

Novoville Platform Driving Sustainable Mobility in the West Midlands

The West Midlands Combined Authority (WMCA)

The **West Midlands** is a region in England comprising seven metropolitan councils, i.e. Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, and Wolverhampton. The WMCA is responsible for delivering public transport services and aims to reduce congestion while providing efficient connections for residents and businesses.

Challenges:

Novoville conducted extensive research, including stakeholder interviews, citizen consultations, and technical workshops, to identify the challenges faced by the WMCA. The key challenges were:

- Lack of integration between public and private transportation services.
- Inconvenience in finding available parking spaces.
- Fragmented commuting apps.
- Limited engagement with users of alternative transportation modes.
- Limited parking enforcement integrations and revenue management systems.

Technical Solution:

Based on the identified challenges, Novoville developed a comprehensive mobility solution to address the specific needs of the WMCA. The solution included the following components:



Citizen Apps: The SwiftParking mobile app was introduced to provide a seamless parking experience across the region. It allowed users to select parking locations and durations, with automated notifications for remote session extension. The app also serves as a digital wallet for users to top up funds and access alternative mobility services.



Integration with Swift: Novoville became the first vendor integrated into the Swift mobility ecosystem, enabling users to log in with their Swift credentials and pay for parking using their parking Swift wallet.



Integration Framework: Novoville provided templates and API integrations for third-party vendors to offer their transportation services within the Swift app. This will allow for easy integration of new modes of transport and ensure a unified user experience.



Pricing Strategy: The platform includes a sophisticated cloud management dashboard that enables administrators to manage complex pricing schemes based on different council areas, time of day, and vehicle types. The dashboard also facilitates refunds and support requests.



Analytics and Monitoring: The customisable analytics available on the dashboard provide insights into revenues, usage patterns and historical data correlations for each council. This data helps inform decision-making and formulate effective mobility strategies.



Stakeholder Training: Training was provided to 30 stakeholders and operators from various departments, ensuring smooth operations and support.

Results and Highlights:

The implementation of the Novoville platform in the West Midlands achieved significant results:

- **Rapid Deployment:** The first version of the platform was deployed within three months of contract assignment, demonstrating efficient project execution.
- **Increased Adoption:** The platform onboarded 50 out of 200 car parks in the region, with high usage in Dudley Council. Monthly revenues grew by an average of 20% per month post-COVID.
- **Seamless Integration:** Integration with the Swift ERP system allowed for consolidated wallet top-ups, ticket revenues, and usage data across councils.
- **Enhanced User Experience:** The platform simplified the parking experience and provided a unified gateway for accessing alternative transportation services, reducing the reliance on private cars.
- **Cost Savings:** The platform saved West Midlands authorities approximately £1 per parking ticket and commuters/users more than £0.20 per ticket.

Next Steps:

Novoville plans to continue expanding the platform's capabilities and services, including offering the first app that can switch between off-street and on-street parking spots. Additionally, the platform will explore partnerships with EV charging vendors to further promote sustainable mobility in the West Midlands.

Testimonial

"The solution we created with Novoville ticks all the boxes for commuters in the West Midlands. Users can park their car in seconds across the region, skipping the queue at the self-service kiosk and gradually removing the need for one. The dashboard allows us to monitor parking and financial operations effectively, and most importantly seamlessly roll out our services to more car parks as demand increases."

Matthew Lewis, Head of Swift, Transport for West Midlands