

MOBIQ

The Smart Mobility Newsletter from Mobiq Group Ltd

Bumper turn out at Business Travel Show 2018

The Business Travel Show has continued its return to former glory with another bumper year



at London's Olympia.

Held over the 21st and 22nd February the show attracted exhibitors and visitors from across the spectrum of business travel including airlines, hotels, ground transport and other business traveller support services.

Over 9,000 visitors from all across Europe attended this year's show, an increase of 6% on last year's show, and saw over 260 exhibitors and 150 speakers talking at 60 sessions held across the 2 days.

2018 marks the 24th year the show has been held - with annual growth in visitor numbers over the past 5 years of the show.

businesstravelshow.com

Mobiq works with Transport Systems Catapult on taxi and private hire research

Mobiq has been working with **Transport Systems Catapult** (TSC) to research innovation in the taxi and private hire sector and how the sector will integrate with the emerging Mobility as a Service (MaaS) landscape.

TSC is one of several industry innovation catapult agencies set up by the government to promote investment and innovation in strategic industries in the UK.



MaaS services aim to give people an enhanced choice of transport options so that they can reduce their reliance on personal cars switching to a combination of public transport, walking/cycling, long and short-term car hire, taxis and private hire vehicles.

Taxis and PHVs are crucial to the success of the scheme to fill in the gaps where public transport is too inconvenient and where journeys are too long for cycling: typically, when there is luggage involved or where transport is required outside core public transport hours.

Mobiq had a key role in making sure leading operators were consulted and their views considered and included in the project.

The Transport Systems Catapult is a neutral, not-for-profit technology and innovation company made up of technologists and business experts. TSC is undertaking applied research projects in collaboration with academia, SME's and industry with the aim of making the UK a world leader in transport innovation.

Current initiative areas include Connected and Autonomous Transport, Mobility-as-a-Service Platforms, an open transport data hub, SME & Scale-Up partnerships and academic alliances.

Watch this space for full findings from the research, the conclusions and follow-up MaaS actions from TSC.

ts.catapult.org.uk

New Director at Transport For All

Transport for All, the leading organisation championing the rights of disabled and older people who travel in London, has named **April Clifford** as their new Director.

April replaces outgoing Director Faryal Velmi, who was at TfA for 14 years, 10 of those as Director.

April said of her appointment:

"It's an honour and a privilege to be the new Director of Transport for All. For 15 years I've worked fighting for the rights of Disabled and Older people so it feels natural to join such a unique and valuable organisation tackling the specific issues of accessing transport; an area so key to accessing work, leisure, socialising – well the list is endless!"



"Throughout my career I have followed the work and successes of Transport for All and I'm looking forward to continuing to foster the hard work and dedication that has so impressed me."

Mobiq has worked with Transport for All on a number of inclusive travel projects, including specialist user forums on door to door transport provision for older and disabled people and a disability equality training programme for taxi and private hire drivers in London.

transportforall.org.uk

Mobiq partners with Ecoservice Group

Mobiq has entered into a partnership with **Ecoservice Group** to help promote their innovative shared mobility platform.

Ecoservice have built their new platform having experience operating some of North America's largest carshares, such as BMW Reachnow, AAA Gig and BCAA Evo in Vancouver with a fleet of over 1,000 vehicles service over 80,000 users.

The technology, named **Ecomobix** uses machine learning to learn and predict daily demand and enables operators to pro-actively manage their fleet into locations that will maximise revenue per vehicle.

A full range of operating modes can be configured on the platform: Station based, free floating, ride hail/ride share are available, offering the complete full technology stack.

"Working with Mobiq we can tailor our shared mobility solution to the precise customer needs and ensure these services run to their full potential" said Hayden Pham, VP Sales and Marketing.

ecogroup.co



Mobiq launches GDPR Readiness service

Mobiq has launched a GDPR Readiness programme for the ground transport sector, specialising in helping bus, coach, taxi and PHV operators get compliant for the new General Data Protection Regulations which come into force from 25th May this year.

With many operators, especially smaller and medium sized businesses, lacking in the resource needed to tackle GDPR, the Mobiq service helps make light work of getting compliant, with some simple to follow steps and template documents to capture the critical information.

Simon Haynes of Mobiq commented: *"A lot of taxi and PHV operators seem to be under the impression that the onus is all on their dispatch system or technology providers, but the operators will still have obligations as the Data Controllers and so it is vital they remain compliant and avoid the heavy penalties than can apply for breaches."*