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Technology Strategy Board

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Please ensure your submission is complete **and includes all required documentation for the relevant stage of the competition. Details of any additional documentation required (which could include appendices and finance forms) are included in the *Competition Guidance*.**

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Project Number (internal use only):	**42128-297580**	**Document ID (for office use only)**	**1401_SBRI_RIHS_SBRIP2ApplicationVers1.0.3.doc**

1. Application

Project Title: rTown

Project Duration : (months) 24

Total Contract Cost (£'s): £1,000,000

Proposed Start Date: 01/08/2015

What is the best way to describe your Innovation? Existing Technology new application

2. Details of Lead Applicant Organisation

Organisation: Name: AMS Consulting

Registered Address: Ashcote
Walford Road

Town/City: Ross-on-Wye **Postcode:** HR9 5PQ

County: Herefordshire **Country:** GB

Region: West Midlands

Company Registration: n/a **VAT Registration No:** GB 681726023

Website: www.rtown.org.uk

Size: Micro: < 10 Employees **Status:** Established: > 10 years

Main Activity: Information Consultancy

Business Sector: Technology - Hardware, Software an **Type of Organisation:** Private Sector

3. Contact Details

Title:	**Mr**	**Name:**	**Melvin Reynolds**
Position:	**Senior Consultant**		
Organisation:	**AMS Consulting**		
Main Correspondence Address:	**Ashcote**		
	Walford Road		
Town/City:	**Ross-on-Wye**	**Postcode:**	**HR9 5PQ**
County:	**Herefordshire**	**Country:**	**GB**
Phone:	**1989763120**	**Extension:**	
Mobile:	**7831577803**	**Fax:**	
Email:	**melvinr@ams-consulting.co.uk**		

Who made you aware of this competition? **Technology Strategy Board (direct contact)**

If other Please state who

4. Title and Abstract for Publication

Please provide a brief, public facing description of the project. Should your project be successful, this information will be made public once the award is confirmed. We reserve the right to amend the description before publication if necessary, but will consult you about any changes.

rTown.

The Action for Market Towns (AMT) study of Ross-on-Wye (we'll mostly use the old name, Ross) in 2012 indicated, when compared nationally, relatively low numbers of convenience and key-attractor shops in the town, and for footfall. The GVA Report "Measuring and improving town centre vitality and viability" recommended "Making town centres as accessible as possible to the widest number of users. Attracting footfall to a centre is fundamental and weak transport links, congestion and inadequate/costly parking can prove fatal to a centre's health."

Using Ross as the sample, rTown therefore brought together different disciplines to see if the necessary evil of using and parking a car can be used to increase footfall in small town centres, especially in a rural context.

The experience of our consultancy practice is that in multi-agency and multi-interest areas of challenge there is no 'silver bullet' of a technical nature: service innovation happens from understanding and changing both attitudes and practice — something with which appropriately well-designed technology may help. The feasibility project was therefore primarily about exploring technical and social integration and was deliberately not proposing potentially unreliable 'bleeding edge' technology; rather, it tried to see if appropriate technologies can be used in new ways to integrate services and enable small town centres to thrive.

The project set out to test the feasibility of integrating consumer navigation; real time parking data; merged parking/transport and incentive technology; goods-handling services, and development & integration of imaginative visitor-oriented services to increase tourist attraction. With some high risks and mitigations already identified, we will take these into phase 2.

Our fundamental proposal is to benefit end-users by: a) making in-town shopping and leisure extremely convenient; b) being economically attractive; and c) providing integrated access to information and support services that serve Ross as the exemplar Location. rTown: easy to get here, welcome to be here, great to stay here, Smart to shop here!

Although individual technical innovations can be important elements of re-imaging a high street, achievement of sustainable invigoration lies in integration of multiple strands of service provision into a coherent offering that provides a pleasing experience for all consumers, and economic benefit to businesses. Our focus is therefore on integration of new and emerging technologies into an innovative service offering specifically designed to scale to small town use. So, our output is not a single technical product or service but a whole-system approach to a Location. Our sub-contractors, though, have IP in specific, marketable, technical solutions for service components within the whole; each of which has been given an innovative twist by driving to integration at the point of use.

Because the requirements of different Locations will best be fulfilled by use of different technical products we will seek to deploy new developments that use standard interfaces, or readily available development kits; so creating a live test site for other UK innovations without technical risk to our own plans.

5. Description of Proposed Idea/Technology

Please provide brief description of your proposed idea/technology and how this addresses the outcomes as described in the competition documentation. You may wish to attach an image or diagram separately with the application form, in Appendix A, max 2 A4 pages.

In Phase 1 of rTown we tested the feasibility of integrating user navigation; real time parking data; merged parking/transport & incentive technology; goods-handling services; and tourist attraction and events. Our proposal for Phase 2 is that we proceed as envisaged in our Phase 1 proposal but with two significant areas of amendment, and one further area still requiring a decision in or before Phase 2:

- in view of trader ambivalence (in spite of consumer approval), reduction of the technical ambition related to the original LockerPoint to pilot a manually handled (but IT facilitated) town-wide collection, locker and delivery service (WP5);
- addition of IT facilitated tourist and accessible-to-all visitor guidance services (WPs 2 & 6);
- as the feasibility project concluded the Department for Transport sent a letter to all local authority parking managers which has placed an unexpected regulatory constraint on contract operation of off-street parking. We have identified options for addressing this in WP3 so that the original 'incentives to park' premise (WP4) can be retained in an elegant, 'single touch' manner using an integrated IT approach. If these options prove unviable a separate kiosk approach is still applicable in some locations, & worth implementing in Ross.

Our work will therefore comprise the following workpackage (WP) elements:

WP1 To ensure that we can validate the effects of our work we will again gather benchmarking data (repeating our 2012 and 2014, Phase 1, work) (and for Phase 2) using the People&Places (formerly Action for Market Towns) methodology. Project success criteria will be: increased footfall, longer stay, and better qualitative rankings. We will also compare the turnover and profit data from the members of the Association of Ross Traders participating in 2014.

WP2 The purpose of rTown is "the development of solutions that will enable regeneration [of the town centre], not ones that will provide the answer to specific infrastructure problems". However, it is important to ensure that infrastructure shortcomings highlighted by 2014 Benchmarking, the Town Plan and the GVA report are not a barrier to attracting footfall. If they are, then no amount of additional innovation will stem decline. Our feasibility study used user-centred consultation to develop a high level masterplan focussed on accessibility, congestion, signage, traffic routing and parking; this has been integrated into the Local Authority transport plan and we shall take forward only the signage aspects (including wireless access to guidance & WP6 apps).

WP3 This element seeks (following from WP2) to optimise use of existing car park facilities to encourage town centre use – including navigation guidance for the best route to suitable available places. Parking Data & Research International (PDRI) will build on its comprehensive existing data and lead work to integrate personal parking management, new parking payment, occupancy measurement and guidance systems.

WP4 Payment for parking in the town centre provides a reason to use out-of-town shops. In Phase 1 we validated that offering incentives to park would increase footfall. If the legal vehicle can be established we wish to use new technologies to associate parking with a credit voucher that can be repeatedly used in businesses in the town centre. In other words, a consumer's gain from paid-for parking accumulates, and businesses encourage footfall; we intend to implement this using ProxiSmart technology integrated with Parkeon parking systems - or as stand-alone kiosks. ProxiSmart have invested a further 540 days and £37500 in addition to Phase 1 work to take this forward.

WP5 The rise of internet shopping is inexorable and is certainly less controllable than out-of-town shopping. We shall build on the 'click & collect' paradigm (again, integrating incentive vouchers) but extend that to a physical 'hub' location where goods can be received, stored & then collected by customers (or, for a premium, delivered locally from there at a specified time). This addresses: a) consumers who wish to purchase from local businesses but whose lives prevent them from making face-to-face purchases; b) visitors wishing to make impulse purchases, but without transport immediately available; c) out-of-locality suppliers needing to make deliveries for those out at work. Such services are available on a limited & disjointed basis – we will provide a comprehensive solution for a Locality with our rTown 'TownTrolley' (intra-town porter) system and 'TownTeam' services.

WP6 Phase 1 Benchmarking reinforced the need for physical attraction & reasons to visit the town centre so innovation validated in our feasibility work will take place on visitor engagement. This activity will develop & deploy content using physical, electronic & augmented reality media, adding new reasons to spend time in the town. The physical signage (WP2) will enable location-specific visitor information to be delivered in multiple languages, & to those with physical and cognitive disabilities.

WP7 A TownTeam hub will act as an information, and service request & delivery, focus for the town centre. In Ross it will be located centrally so that a) public transport users can receive town vouchers as credits against their travel tickets; b) disabled High Street users can access mobility scooters; c) others needing assistance can engage a personal shopper for the town centre. The hub will be the base for local updating of the IT systems enabling (WPs 2 to 7); the town centre manager; maintenance; TownTrolley services; etc. Please see Appendix A

6. Scientific/Technical Project Summary

Please provide a structured summary of the technical basis of the project. This should outline the background to the technology, including what the innovation is, and the key deliverables. This would typically involve highlighting the research and development that will prove the scientific and commercial merit of the project. Also describe what might be achieved by deploying the innovation to address the technical challenges.

rTown seeks to apply appropriate new technology and associated services in a socio-political context, which requires that there be a temporal nexus of the right technology with social eagerness/willingness to adopt that technology; a slowly diminishing 19% of the UK population wants to know nothing of 'new' technology. Technical work will, by WP, comprise the following Task, Innovation, Challenge & Address elements(#):

WP1 # Task: The use of the People&Places methodology benchmarking in 2016 (and post-project in 2018). # Innovation & # Challenge: None technical, but just doing it during and after change! # Address: Project success criteria will be: increased footfall, longer stay, and better qualitative rankings.

WP2 # Tasks: Taking forward the signage will mean integrating modern physical signage with our expanded town-wide wireless (and backhaul telecoms) network to enable a) pedestrian & parking guidance related & b) location-specific visitor information and entertainment (WP6) to be delivered to decision points in the town. # Innovations: a) first known use of a parking route system of signing in the UK; b) to provide WP6 services. # Challenge: Optimising base-station locations to cover low relative broadcast power of mobile devices over mwWAN, wLAN & wPAN. # Address: By detailed repeat survey, & by open communication of risks and benefits.

WP3 # Task: Integrate personal parking management, new parking payment, occupancy measurement and guidance systems with comprehensive, existing, PDRI data. # Innovation: Prospective linking of parking management to a parking route system of signage with navigation beacons for smartphones and to real-time occupancy in signage and by phone; (done as separate implementation, not as a system). # Challenges: To minimise technical risk and achieve sufficient trust and interest. # Address: By open communication of risks and benefits and by seeking to identify pioneer adopters.

WP4 # Task: Resolve options for new regulatory constraint on contract operation of local authority off-street parking so that the original 'incentives to park' premise can be retained in an elegant, 'single touch' manner using an integrated IT approach; if these options are not viable then implement a separate kiosk approach. # Innovation: Parking ticket machine integration with a town centre trader-controlled voucher issuing system. # Challenge: Resolving options. # Address: Use existing contacts and by open communication of risks and benefits to identified pioneer adopters.

WP5 # Tasks: a) implement LockerPoint service to provide an open-long-hours collection point, with supporting IT, for any/all shopping deliveries; b) implement a TownTrolley service. # Innovations: a) To provide an open-long-hours collection point for any/all shopping deliveries from multiple suppliers; b) To provide a TownTrolley service which collects any/all town centre purchases to the open –long hours collection point and delivers onward to customers within the Locality. # Challenges: a) Ensure IT system is fit for purpose; b) engage businesses and consumers (web & personal) to trolley and locker. # Address: a) by open communication of risks; b) communication & marketing.

WP6 # Tasks: a) establish a range of links to physical attractions & reasons to build visitor engagement; develop & deploy content using physical, electronic & augmented reality media; b) enable location-specific visitor information to be delivered in multiple languages, & to those with physical and cognitive disabilities via town wireless network including physical signage (WP2).. # Innovation: provision of integrated multi-modal guidance, information and entertainment to mobile devices based on hyper-local location. # Challenges: a) Ensure IT systems interoperate &/or co-exist; b) engage tourist businesses and consumers. # Address: a) by open communication of risks; b) communication & marketing.

WP7 # Task: Establish a TownTeam service to provide an open-long-hours point for various services including (i) walk-up enquiries, (ii) voucher issue to walking, cycling & public transport users; (iii) access mobility scooters; (iv) base for the IT systems enabling (WPs 2- 7); base for the town centre manager; maintenance; cleaning; etc. # Innovation: To provide an open-long-hours access point for integrated provision of the above services. # Challenges: a) Ensure systems (staff and 'hardware') are fit for purpose; b) engage businesses and consumers. # Address: a) by open communication of risks; b) marketing.

7. Technical Background, Current State of the Art & Intellectual Property

Please provide details of any competing technologies / market alternatives and the relative benefits of the proposed technology. Include details of any existing IP and it significance to your freedom to operate.

Technical Background:
As noted previously, the proposal in primarily about technical and social integration and is deliberately not proposing potentially unreliable 'bleeding edge' technology; rather, it seeks to apply appropriate leading edge technologies in innovate ways to network the town centre, integrate services and drive regeneration.
We reported from Phase 1 that our intent to integrate consumer navigation; real time parking data; combined parking/transport and incentive technology; goods-handling services and micro-location-based information and entertainment are all technically viable, and capable of integration.
The major risks lie in the socio-political, not technical, areas but we have worked with Ross-on-Wye Town Council and The Association of Ross Traders (both having provided letters of support and have also had supportive discussions with Herefordshire Unitary Authority Councillors, Officers and works contractor -BBLS.

Current State of the Art & Intellectual Property (IP):
In our view the rTown services we are proposing are not patentable because they are 'predictable applications or derivatives of available art'.
Underpinning technologies include IP from many sources and are licensed variously for integration into information systems at the hardware, firmware or software level. None of these underpinning technologies, on the basis of our searches, have restrictions on use in the proposed rTown context.
Having searched the available resources for extant IP claims we understand the following to be the position with respect to, and at the date of submission of, this proposal.

1. The overall project name, rTown, is available to use as a trademark. In the event of challenge we have other alternatives to propose.
2. The parking data of Parking Data & Research International (PDRI) is copyright of Ian Betts Ltd. and is licensed to software developers. Additional data fields added as a result of the rTown work, together with related softwaredevelopments, will remain the copyright of Ian Betts Ltd.
3. The concept of a system providing stand-alone incentive voucher dispensing point linked to trader-controlled offers is copyright to ProxiSmart Ltd which asserts its ownership of the terms VoucherPoint, LockerPoint, ProxiPark and ProxiPoint. Additional functionality added as a result of the rTown work will remain the copyright of ProxiSmart Ltd, but income-sharing from ProxiPoint integration into ParknSave (ProxiPark) and TownTrolley has been agreed.
4. The concept of any incentive system linked to parking payment (our term: ParknSave) is not yet registered for patent or trademark protection but copyright for the concept as described is asserted by AMS Consulting.
5. The concept of a goods collection service linked to pre-payment at a town centre location (our term: TownTrolley) is not yet registered for patent or trademark protection but copyright for the concept as described is asserted by AMS Consulting.
6. The concept of a goods collection service linked to out-of-town or internet pre-payment (our term: ClicknCollect) is not registered for patent protection; UK tradename protection has been refused for 'click&collect' though a EU registration for the same term (with logo) has been lodged (France, multiclass, in September 2014). Registration for 'CLICK N COLLECT' (applied to betting) was submitted and withdrawn in 2014.

Additional IP owned and developed by the contractors to the project will remain theirs to commercialise further as they wish, subject to the income sharing provisions described above.

The lead contractor for rTown, AMS Consulting, proposes that during or on completion of Phase 2 the IP attributable to rTown will be vested with the most appropriate Community Interest Company (or similar legal vehicle) established within Ross-on-Wye to manage community-generated (or held) intellectual, physical and business assets within the UK HR9 postcode area. This IP will then be made available for use by other community 'High Street' interests in the UK, and perhaps globally.

8. Project plan and methodology

The project plan should identify the major packages of work within the project, with well defined milestones and deliverables. The emphasis throughout should be on practicality – we are seeking evidence that the technology works, can be made into a viable product and can achieve the proposed benefits. Appropriate record-keeping and reporting are essential but reports are not in themselves the main goal of the project.
A Gantt chart may be supplied in Appendix B (in PDF format, max 2 sides).
Please provide an indication of how any IP which might arise during the project would be handled.

Milestone	Date	Resources	Success Criteria
1. WP2 delivers rTown-Guide signage and networking in time for peak tourist season in 2016	21/05/2016	Labour: TimPharoah, 18d; BBLP, 12 d; Streetwise, 6d; Simtech-IT, 33d; = £33930. Capital: £175200.	Signage specified, designed, approved, erected and with wireless (3G/4G, BTLE, WiFi) network specified, designed, approved, installed and with connectivity between mobile devices and portal server content established.
2. WP7 delivers functioning rTown-Team Hub - information and management hub for the Locality	02/07/2016	Labour: Enviroability, 130d; LogiPlex, 20d; = £50880. Capital: £18000.	Operational platform with back-office IT available for other WPs, IT training delivered for traders.
3. WP 5 delivers rTown-Trolley intratown porterage system in time for pre-Christmas shopping in 2016	19/08/2016	Labour: Enviroability, 108d; CharityLog, 42d = £57600. Capital: £44400.	Operational premises identified, sustainable transport procured. Software system specified, developed and deployed. Staff trained, all ready for public use.
WP 4 delivers ProxiSmart incentive system (rTown-Smart) in time for pre-Christmas shopping in 2016	30/09/2016	Labour: ProxiSmart, 1289d (of which ~800 are SBRI funded) = £205409. Capital: £25782	ProxiSmart CMSbuilt and deployed, ProxiSmart Mobile app - final specification validated, built and deployed with APIs, KioskSmart built & deployed with APIs &/or ProxiPark content built & deployed if legal, i.e. land ownership issues resolved.
5. WPs 3 & 6 deliver rTown-Host guidance content, visitor attractions, promotional and information structures delivered in time for half-term and migrant worker arrival 2017	17/02/2017	Labour: PlayRoss, 34d; PanStudios, 156d, Steel&Stovell+, 60d; PhotoRoute, 24d; SALSA, 30d = £182000.	Multi-lingual, mixed ability & accessible content specified and delivered for WP2. Tourist event and attraction content specified, delivered and deployed into WP2 structure. Promotional structures, content, and materials delivered for WP7.
6. WP1 Benchmarking results. WP0 delivery of contract requirements, inc. approved reports, Dissemination event and promotional materials	13/07/2017	Labour: AMS, 250d (138 SBRI funded); P&P, 2d; Cognitive, 10d; Ten01, 13d; S&S, 30d £9117551	Delivery of P&P Benchmarking 2016 data. Delivery of contract requirements, inc. approved reports, Dissemination event and promotional materials.

8. Continued Project Management

Identify the project management processes that you will use to ensure that milestones are achieved in a timely manner. In addition, also provide details of identified risks and mitigation actions. A risk register may be supplied in Appendix C (in PDF format, max 2 sides).

Please see Sections 7, 9 & 11 for details of different aspects of IP handling.
We will use Programme Management structures following the principles of MSP (Managing Successful Programmes). Our programme requires us to manage relationships and activities between a relatively small number of organisations but against a lively politico-social backdrop in which we have to ensure community engagement and acceptance.
The Lead Contractor is AMS Consulting, which will sign the SBRI Contract on behalf of rTown. Back-to-back contracts will be agreed with each sub-contractor organisation and will cover high level responsibilities, funding, legacy, data sharing and confidentiality etc. If additional resources are required they will be sourced using the procedures of the lead contractor and from their resources. Each contractor will be responsible for funding their own work in progress.
A 'Project Board' comprising at least representatives of AMS Consulting, Ross Town Council, The Association of Ross Traders and any Ross-on-Wye Community interest Company (or similar legal vehicle) will drive the day to day development and delivery of the Project Plan.
Our portfolio of tasks is primarily vision-led and will impact upon the way technology is used to reinvigorate town centres. This will result in changes to the way business is transacted and the cultural landscape for both citizens and traders, which will demand sensitive handling with strong focus on the principles of co-production, consultation and supportive engagement with stakeholders. Our approach is designed to deliver this.
Our analysis has identified the main risk areas likely to impact upon the overall rTown concept but risk management is a dynamic activity where new risks may be identified at anytime during the programme. All such risks will be owned by the lead contractor who will added to the project risk register, subjected to analysis, develop of mitigation strategies, and report status to the Project Board periodically or as necessary.
The following is not an exhaustive list; each WP will have its own risk register of risks (prior experience is that prospective, detailed, risk registers bear little relation to project reality; no Appendix C is therefore submitted):
High Level Business Risks:

1. Delivery environment changes due to amended government regulation or policy.
   Type: Commercial — Probability: 5, Impact: 8.
   Mitigation: Design work programme to achieve early sustainability even if scale has to be reduced. Start work with pre-identified options for different ways of proceeding.
2. Contractors or supporting 'sponsors' seek to withdraw either individually or together.
   Type: Commercial — Probability: 4, Impact: 7.
   Mitigation: Carefully set out collaboration agreements at the outset. Potential to use new contractors. Develop sustainable business model. Provide effective governance.
3. Lead Contractor withdraws support.
   Type: Commercial — Probability: 2, Impact: 6.
   Mitigation: Establish robust governance with clearly defined roles and responsibilities. Have succession plans. Transfer to CIC established in Ross-on-Wye.

High Level Project Risks:

1. Inadequate capital means development proceeds too slowly.
   Type: Commercial — Probability: 5, Impact: 9.
   Mitigation: Clarify engagement terms at contract signature. Design work programme to reduce interdependency.
2. Interest generated exceeds, or falls far short of, capacity.
   Type: Commercial — Probability: 5, Impact: 8.
   Mitigation: Closely align marketing with capacity and vary if needed. Develop contingency plans to increase or decrease capacity. Review trading position of partners.
3. Stakeholders resist change and potential users decline to use new services.
   Type: Environmental — Probability: 5, Impact 4.
   Mitigation: Regular review of politico-social backdrop. Adjust plans to cater for legitimate concerns. Seek to involve representative bodies.
4. Major technical problem for implementation.
   Type: Technical — Probability: 4, Impact: 8.
   Mitigation: Ensure technical separate and collective feasibility investigation is rigorous. Our project is modular to reduce 'cross-contamination' risk.
5. Citizen consent/privacy policies not agreed.
   Type: Environmental — Probability: 4, Impact: 6.
   Mitigation: Base upon currently agreed common models and in context of UK law.

9. Technical Team and Expertise

A detailed description of the skills and expertise and track record of the team, including the relevant knowledge and skills of each member and the proportion of their time that will be spent on the project. Relevant commercial and management expertise should also be included.
Applicants may supply CVs for key project team members as supporting documents. These should be included as Appendix D and should not exceed 2 sides of A4 for each CV. The number of CVs should be limited to no more than six and should be submitted in PDF format.

The prime contractor:
Prime contractor will be AMS Consulting, a UK Partnership registered with HMRC for VAT and income tax, and with third party liability insurance (policy HU PI6 1841479) cover to 1 million pounds.
Melvin Reynolds started AMS Consulting following a career in medical research and with an international manufacturer of medical and scientific instrumentation, where he rose to lead the global clinical information systems business unit. AMS Consulting has been trading since 1996 in the areas of market strategy and informatics and clients have included TSB (HealthKTN), NHS (HSCIC and Standards Board), Intel, IEEE, European Commission, Airwave (as KelvinConnect) and CSC (as UltraGenda). During his career he has been entrusted with leadership of numerous international and UK standards groups bringing together the very largest global corporations, regulators and professional interests to achieve consensus on technical and process issues.
Melvin Reynolds has strong connections with the Ross-on-Wye Town Council, The Association of Ross Traders as well as other community groups. He is known locally and internationally for his ability to bring together disparate interests to successfully deliver products and services.
Melvin Reynolds, through AMS Consulting, will personally work on or supervise the tasks as described in section 8, the Project Reports and the overall Project Management.

Sub-contractors:
The lead sub-contractors to Phase 2 are those who worked with us in the feasibility Phase, and in whom we have confidence to deliver. Niche contractors are those with whom we had pre-existing business dealings or whose work alongside us has impressed during phase1.
WP0. rTown Project management will be with AMS Consulting but two sub-contracted elements will be for project management purview (probably Steven Cooke, Ten01 Consulting Ltd) and overall promotion of services to Locality users (likely Bekki Steel of Steel & Stovell).
WP1. AMS Consulting will lead this work but there will a considerable community contribution in time, for which we have budgeted a small sum for honoraria. Procurement contracts will be raised on People&Places and for use of Cognitive for qualitative input.
WP2. Tim Pharoah (RTPI, t/a Living Transport) will be contracted to lead the signage aspects of this work in association with Herefordshire Council, Ross Town Council & Balfour Beatty Living Spaces (BBLS, who will undertake procurement (Streetwise,etc.) and installation).
Ross-on-WiFi network extension will be led by Simtech-IT Ltd, under the supervision of BBLS.
WP3 Ian Betts of Ian Betts Ltd (t/a Parking Data & Research International - PDRI) will be contracted to produce parking assistance apps using his existing localised data. Mr Betts is a civil engineer who now provides consultancy on parking. He will also continue to advise on legal issues around English car park ownership and operation (see Part5, bullet 3).
WP4 Will be sub-contracted to ProxiSmart Ltd. led by Christopher Reed (Technical Director & Director of Business Development), overseeing the creation of new sales & marketing channels for the retail and other sectors by deploying self service technology solutions to establish or enhance marketing, sales, loyalty, and revenue streams for the range of businesses.
WP5 Will be sub-contracted to local charity, Enviroability (which specialises in employing the 'difficult to place' to provide services in the Locality) and directed by Dennis Humble; the necessary software functions will be contracted to local company, CharityLog (with considerable expertise in logistics and CRM systems). Capital equipment will be tendered, but budget prices have already been obtained.
WP6 This bundle of services will be led by Melvin Reynolds in association with William Wilding who graduated from Wimbledon School of Art in 1980, where he studied performance art. He has a 20 year history of creating playful street entertainment and larger shows; running through his 'dotComedy' & 'Actfunny' street theatre companies; his larger installations & shows, include an open top comedy bus tour of Newcastle, and a giant movable maze 'Get Lost'. Contracts will be let to Pan Studios for supply of entertainment content, Steel & Stovell for Location promotional content, & to PhotoRoute and the OpenUniversity (SALSA) for accessibility content.
WP7 The TownTeam activity will be contracted to either the Ross-on-Wye CIC, or failing its timely establishment, to Enviroability. Some specialist service delivery to the project will be subcontracted following informal tender.

Please see Appendix D for CV of Melvin Reynolds

10. Application finances

A summary of the finances for phase 2 of this project for the contractor and any subcontractors should be provided in the table below. In addition, please provide a justification of the costs of the project.

Cost breakdown:

	Unit cost	Quantity	Total Costs (£)
Labour Costs	600	138	82800
Materials Costs			40488
Capital Equipment Costs			263382
Sub Contract costs		2097	586540
Travel & Subsistence Costs			26790
Indirect Costs (specify) None identified to date			
Other Costs (specify) None identified to date. Note that the Travel & Subsistence costs above include those for subcontractors where separately identified.			
TOTAL COSTS (Including VAT)		2235	1000000

Payment schedule: please provide a payment schedule for phase 2 of this project

Quarter	1	2	3	4
Payment Year 1	£115,660	£203,580	£196,180	£155,280
Payment Year 2	£164,712	£100,528	£33,030	£31,030

10. Continued - Cost Justification

Justification of costs: (All costs should include VAT).

Please note the Assessors are required to judge the application finances, in terms of value for money i.e. does the proposed cost for effort and deliverables reflect a fair market price.

Labour costs:

Direct labour costs of the lead contractor (WP1 and WP0) are equivalent to 138 chargeable days. In practice we have found that that the days worked are a somewhat more than double the charged amount – meaning that we expect to deliver a total of more than 280 days work.

Project management (excluding the communication and the dissemination event) equates to 8.16% of the total budget, of which proportion 88% is direct labour and 12% is subcontract project management audit and support.

Subcontract costs:

Charged subcontract labour costs across the remaining work equate to of 2097 days at the varying market rates for the work involved . However, in addition ProxiSmart is budgeting to contribute 37% of its work (equivalent to more than 574 days) from their own resources – already making a total subcontract labour input of in excess of 2659 days.

In Phase 1 we found that all contractors were willing to contribute more days because of their perceived value of the work (e.g. ProxiSmart invested a further 540 days, £95500) – we anticipate (based on pre-contract negotiations) that this goodwill to be continued.

As in Phase 1, we expect a considerable community contribution during the undertaking of the WP1 Benchmarking – typically in the order of 20 days.

In this Phase, and beyond, we are anticipating, and have commitments of, local citizen input (Civic Society, Help the Aged, Rotary, Lions, etc.) to establishment and operation of visitor guidance and engagement (WPs 2 & 6) and the TownTeam hub (WP7).

We expect Town Councillors, County Councillors and Officers to provide time in the same way as in Phase 1.

We shall recognise outstanding contributions with small gifts from the materials* cost-centre.

Materials costs:

Other* materials costs relate to a) outputs from the tourist engagement element of the work, and b) promotional materials to engage all user groups. We have also included in here the cost of the dissemination requirement – though we may seek a virement approval if this needs to be amended.

The software and services developed in the project under subcontract include the rights to use of those products within & beyond the duration of the contract; costs are not allocated for this use.

Capital costs:

We have assumed that the major infrastructure needs identified in Phase 1 will be carried forward through the current Neighbourhood Plan process and consequential prioritisation, so these have been omitted from our contract costs.

Capital costs essential to deliver products and services in the remainder of the contract include signage & network infrastructure (WP2, £185200), and sustainable transport & hub base (WPs 5 & 7, £62400).

Travel & Subsistence costs:

In Phase 1 we found that travel and subsistence followed a pattern different from our normal expectations so we have tried to reflect this in our budget. Our current allocation is 2.94% – though, again, we may seek a virement approval if this needs to be amended.

Indirect & Other costs:

We have not yet identified any indirect or other costs – though, again, we may seek a virement approval if this needs to be amended.

Note:

When bidding for Phase 1 we noted the difficulty of predicting costs for Phase 2; assuming a typical mix of 'proceed unchanged', 'amend/abandon/add for user-based reasons' and 'amend/abandon/add for technical/economic reasons'.

In practice, we have found that some development costs are higher than anticipated, some services were more important than expected, and that legal and project scope issues at present prevent implementation of highly desirable infrastructure changes.

This, together with a project budget reduction, has resulted in a major rebalancing of the strands of our work to reflect the priorities identified in Benchmarking and other aspects of the Phase 1 work to achieve a reinvogorating blend of services designed to deliver inclusive benefits to all the traders, residents and visitors in the town – as an example that other towns can the adopt and adapt.

11. Plan for Commercialisation

Please provide an outline of your plan for commercialisation of your product or service. Please also give an indicative budget and timescale for the production of a prototype or demonstrator of your product / service. Please indicate your plan for satisfying the requirement of implementation trial(s).

This rTown proposal is chiefly about innovative integration of existing technologies to deliver novel services.

Some of those services enabled by our innovation are directly saleable; others can, by emulation, increase the wellbeing and the economic viability of other town centres.

We see the latter as being at least as important as the former, but much more difficult to quantify. Hence our insistence on ensuring community engagement & good quality baseline data against which the value of the SBRI investment can be measured.

Our milestones indicate when product & service developments will be piloted within the town. Depending on the People&Places and Cognitive Benchmarking feedback (either in 2016 or, post project, in 2018), the lead & sub-contractors will make UK market releases between early 2017 and early 2018.

The IP owned & developed by the contractors to the project remains theirs to commercialise further as wished.

We had anticipated that on completion of Phase 1 the IP attributable to rTown and owned by AMS Consulting would be vested with a CIC established within Ross-on-Wye. This is only now happening but, when established, the new Ross-on-Wye CIC can use the IP thus transferred to implement a parking-related incentive programme alongside a parking pricing strategy designed to encourage footfall and stay in the town centre while enabling traders and other town centre workers to park as conveniently close as is compatible with that strategy.

This implies significant changes to the transport services and routing around the town, Tim Pharaoh (Living Transport) will continue to add considerable traffic planning experience to his already well-recognised skills.

Similarly, the ability to provide long-hours ShopnCollect (including our rTown-Trolley concept) and ClicknCollect services to commuters living in the town and to tourists making impulse purchases will be a radical change from the 9 — 5 constraints imposed by having large numbers of family-run retail outlets with little or no attached living accommodation.

While the rTown-hub concept is not entirely novel it is the deliberate use of technology to deliver incentives that will, our Phase 1 works indicates, transform conventional inquiry desk functions into an active management point responsible for day-to-day integration of service delivery across the Location.

By vesting the IP from phase 1 into the new Ross-on-Wye CIC we believe that implementation of our concepts in Phase 2 will provide a unique pool of expertise and skills that will not only grow the skill-base of this town but provide a methodology directly tranferable to the benefit of other 'High Street interests'. Some basic materials will be made available on an open source basis, others that add value to the basic materials will be available for purchase either as software modules or as expertise. Because the declining High Street problem is common throughout the industrialised world it is our contention that, following early UK uptake, our (intended) trademarked concepts will become desirable global brands in themselves.

We shall therefore introduce license or reseller fees for the rTown, rTown-Trolley, & other viable product elements, for any deployments in other towns; & also provide packaged consultancy services to assist those.

Ian Betts Ltd owns and licenses its car park data to which rTown will add value by procuring tighter integration with navigation applications, this will in provide new added value products for licensees, and enable developers to integrate other data to provide still more performant products; there is already commercial interest in this.

ProxiSmart Ltd are using our ParknSave concept to add value to existing parking products (such as with Parkeon who were introduced to them by rTown in Phase 1). Although the cut in SBRI project budget has prevented us negotiating a licence or royalty with ProxiSmart for use of this integrated concept to their prior art in VoucherPoint products at our originally expected level of return, we believe that ProxiSmart will be able to develop a major global market for Proxipark with Parkeon and other management companies; though, perversely, at present prevented by the recent Department for Transport ruling from doing so in English Local Authority owned car parks. The core ProxiSmart technology will also be marketed globally tin its own right.

The ProxiSmart LockerPoint concept arose separately from our long-hours ShopnCollect, TownTrolley and ClicknCollect service concepts. At present the reduced SBRI project budget appears to prevent us from proceeding with ProxiSmart to integration of this concept with the coreProxiSmart product. However, we have identified a local company, CharityLog, which already provides much of the necessary software functionality, so expect to contract with them to extend their software and federate it with existing systems and with ProxiSmart. Charitylog will then offer this additional functionality to existing and new clients across their UK customer base.

Within the timescale of the project (and thereafter at the discretion of the CIC) Enviroability will operate TownTrolley in association with the TownTeam hub, to validate the economic viability of these services.

Finally, it is worth re-iterating that, because AMS Consulting is a micro-enterprise that trades entirely on the knowledge and reputation of its founder (who will reach 'normal retirement age' in April 2016), it is essential that all rTown IP is safely transferred to the new Ross-on-Wye CIC, or another entity that serves the community, so that its medium and longer-term commercial value is capitalised upon, and not compromised.

11. Declaration

The lead applicant is expected to have discussed the application within their own company and any other body whose co-operation will be required to deliver the project.

The lead applicant will need to obtain consent from an authorised officer or appropriate signatory who will sign the contract if successful; we will provide a contract for review. The contract is a legally binding document and subject to the outcome of this competition.

By submitting the application you are confirming that the information given, in this application, is complete and that you are actively engaged in this project and responsible for its overall management and agree to administer the award if made. You are also confirming that you have read and understood the relevant explanatory materials i.e. the Invitation to Tender, the Guidance Notes and the Guide for Participants.

In order to offer further opportunities for government support we reserve the right to pass your contact details on to other government agencies and Affinity Partners.

By submitting this application you acknowledge that you have read the statement above and agree that your contact details can be passed to other government agencies and Affinity Partners. For further information please see https://interact.innovateuk.org/terms-and-conditions.

☒ I hereby confirm that I fully comply with the declaration as stated above (please click).

PLEASE DO NOT SEND COMPLETED APPLICATIONS BY POST OR BY ANY OTHER MEANS THAN THROUGH THE SECURE WEBSITE.