

# Welcome to **Mobility 2050**

Developing a future mobility  
strategy for the South East

Join the conversation   
**@TransportfSE #Mobility2050**



TRANSPORT FOR THE  
**South East**

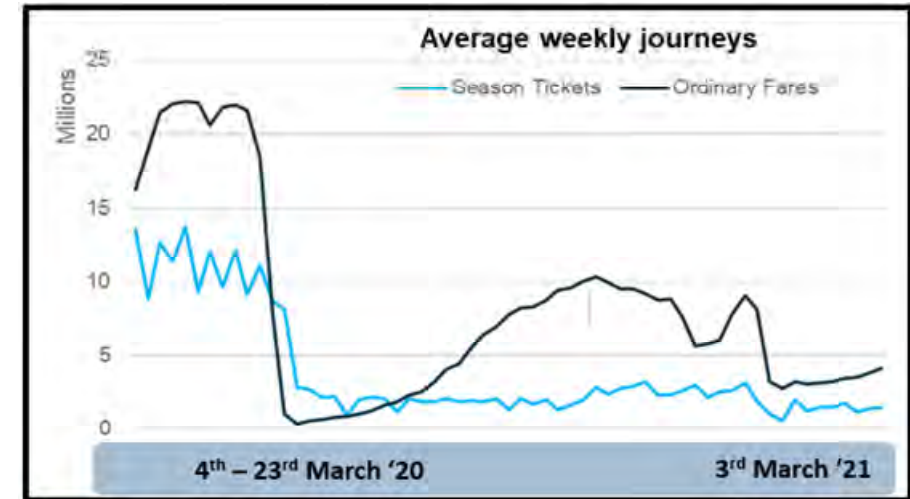


# **The role of future mobility in delivering our transport strategy for the South East**

**Rob Dickin**  
**18 March 2021**

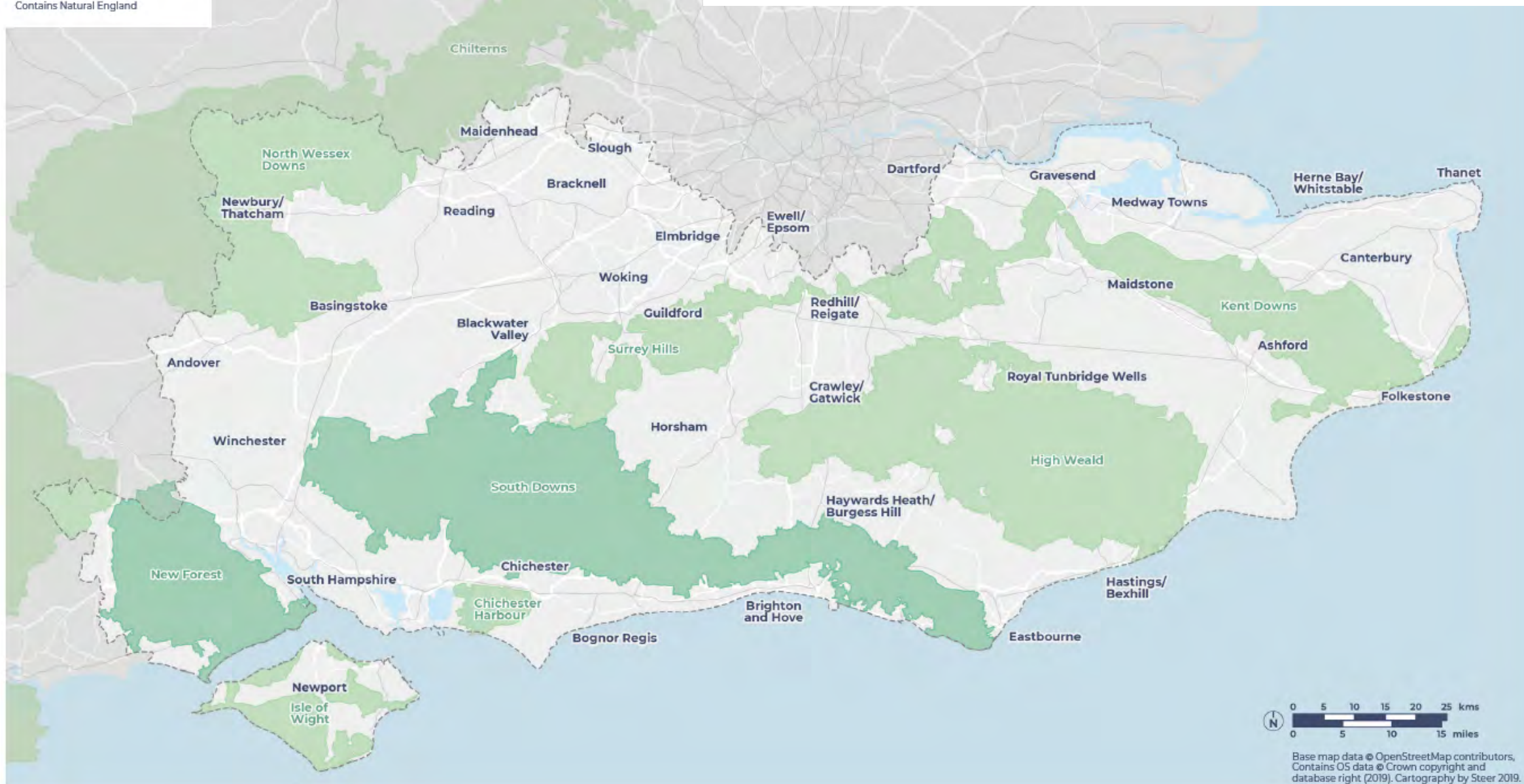


# Challenges



# Our environment

■ AONB  
■ National Park  
Contains Natural England





# Policy shift

## Vehicles



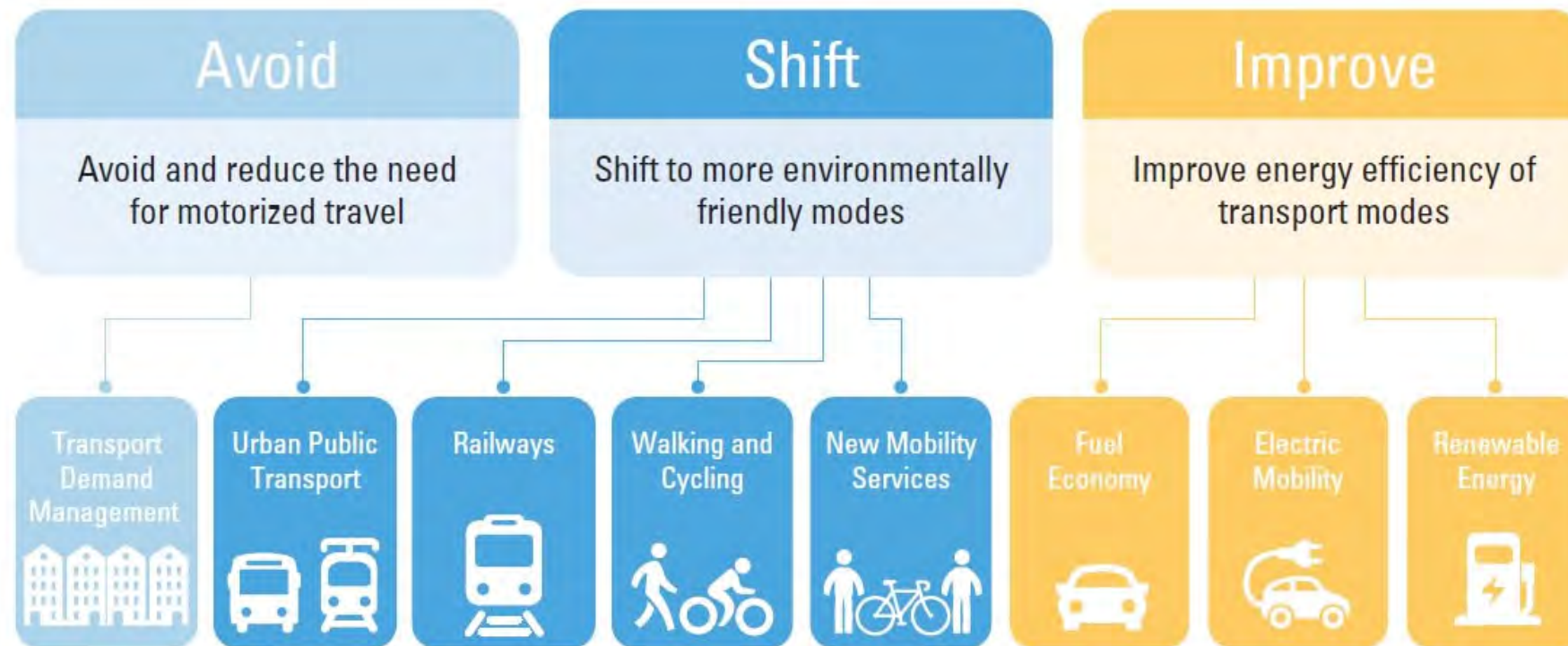
## People



## Places



# Future mobility strategic approach



# Our transport strategy

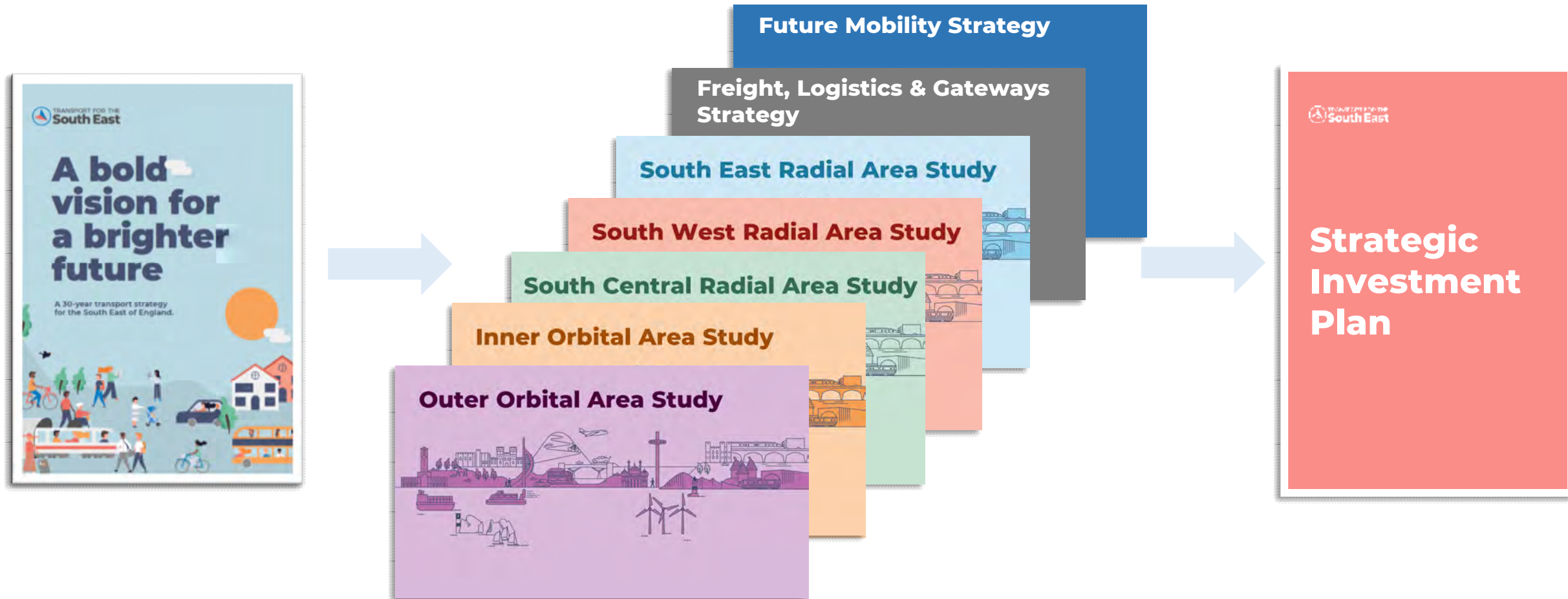


## Our 2050 vision: A sustainable route to growth

“By 2050, the South East of England will be a leading global region for net-zero carbon, sustainable economic growth where integrated transport, digital and energy networks have delivered a step change in connectivity and environmental quality.

“A high-quality, reliable, safe and accessible transport network will offer seamless door-to-door journeys enabling our businesses to compete and trade more effectively in the global marketplace and giving our residents and visitors the highest quality

# Area studies





# Our future, our choice



# The future of mobility in the South East

**Giles Perkins**

*Head of Future Mobility*

March 2021

**Future Mobility**

<https://www.wsp.com/en-GB/campaigns/future-mobility>



# The future

Climate  
change

Societal  
change

Energy mix /  
needs

Global  
trends

Retail  
change

Skills &  
education

Travelling  
(or not)

Digital  
access

Technology  
& services



# What's changing?

Open consultation  
**Future of Transport: rural strategy - call for evidence**

Published 24 November 2020  
From: Department for Transport

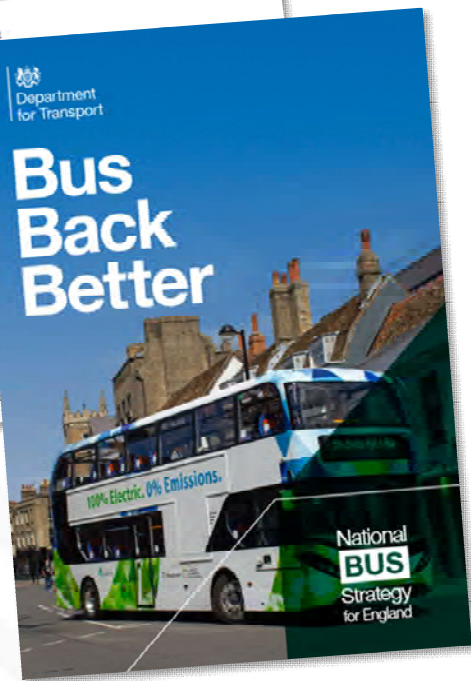
## Summary

invites views on an mobility and transp  
This consultation c  
11:45pm on 16 Feb

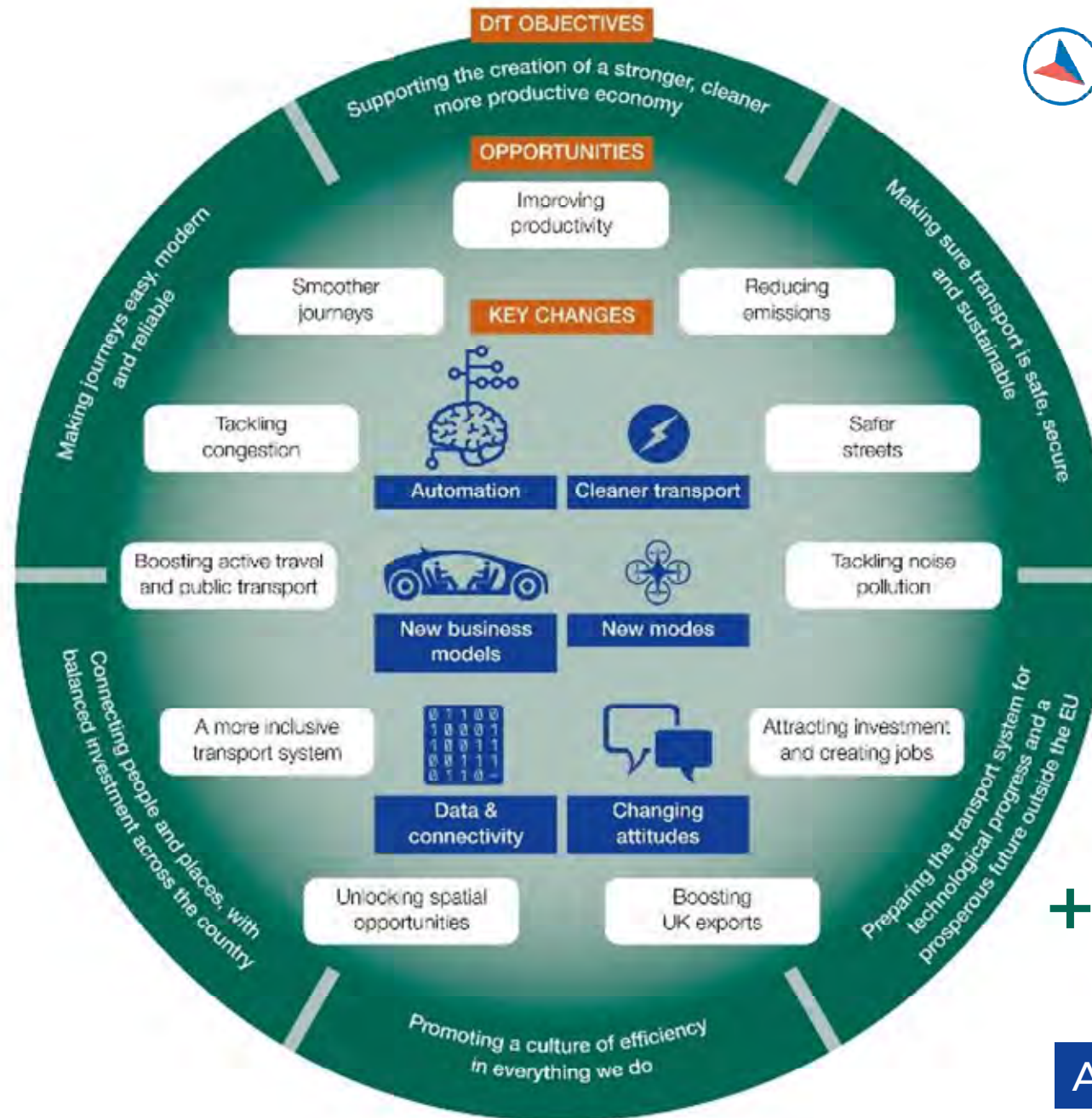
## Consultation c

This call for evidence  
in rural transport.

Following our Future  
March 2019, the Dep  
evidence on what co  
strategy.



Future Mobility



+



Aggregation





# Thinking about needs and access



People to places (for goods and services)

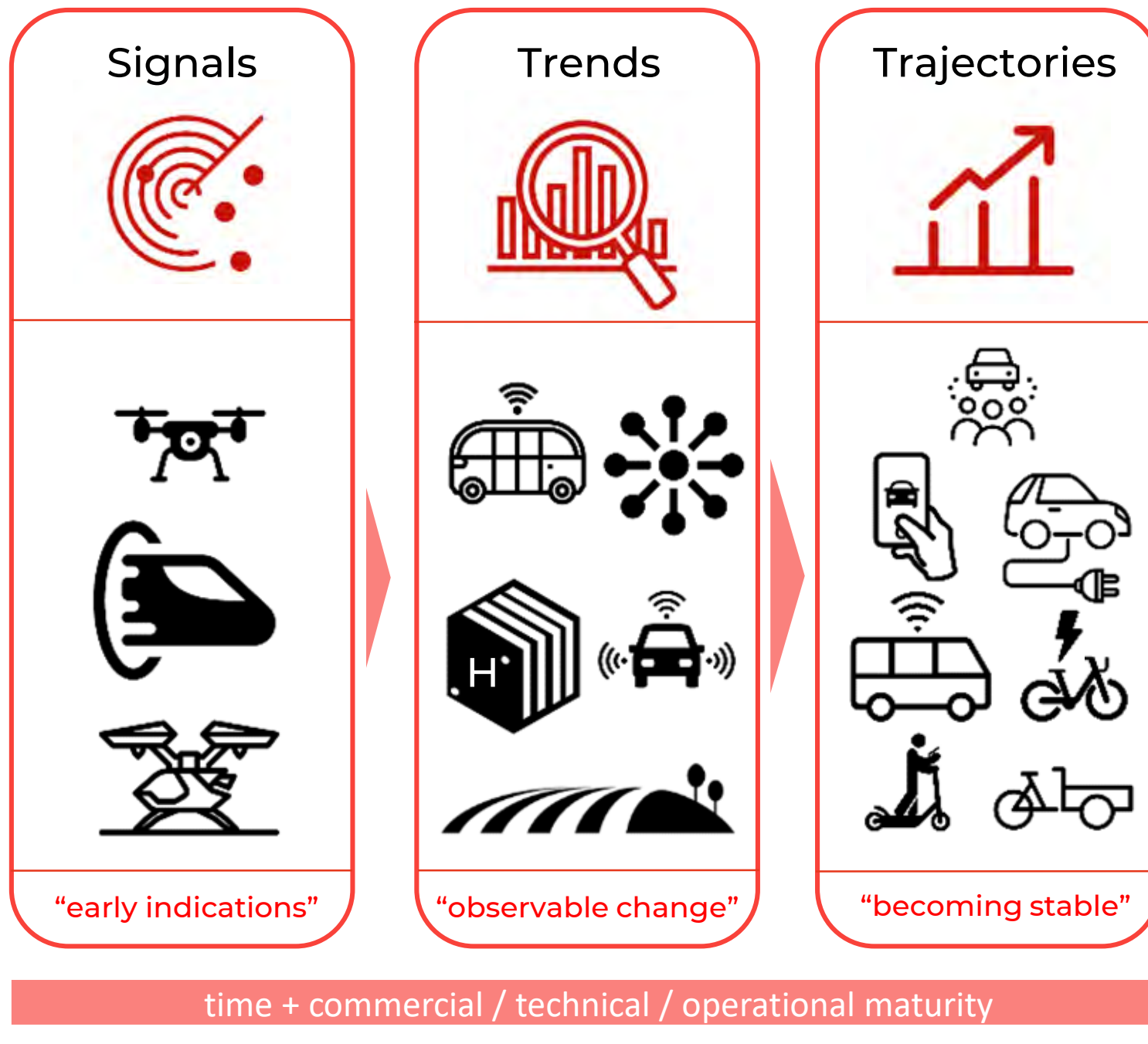


Goods and services to people



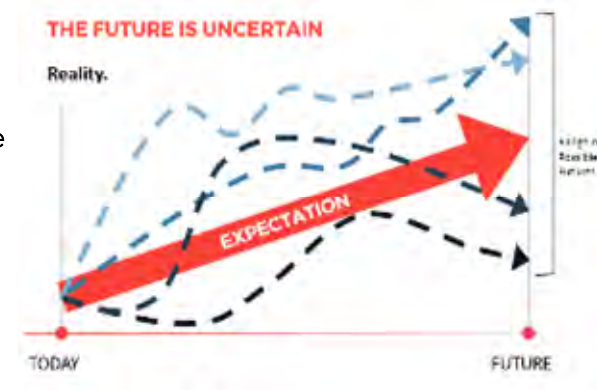
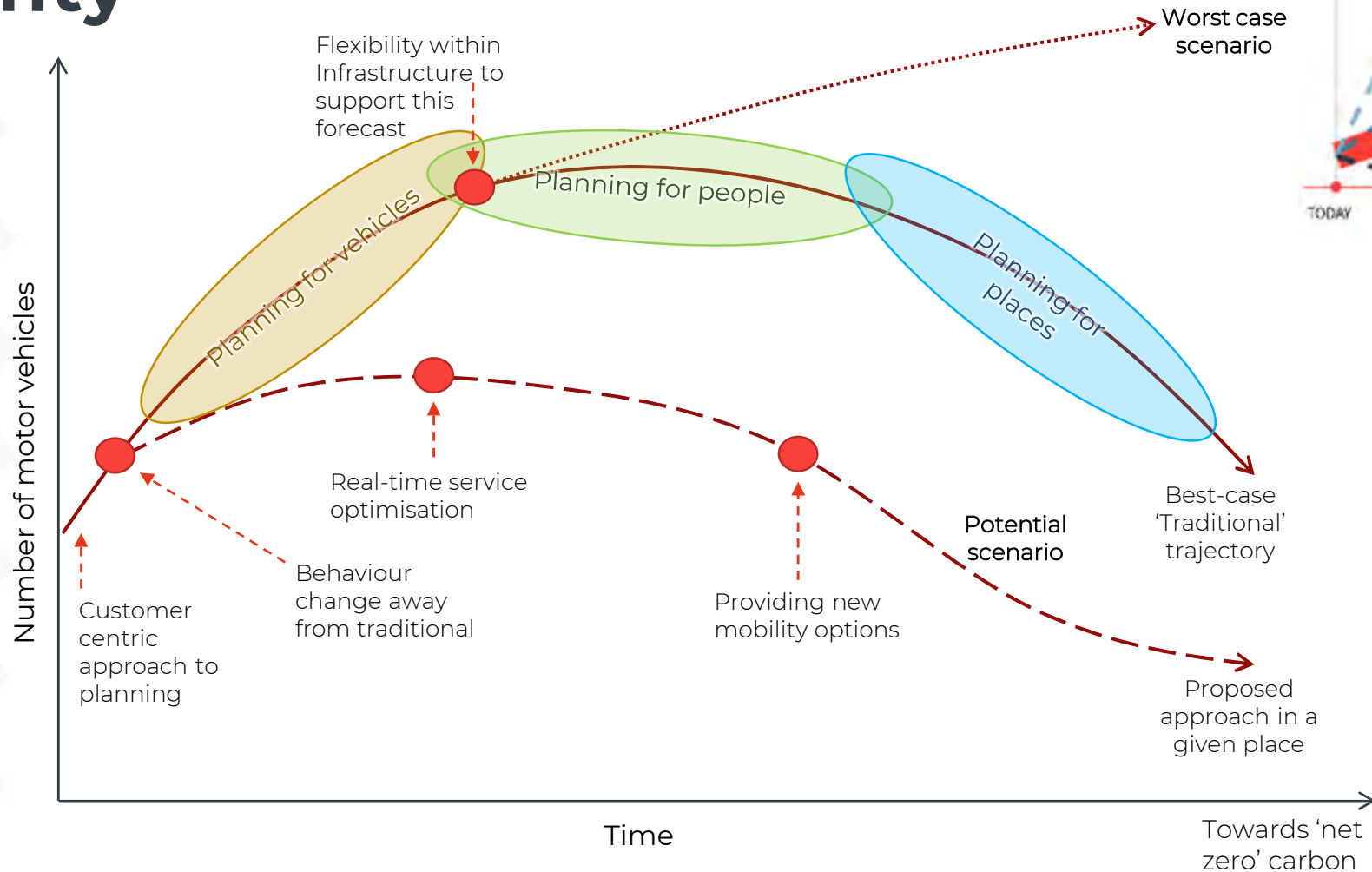


# Anticipating ongoing change





# Navigating uncertainty



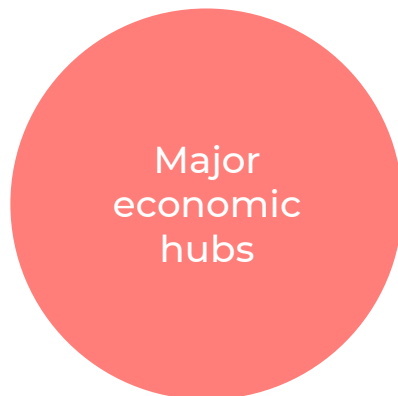
A close-up photograph of a mechanical component, likely a wheel or a part of a vehicle. The top half is a bright blue plastic or rubber rim with several small, white, vertical protrusions. The bottom half is a metallic, silver-colored disc with a textured, slightly worn surface. The background is a plain, light gray.

# The strategy's approach





# Considering the types of places



Major economic hubs



- Coastal / estuarial
- Local / regional
- Hinterlands away from London
- Large urban centres
- London commuter towns
- London orbital hubs



Urban



- Coastal and hinterland urban
- Local urban centres
- Well connected urban
- London commuter
- London orbital



Rural



- Good accessibility
- Poor accessibility

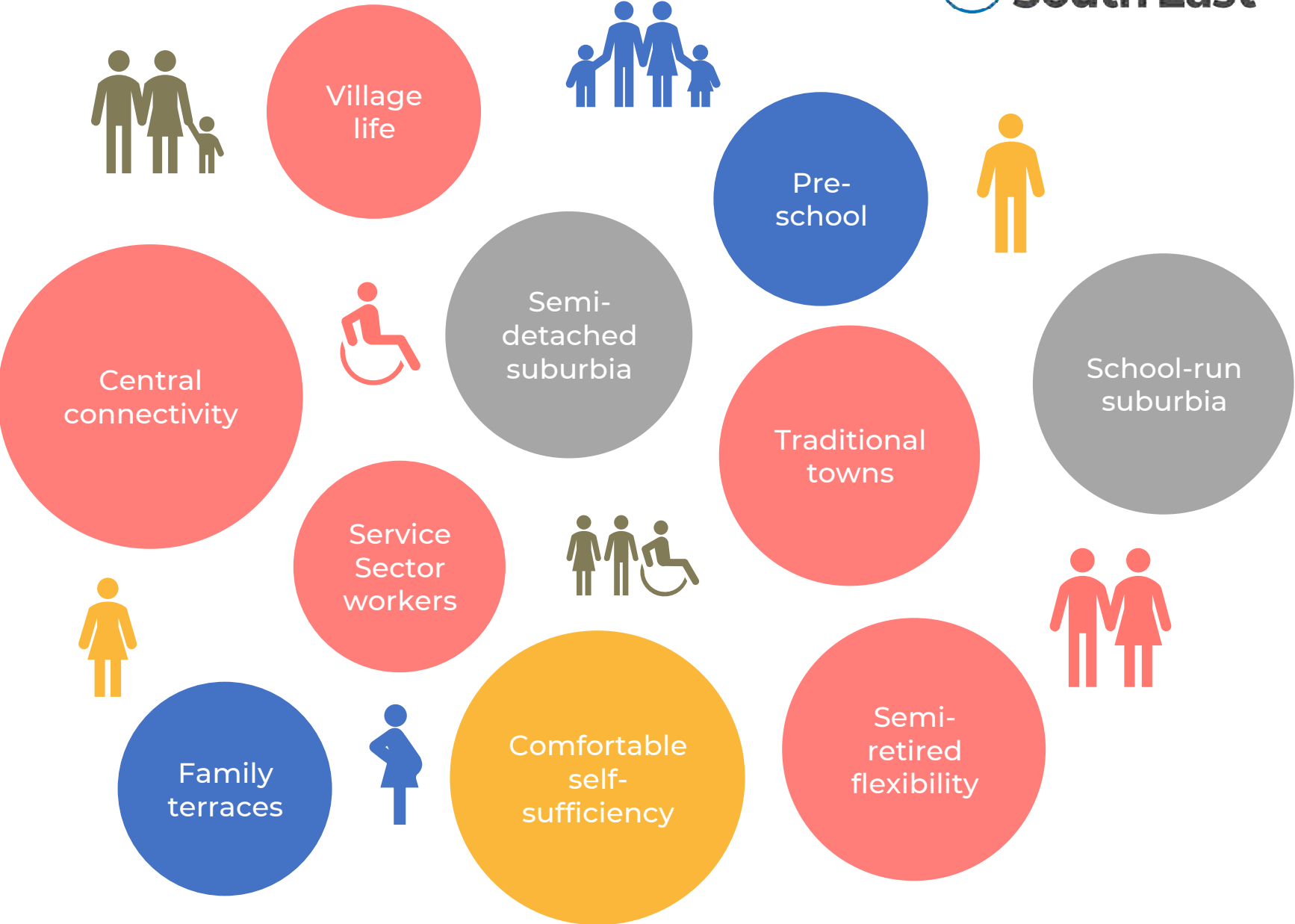


Remote Rural



- Remote rural

# Considering types of people and their characteristics in those places







# Considering the needs of those people



- Cleanliness
- Reliability
- Safety & Security
- High quality customer experience
- Environmentally friendly
- Value for money
- Travel information
- Integration between services
- Multimodal travel



- Digital connectivity at home or business
- Digital connectivity away from home or business
- Digital connectivity while travelling

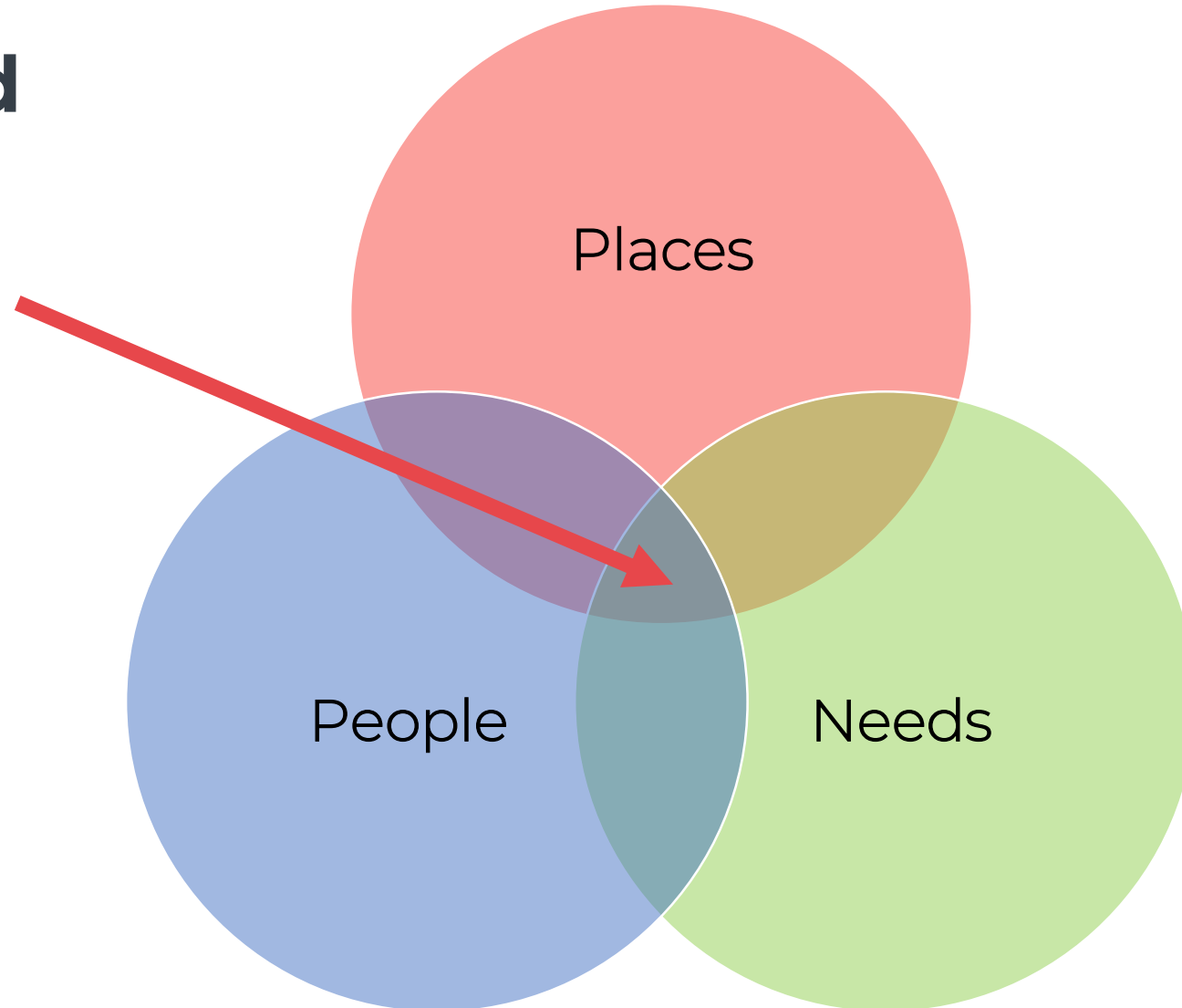


- Accessibility without a smartphone
- Accessibility without a bank account

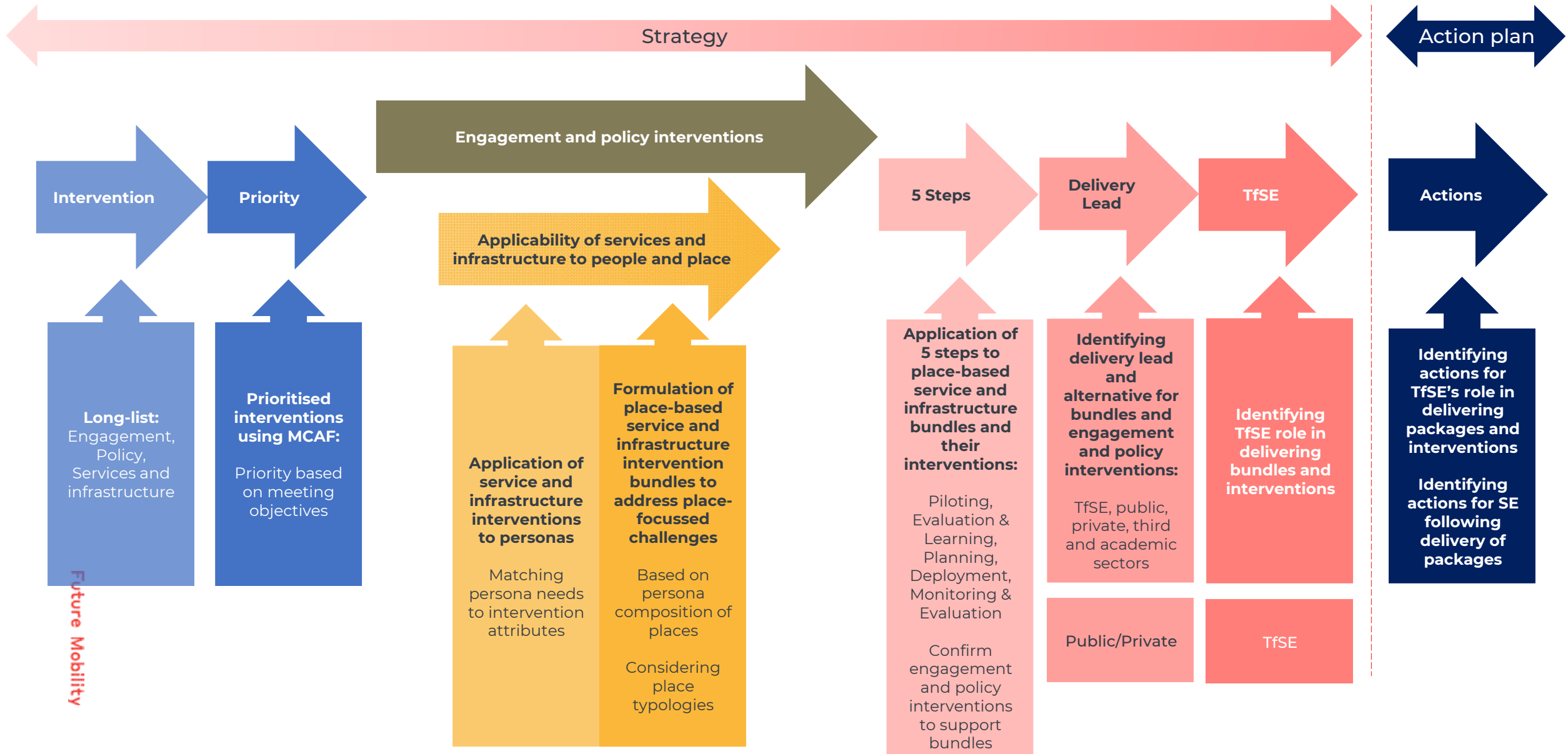


- Travel to work
- Social interaction and leisure
- Shopping and retail
- Education
- Healthcare

**To understand  
the potential  
for future  
mobility  
interventions**

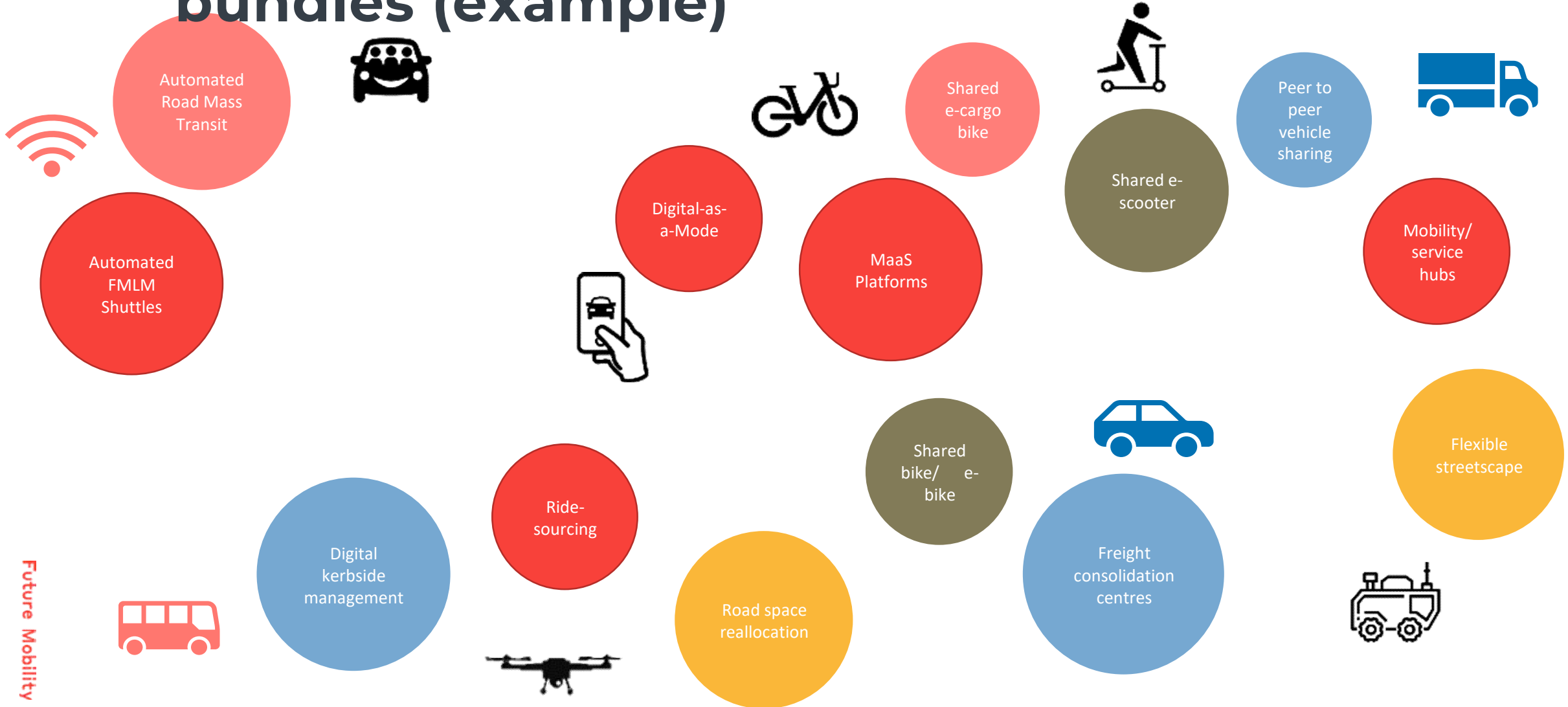








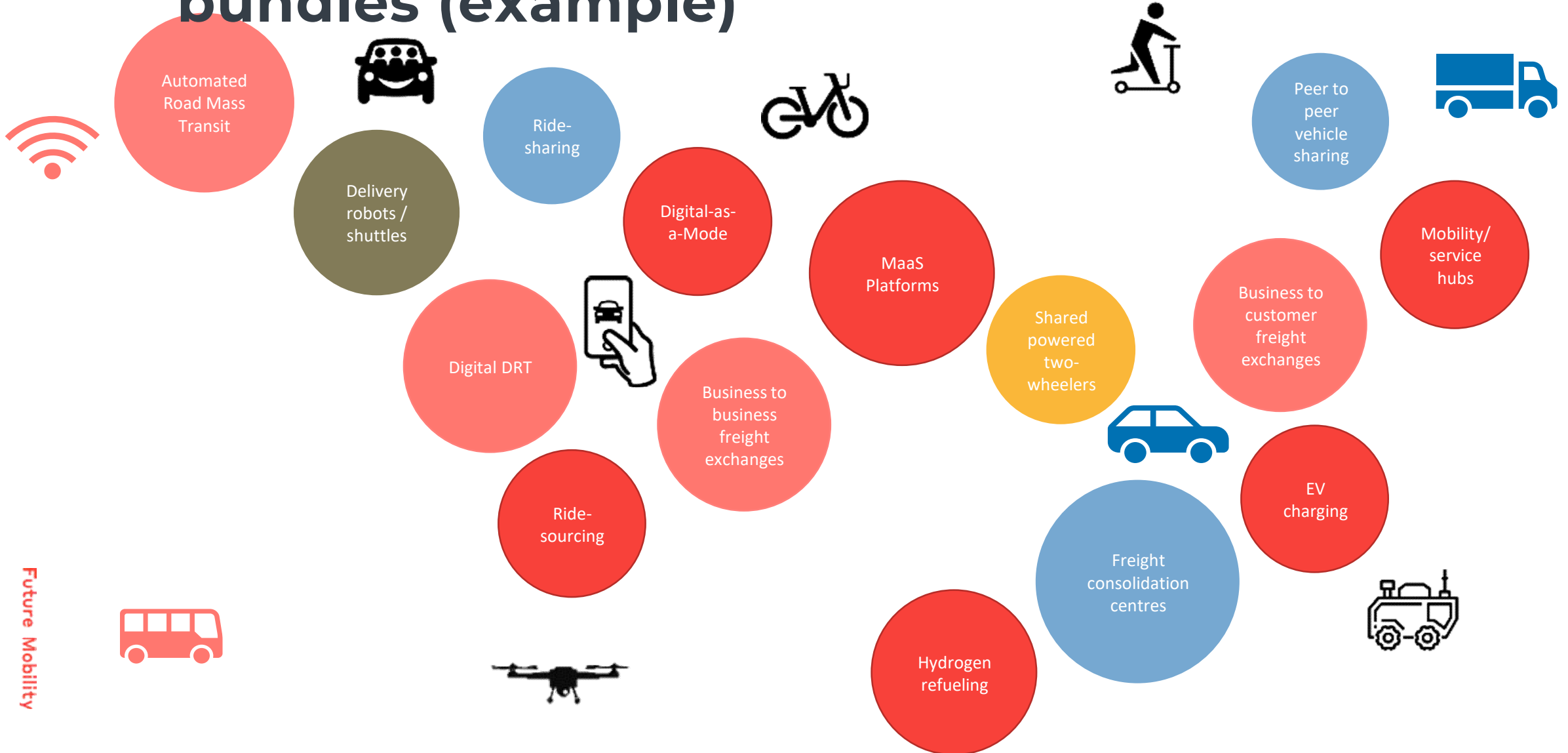
# Plausible, applicable, viable bundles (example)







# Plausible, applicable, viable bundles (example)





# Plausible, applicable, viable bundles (example)



Ride-sharing



Digital-as-a-Mode

MaaS Platforms



Peer to peer vehicle sharing



Mobility/service hubs

Shared powered two-wheelers



EV charging



Hydrogen refueling



Ride-sourcing

Digital DRT

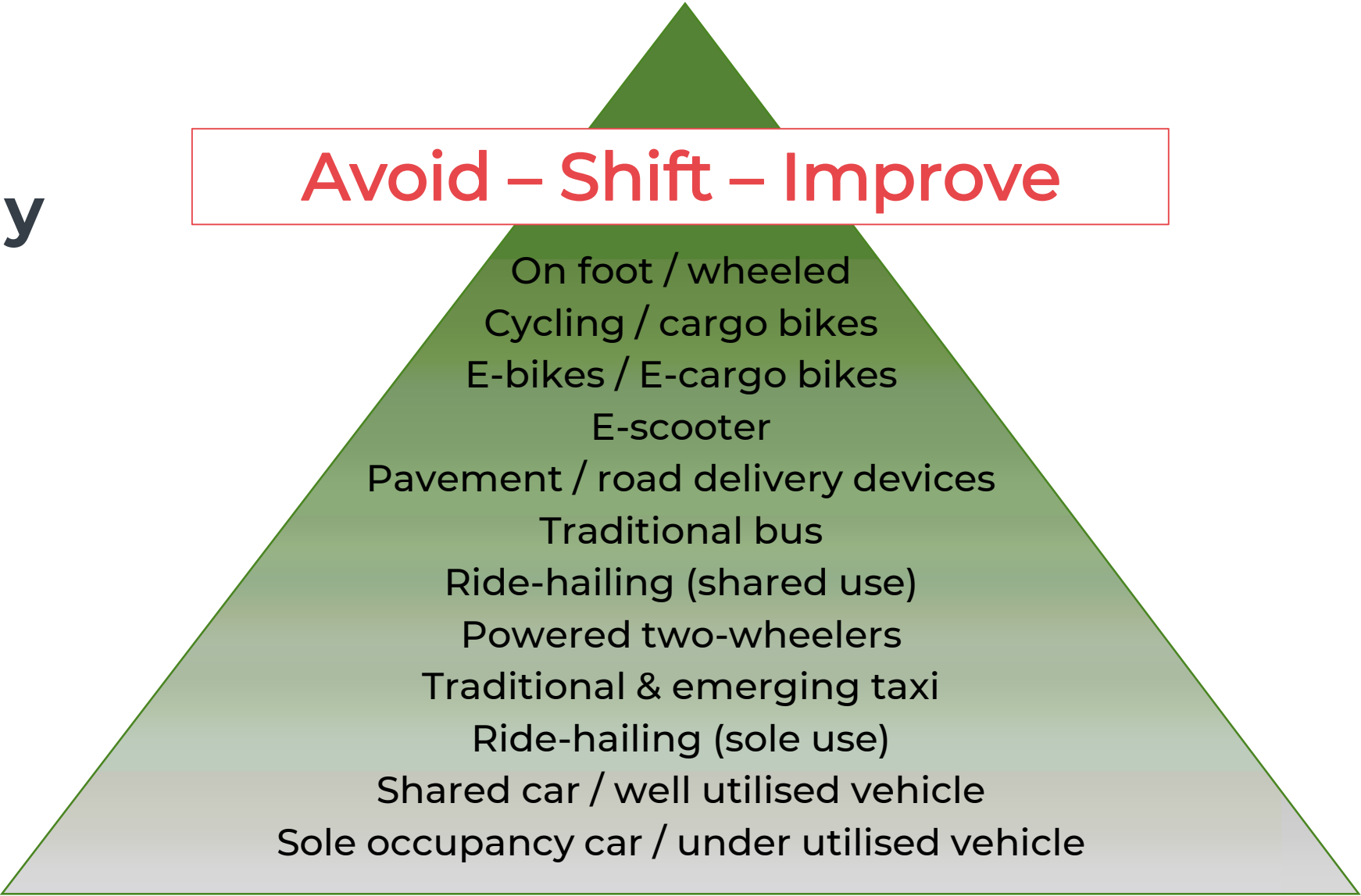


Low level air - freight



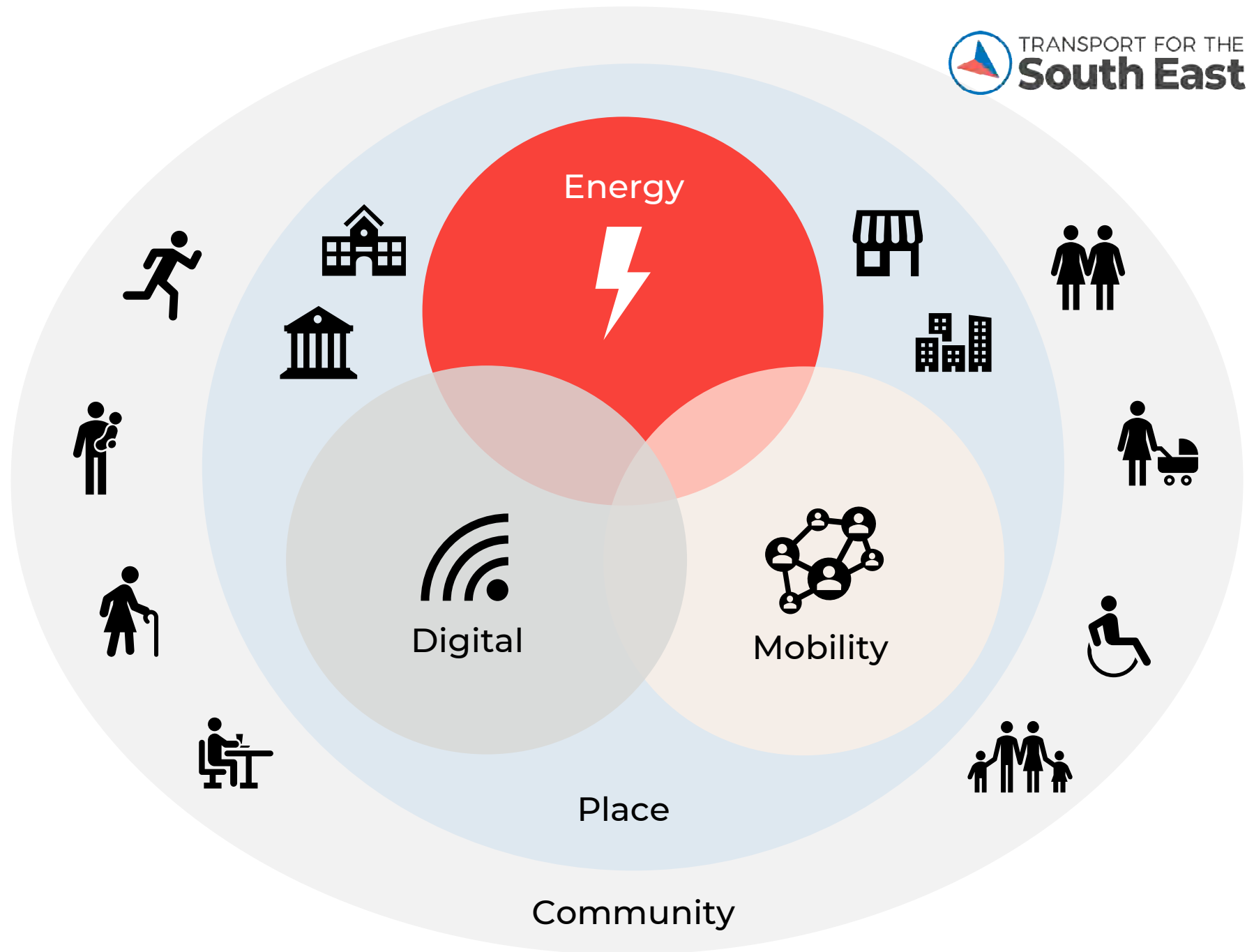
To enable **an emerging,**  
new hierarchy

## Avoid – Shift – Improve



On foot / wheeled  
Cycling / cargo bikes  
E-bikes / E-cargo bikes  
E-scooter  
Pavement / road delivery devices  
Traditional bus  
Ride-hailing (shared use)  
Powered two-wheelers  
Traditional & emerging taxi  
Ride-hailing (sole use)  
Shared car / well utilised vehicle  
Sole occupancy car / under utilised vehicle





## Benefits

- Provides evidence to inform policy / strategy / business cases / programmes / investment decisions
- Tailors interventions / solutions to identifiable needs
- Helps reduce impacts of potentially risky solutions / redundant assets
- Takes a “retail” approach to transport, identifies potential markets
- Helps create the conditions for future success
- Aids local engagement and understanding
- Identifies potential ‘markets’, reduces commercial risk
- Enables a ‘**decide and provide**’ approach to innovation







**What might  
good look like?**  
(a snapshot of the possible  
and how to avoid the bad)



# Battery and hydrogen







# Tackling the last mile

Future Mobility



Canterbury e-scooter



Delivery robots Milton Keynes



# (Digital) demand responsive transport







# Mobility hubs, aggregating functions, modes, and services







# Embedding in new and existing places

Future Mobility



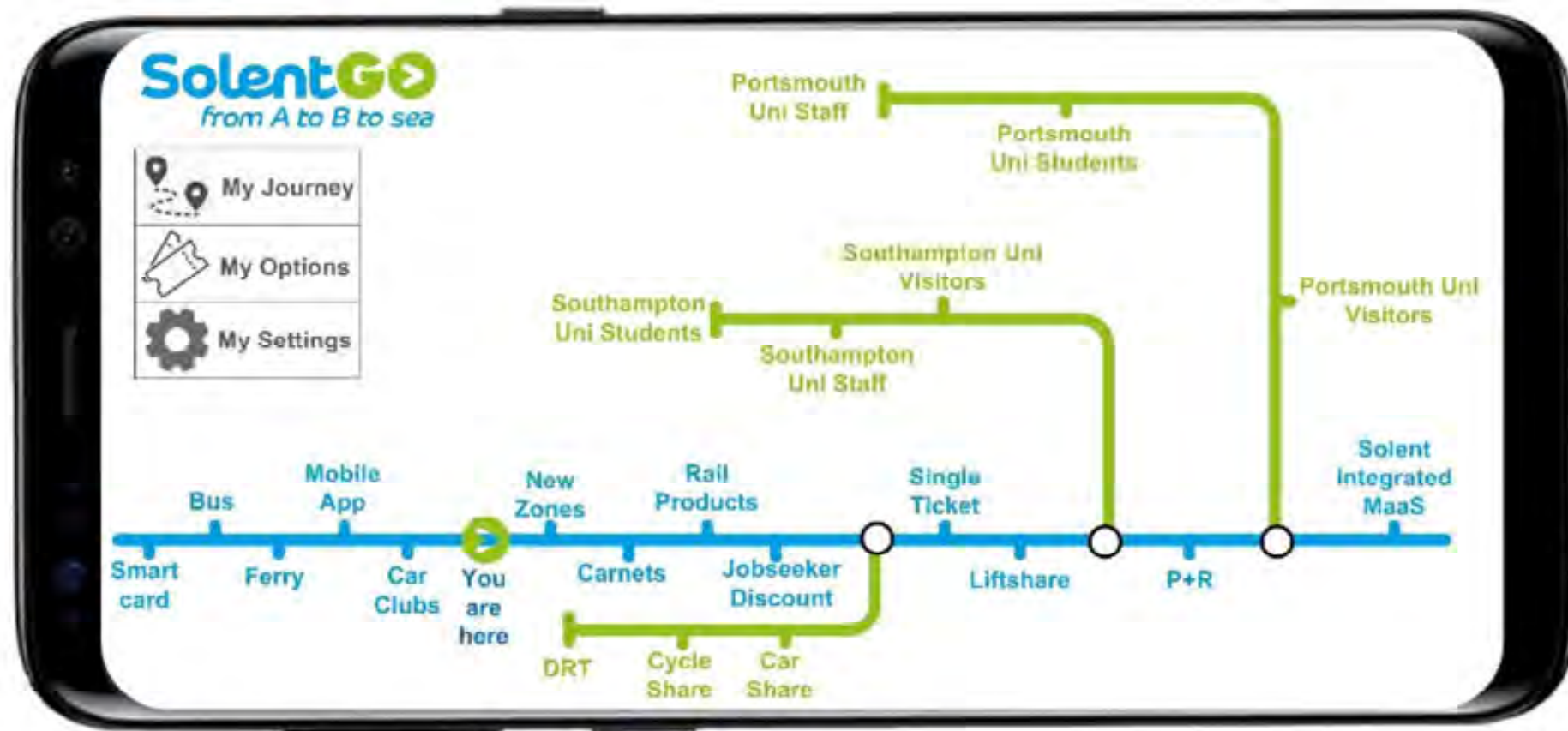
Otterpool Park Masterplan

<https://www.otterpoolpark.org>

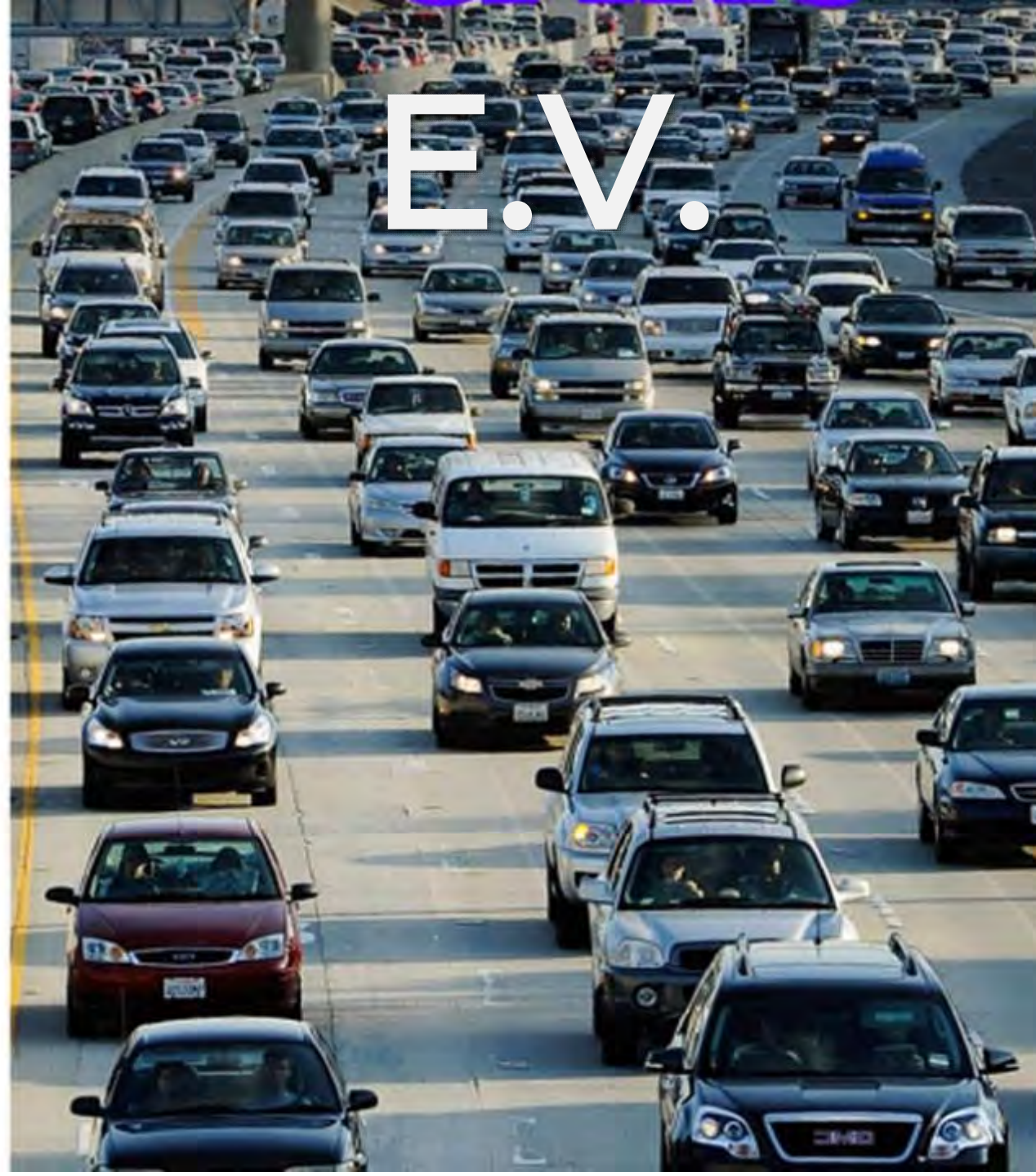
LYMPNE CASTLE  
ST STEPHENS CHURCH  
STUTFALL CASTLE (REMAINS)  
LEMANIS ROMAN FORT (SITE OF)



# The journey to MaaS





















# What do we need to do?





## Some “wicked” challenges



- Public sector (outcomes) **vs.** private sector (profit)
- Specification **vs.** laissez-faire
- Stand alone business case **vs.** cross subsidy
- Large (urban) markets **vs.** small (rural) markets
- National policy **vs.** local needs
- Ownership **vs.** sharing
- Digital natives **vs.** analogue customers
- Cashless society **vs.** cash dependent
- Hard **vs.** soft regulation
- Disruption **vs.** evolution
- Proactive **vs.** reactive
- Existing **vs.** new skills

# Thank you

**Giles Perkins**

*Head of Future Mobility*

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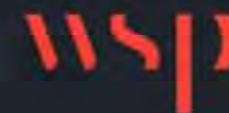
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[wsp.com](https://www.wsp.com)

**Future Mobility**

<https://www.wsp.com/en-GB/campaigns/future-mobility>





Join the conversation  
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