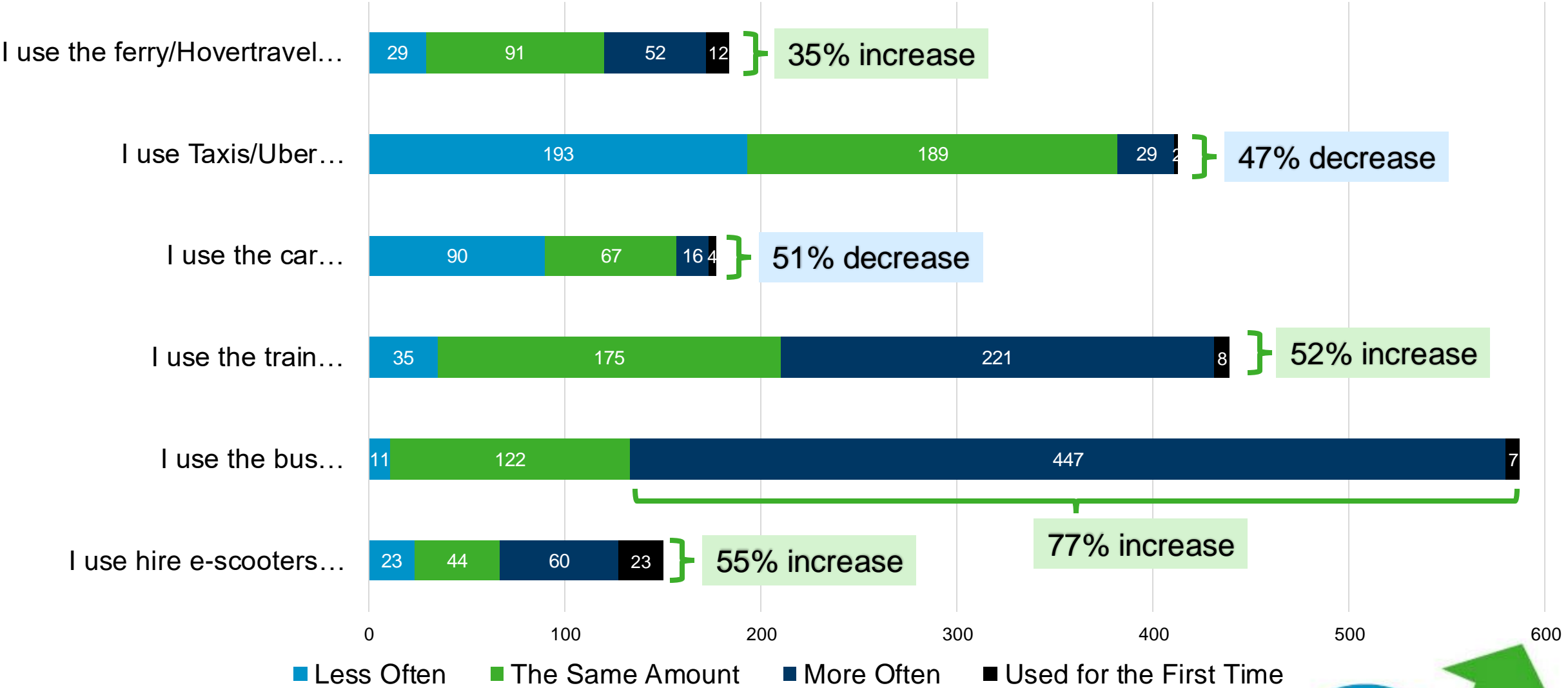
Said they were very likely to continue to use the Breeze app after the trial has ended



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)

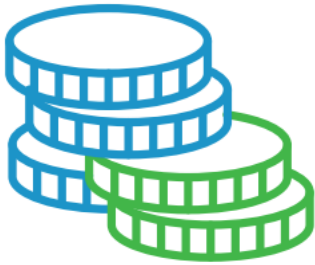


Summary of 12 Month Findings

- 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



Portwood 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:

