Funding for Innovation:
Cooperative Intelligent Transport Systems

Application Form

The level of information provided should be proportionate to the size and complexity of the scheme proposed. As a guide, we would suggest around 10 to 15 pages including annexes would be appropriate.

A separate application form should be completed for each scheme.

<table>
<thead>
<tr>
<th>Applicant Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local authority name(s):</strong> Peterborough City Council</td>
</tr>
<tr>
<td><em>If the bid is a joint proposal, please enter the names of all participating local authorities and specify the lead authority</em></td>
</tr>
<tr>
<td><strong>Bid Manager Name and position:</strong> Lewis Banks – Principal Transport Planning Officer</td>
</tr>
<tr>
<td><strong>Name and position of officer with day to day responsibility for delivering the proposed scheme.</strong></td>
</tr>
<tr>
<td><strong>Contact telephone number:</strong> 01733 317465</td>
</tr>
<tr>
<td><strong>Email address:</strong> <a href="mailto:lewis.banks@peterborough.gov">lewis.banks@peterborough.gov</a></td>
</tr>
<tr>
<td><strong>Postal address:</strong> 2nd Floor Town Hall, Bridge Street, Peterborough, PE1 1HQ</td>
</tr>
</tbody>
</table>

When authorities submit a bid for funding to the Department for Transport, as part of the Government’s commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department for Transport. The Department for Transport reserves the right to deem the business case as non-compliant if this is not adhered to.

**Please specify the web link where this bid will be published:** www.peterborough.gov.uk/ltp
**SECTION A - Scheme description and funding profile**

<table>
<thead>
<tr>
<th>A1. Scheme name: Connecting Peterborough</th>
</tr>
</thead>
</table>

**A2. Headline description:**

The primary objective of the scheme will make practical use of newly emerging digital technology to provide real time, two-way, journey information directly to visually impaired users, allowing easier access around Peterborough City Centre. The secondary objective is to provide staff and visitors to the new RNIB head office in the city centre safe, accessible routes from the main transport hubs (Rail and Bus Stations). This will improve accessibility for up to 425 people per week and act as a flagship project enabling the RNIB to showcase and generate an interest in this technology to enable widespread nationwide deployment.

**A3. Geographical area:**

This focuses on the heart of the city and includes the established retail, commercial and historic centre as well as the RNIB's head office. The area includes streets such as Bridge Street, Westgate, Long Causeway and Cowgate and the main rail and bus transport hubs.

OS Grid Reference: 18780 98866, 19149 98745, 19345 98834
Postcode: PE1

Please append a map showing the location (and route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.

**A4. Type of bid (please tick relevant box):**

- C-ITS: Connected Vehicle
- C-ITS: Real Time Information
- C-ITS: Smart Parking
- **C-ITS: Vulnerable Road Users ✓**
- Other (please specify)

**A5. Equality Analysis**

Has any Equality Analysis been undertaken in line with the Equality Duty? Yes ✓ No
SECTION B – The Business Case

B1. The Scheme – Summary/History (Maximum 200 words)

The scheme will implement user centric solutions that will enable blind and partially sighted people to safely and independently access goods and services within the city centre environment. It will provide the necessary tools/infrastructure to instill confidence for pedestrians and will be achieved by providing enough situational awareness (where you are what’s around you) and to navigate (get to where you want to go) within the environment independently.

The first phase of the scheme will be to create a virtual reality simulation of the city centre and deploy simulated solutions within this to ascertain their benefit and model the optimum solution. The second phase will be to implement these solutions within the physical environment.

The open-sourced nature of the C-ITS technology will allow Peterborough to maximise the potential of its strong local digital community to constantly evolve and update the system to ensure its full potential is realised.

B2. The Strategic Case (Maximum 350 words)

Studies and research has shown that by meeting the needs of the blind and partially sighted, benefits can be realised by the wider community due to the inclusive nature of the solutions, providing benefit for all and generating sustainability going forward. Without this, many individuals find the prospect of going out just too daunting and therefore are forced to stay at home or seek an alternative, less efficient means to complete the task. This has a detrimental effect on an emotional, social and economic level.

The RNIB has moved and refined its operations from the edge of the city to Peterborough City Centre. RNIB currently engages with around 50 external stakeholders a month. Their London based resource centre serves approximately 450 individuals on a drop in basis weekly, it is planned to replicate this service at the Peterborough office. It is evident that there is an immediate need to improve the accessibility of the surrounding area and as a result benefit the wider community.

The first phase of the scheme will create a Virtual Reality (VR) simulation encompassing the RNIB office, rail/bus stations and core city centre. The running of VR simulations, identifying issues and solutions that mitigate them, will lead to more suitable deployment of intelligent mobility solutions. There have been a number of pilot hotspots where technology has been promoted as a benefit, however due to its isolated nature, holistically it has not provided the true benefit in allowing the individual to complete the original task intended. This scheme enables the individual to understand where they are in relation to things around them and navigate external environments.

The second phase of the scheme will utilise Bluetooth low energy beacons that will provide the positioning trigger point to disseminate information. The implementation will be in accordance with Wayfindr standards, and will provide an overarching application that bridges the indoor/outdoor divide within a 4km radius of the centre. Infrastructure such as pedestrian crossings will be modified to provide a more efficient method of triggering and activation that benefits both vulnerable pedestrians, car drivers and the wider community.
B3. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future resource spend and ongoing costs relating to maintaining and operating the asset), and the need to secure and underwrite any necessary funding outside the Department for Transport’s maximum contribution.

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

**Table A: Funding profile (Nominal terms)**

<table>
<thead>
<tr>
<th>£000s</th>
<th>2016-17</th>
<th>2017-18</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT Funding Sought</td>
<td>0</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>LA Contribution</td>
<td>0</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Other Third Party Funding</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Notes:**

(1) Department for Transport funding must not go beyond 2017-18 financial year.

(2) A local contribution of 5% (local authority and/or third party) of the project costs is required.

B4. The Financial Case - Local Contribution / Third Party Funding

Please provide information on the following points (where applicable):

a) The non-DfT contribution may include funding from organisations other than the scheme promoter. Please provide details of all non-DfT funding contributions to the scheme costs. This should include evidence to show how any third party contributions are being secured, the level of commitment and when they will become available.

Peterborough City Council have committed £5k of funding, attached letter from senior officer.

b) Where the contribution is from external sources, please provide a letter confirming the body’s commitment to contribute to the cost of the scheme. The Department for Transport is unlikely to fund any scheme where significant financial contributions from other sources have not been secured or appear to be at risk.

Have you appended a letter(s) to support this case? **Yes** **No** **N/A ✓**

c) Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. **N/A**

B5. The Financial Case – Affordability and Financial Risk (maximum 300 words)

A Quantified Risk Assessment (QRA) will be undertaken to identify all foreseeable risks, which will be identified in a composite Risk Register. Each risk will be analysed to quantify the likelihood of the risk manifesting itself, with careful planning risks can be reduced or eliminated.

The Risk Register will be a live functional document that will both inform project management staff and act as a tool to monitor and control costs throughout the whole project timeline. As the project develops issues will come to light that will be put through the QRA process and be
added to the risk register. Similarly as the project progresses some identified potential risks will be eliminated and can be reduced to zero likelihood and cost. The Risk Register will be a fixed item on the scheme project management meeting agenda where it will be examined and updated on a regular basis. Following this process scheme budgets can be closely monitored and controlled, giving the best opportunity to remain on or under budget.

Please provide evidence on the following points (where applicable):

a) What risk allowance has been applied to the project cost?
N/A

b) How will cost overruns be dealt with?
Cost overruns will be reported via monthly Project Highlight Reports submitted through the Corporate Project Management System (Verto). Clearly project spend profiles can vary from month to month and come back to predicted spend. Serious funding issues would be immediately alerted via the Corporate Issues Log/Risk Register and a collective decision would be made by senior management at the Corporate Governance Board, as to where the funding could be found to address the shortfall.

c) What are the main risks to project delivery timescales and what impact this will have on cost?
N/A

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B6. The Economic Case – Value for Money

If available, promoters may provide an estimate of the Benefit Cost Ratio (BCR) of the scheme (particularly for schemes costing more than £100,000)

The barriers already exist so the alternative do minimum situation would still require significant work to the physical environment. Without the scheme, a piecemeal approach would be taken to these improvements and the overall benefit would not be felt by as wide a range of users as with the scheme. The addition of the technology, enables us to take a more precise approach and target specific information to different levels of users.

People with the most severe sight loss or those with additional impairments have the worst experience. They are often unable to choose when to go out, need more support with reading and around the home, have limited choice of activities, are much less likely to be in employment and feel less free to decide for themselves how to live their lives.

Peterborough currently has 452 blind and partially sighted people in receipt of concessionary fare bus passes. By encouraging them into the city centre we will reduce isolationism, help them get more active and improve the city centre economy.

B7. The Commercial Case (maximum 300 words)

Peterborough City Council will be working closely with the RNIB in the delivery of this scheme. The RNIB are working in partnership with the Transport Systems Catapult to develop the analysing algorithms with regards to creating a VR model and simulation of the scheme area.
and analysing the outputs from this simulation to pinpoint the optimum locations for the physical infrastructure.

The implementation of the physical infrastructure needed will be carried out under Peterborough’s Highway Services contract and the works will be undertaken by Skanska.

In order to develop and programme the information within the system we will work closely with Wayfindr. The open-source nature of Wayfindr means that we will be able to maximise the potential of the city’s strong local digital community who have already created digital solutions during a 24 hour hackathon for an interactive display screen and organised digital coding clubs in local schools. This complements other work delivered through our international award winning Smart City programme, Peterborough DNA, which has: installed a network of weather stations across the city bringing real world IoT equipment into the classroom, designing a data visualisation tool that democratises access to data through a low cost online map and created an online B2B platform that allows businesses to share underutilised products or places. More than 750 digital and creative businesses call Peterborough home. Whilst these businesses are growing and innovating, importantly, they’re collaborating; two grass roots software development and creative networks – Agile Peterborough and Digital in Peterborough demonstrate this.

Wayfindr have trialled similar schemes to this at Pimlico underground station and although the scheme has not been rolled out on a scale such as this, all the partners involved believe that the expertise and knowledge is there to make the scheme a success.

### B8. Management Case - Delivery (maximum 300 words)

Deliverability is one of the essential criteria for this Competition and as such any bid should set out if any statutory procedure are needed before it can be delivered.

a) An outline project plan (typically in Gantt chart form) with milestones should be included as an annex, covering the period from submission of the bid to scheme completion. The definition of the key milestones should be clear and explained. The critical path should be identifiable and any contingency periods, key dependencies (internal or external) should be explained.

Has a project plan been appended to your bid? Yes

b) A statement of intent to deliver the scheme within this programme from a senior political representative and/or senior local authority official.

A letter is attached from the Director of Growth and Regeneration
B9. Management Case – Governance (maximum 300 words)

Key Project Staff
Senior Responsible Officer – Simon Machen (Director Growth and Regeneration)
Project Director – Charlotte Palmer (Environment, Transport and Future City Manager)
Project Manager – Lewis Banks (Principal Transport Planning Officer)
Head of Finance – Nick Hutchins (Head of Finance)
Senior Contracts & Partnerships Manager – Andrew Cox (Projects & Programme Manager)

Project Governance
All projects of significant value are passed through a four stage corporate project gateway process as follows: concept appraisal, project evaluation, financial evaluation and delivery. Projects failing to meet the requirements of each gateway do not progress to the next stage. This process ensures only viable projects, which accord with strategic fit and provide best value are delivered, protecting valuable resources. A full Business Case is required at stage 3 and this ensures sufficient finances and other resources are in place or allocated giving assurance that the project can be successfully delivered the following financial year. Project Highlight Reports are submitted on a monthly basis through the Corporate Project Management System (Verto). These use traffic light systems to report on factors like budget, timescales, scope, benefits and risks. Risk Registers and Issues Logs are used to draw attention to problems as they arise and alert either the Transport Project Board or Corporate Governance Board, depending on the significance of the problem, so they can take appropriate action.

B10. Management Case - Risk Management

Risk management is an important control for all projects but this should be commensurate with cost. For projects where the costs exceed £100,000, a risk register covering the top 5 (maximum) specific risks to this scheme should be attached as an annex.

Please ensure that in the risk register cost that you have not included any risks associated with ongoing operational costs and have used the P50 value.

Has a risk register been appended to your bid? Yes

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Benefits Realisation (maximum 250 words)

Barriers to travel and transport remain a major issue for blind and partially sighted people, especially obstacles on the pavement. A total of 40 per cent of blind and partially sighted people were not able to make all the journeys that they wanted or needed to, and around half required support to get out of the house. Two-thirds of people of working age and one-third of people of pension age had collided with an obstacle on the pavement in the last three months. One in every three incidents led to the person involved being injured.

The scheme is going to provide the opportunity for these vulnerable people to make journeys and leave the house with greater confidence, safe in the knowledge that the technology is there to allow them to get around easier.
There are also benefits to road users from this scheme. The deployment of this solution can also extend to providing additional information within vehicles. Intelligent Mobility and Mobility as a Service is an aspiration that is about connecting user requirements with that of transport and the integration within the environment. Road users being aware of vulnerable pedestrians by its very nature would reduce issues that currently occur.

C2. Monitoring and Evaluation (maximum 250 words)

Peterborough City Council recognises the importance of effective monitoring. We will monitor at key milestones to ensure the objectives of the project are being achieved thus allowing us to make amendments to the planned interventions to ensure maximum benefit is being realised.

Monitoring will take place before and after to determine and measure the success of the various interventions, this will assist us in recognising value for money.

The RNIB will carry out expert assessment of routes in order to determine the fit for purpose nature of the solution, this will be done in conjunction with participant testing.

Monitoring will take place of the software and apps developed. The number of users will be able to be monitored and reported. Surveys will also be undertaken of the user experience and the number of visitors to the RNIB offices will be monitored.
SECTION D: Declarations

D1. Senior Responsible Owner Declaration
As Senior Responsible Owner for Connecting Peterborough I hereby submit this request for approval to DfT on behalf of Peterborough City Council and confirm that I have the necessary authority to do so.

I confirm that Peterborough City Council will have all the necessary powers in place to ensure the planned timescales in the application can be realised.

Name: Simon Machen
Position: Corporate Director – Growth & Regeneration

Signed:

D2. Section 151 Officer Declaration
As Section 151 Officer for Peterborough City Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Peterborough City Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- will allocate sufficient staff and other necessary resources to deliver this scheme on time and on budget
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested
- has the necessary governance / assurance arrangements in place
- has identified a procurement strategy that is legally compliant and is likely to achieve the best value for money outcome
- will ensure that a robust and effective stakeholder and communications plan is put in place.

Name: John Harrison

Signed:

Submission of bids:

The deadline for bid submission is 5pm, 30 September 2016.

An electronic copy only of the bid including any supporting material should be submitted to: TRAFFIC.COMP@dft.gsi.gov.uk
Annex 1 - Project Location
### Initial Screening Equality Impact Assessment Summary

**Title of report and name of service/policy/activity:** Peterborough fourth Local Transport Plan

<table>
<thead>
<tr>
<th>Equality Groups</th>
<th>Positive Impact</th>
<th>Negative Impact</th>
<th>No Specific Impact</th>
<th>What will the impact be? If the impact is negative, how can it be mitigated?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disability</td>
<td>x</td>
<td>x</td>
<td></td>
<td>Access to jobs, skills, training and education to be improved through a number of schemes in the Access Fund programme</td>
</tr>
<tr>
<td>Religion/Belief</td>
<td></td>
<td>x</td>
<td></td>
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<tr>
<td>Sexual Orientation</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
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<tr>
<td>Gender</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>x</td>
<td></td>
<td></td>
<td>Access to jobs, skills, training and education to be improved through a number of schemes in the Access Fund programme</td>
</tr>
<tr>
<td>Gender Re-Assignment</td>
<td></td>
<td>x</td>
<td></td>
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<tr>
<td>Pregnancy and Maternity</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
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<tr>
<td>Marriage and Civil Partnership</td>
<td></td>
<td>x</td>
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<tr>
<td>Other (such as deprived communities)</td>
<td>x</td>
<td></td>
<td></td>
<td>Access to jobs, skills, training and education to be improved through a number of schemes in the Access Fund programme</td>
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<tr>
<td>Risk title</td>
<td>Risk description</td>
<td>Likelihood</td>
<td>Severity of risk</td>
<td>Mitigation</td>
</tr>
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<td>-----------------------------------</td>
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<tr>
<td>Financial</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Underspend of funding allocation</td>
<td>Failure to spend fund allocation, this may result in clawback, loss of funding and loss of confidence by funding body in ability to deliver future funding.</td>
<td>Low</td>
<td>High</td>
<td>Likelihood of risk is low. Although there are tight timescales involved in getting the project off the ground. To ensure that the project is delivered as planned we will maintain a good relationship with key stakeholders and delivery partners.</td>
</tr>
<tr>
<td>Overspend of funding allocation</td>
<td>Programme overspends against allocation resulting in unfunded activity and budgetary pressures for local authority.</td>
<td>Low</td>
<td>High</td>
<td>Likelihood of risk is low. Careful project management will ensure that finances are kept up to date.</td>
</tr>
<tr>
<td>Lack of local Authority contributions</td>
<td>Budgetary pressures may lead to a cut in PCC funding, this may have a negative impact on the delivery of the project this may in turn lead to conflict between match funders.</td>
<td>Low</td>
<td>Medium</td>
<td>Likelihood of risk is Low. There is a high level of security of the PCC contributions for the programme.</td>
</tr>
<tr>
<td>Availability of match fund</td>
<td>A change in circumstances may result in a cut in the match funding provided from key partners.</td>
<td>Medium</td>
<td>Low</td>
<td>Risk of this is classed as medium, however the severity is low. It is necessary to be flexible in terms of match funding element, we have received match funding from key partners.</td>
</tr>
</tbody>
</table>

Annex 4 - Risk Register
<table>
<thead>
<tr>
<th>Risk title</th>
<th>Risk description</th>
<th>Likelihood</th>
<th>Severity of risk</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Service delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Failure to deliver proposed programme</td>
<td>Project fails to deliver outcomes and outputs which may result in clawback, loss of funding and loss of confidence by funding body in ability to deliver future funding.</td>
<td>Low</td>
<td>High</td>
<td>Although the severity of the risk is high the likelihood of this is low. The cost and delivery timescales of the project is based on our significant experience in delivering similar projects. The robust project management procedures we have in place will allow for early identification and resolutions of potential issues.</td>
</tr>
<tr>
<td>Lack of or reduced commitment from key partners and stakeholders</td>
<td>There is a possibility that the key partners and stakeholders may not commit to the programme as required. This would have a negative effect on progression and delivery of the programme.</td>
<td>Low</td>
<td>High</td>
<td>A project board will be set up to ensure regular engagement with key partners and stakeholders.</td>
</tr>
<tr>
<td><strong>Reputational</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of Political support</td>
<td>Lack of engagement with councillors may lead to a lack in political support for the projects which may result in a lack of PCC funding.</td>
<td>Low</td>
<td>Medium</td>
<td>As with partners and stakeholders regular engagement with councillors is essential to maintain enthusiasm and commitment to the project.</td>
</tr>
<tr>
<td><strong>Procurement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk title</td>
<td>Risk description</td>
<td>Likelihood</td>
<td>Severity of risk</td>
<td>Mitigation</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Goods and services are not value for money</td>
<td>Partners fail to deliver value for money for the programme which may result in withdrawal of funding and support as well as criticism from the department for transport.</td>
<td>Low</td>
<td>Medium</td>
<td>The council has a robust procurement process which will be abided by throughout the project. The purchase of any goods and services will go through the councils procurement processes ensuring value for money.</td>
</tr>
</tbody>
</table>
Dear Sir/Madam

Please accept this letter as evidence of Peterborough City Council’s intent to deliver the programme set out in our application for Cooperative-Intelligent Transport Systems funding in order to improve the ability for blind and partial sighted individuals and the wider community to utilise the urban environment.

A successful outcome of this project will demonstrate that blending technology in an inclusive manner will provide relevant and timely environmental information to the wider community leading to more independent lives.

Working together Peterborough City Council and the RNIB are committed to making the city a more accessible and inclusive place for all.

Yours faithfully

Simon Machen
Corporate Director of Growth and Regeneration
Charlotte Palmer  
Environment, Transport and Future City Manager  
Growth and Regeneration  
Peterborough City Council,  
Town Hall,  
Bridge Street,  
Peterborough,  
PE1 1HF

September 2016

Letter of support for Cooperative-Intelligent Transport Systems funding.

Dear Charlotte,

I am writing to confirm that the Royal National Institute of the Blind (RNIB) are delighted to pledge there support towards Peterborough City Council’s application for Cooperative-Intelligent Transport Systems funding in order to improve the ability for blind and partial sighted individuals and the wider community to utilise the urban environment.

One of RNIB’s strategic goals is a dramatic increase in blind and partial sighted people being able to make journeys independently and safety. In today’s intelligent mobility arena, the ability to, interact with and access the many facets of the urban environment, travelling through it whilst accessing goods and services is fundamental. Positioning and location technologies have a significant role to play in achieving this goal as current solutions rely on an individual’s ability to make sense of an environment by amalgamating visual cues and making the necessary adjustments that are required. Therefore current solutions do not meet the needs of those regarded in ‘eyes busy’ situations or blind or partially sighted individuals.
A successful outcome of this project will demonstrate that blending technology in an inclusive manner will provide relevant and timely environmental information to the wider community leading to more independent lives.

Working together the RNIB and Peterborough City Council are committed to making the city a more accessible and inclusive place for all.

Kind regards

John Worsfold
Implementation manager
RNIB Solutions
Royal National Institute of Blind People (RNIB)