



# Future Mobility Congress

International Convention Centre,  
Birmingham  
4 July 2019

## SPONSORS

**GEOTAB**  
management by measurement

**RIDECELL**

**E** Europcar  
Mobility  
Group  
UK

## ASSOCIATE PARTNERS

Campaign for  
Better Transport **b**

 Transport for  
West Midlands

 **URBAN  
TRANSPORT  
GROUP**  
The voice of UK  
urban transport

**BVRLA**

# Session One

## Key Notes 'The Future of Mobility'

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**E** Europcar  
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Group  
UK

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The voice of UK  
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# Andy Street

## Mayor of the West Midlands



**West Midlands**  
Combined Authority

# **Future Mobility in the West Midlands**

**Andy Street**

**Mayor of the  
West Midlands**

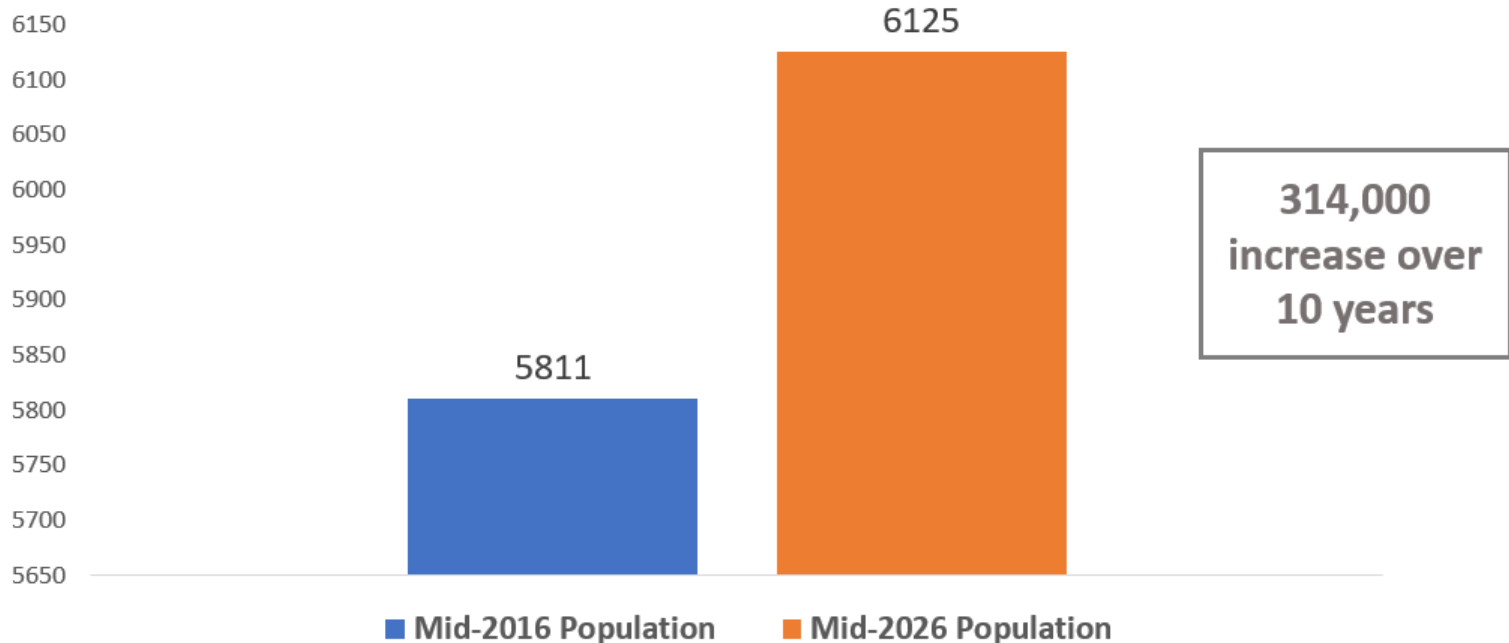
# Agenda

Demand for Future Mobility solutions

The role of Combined Authorities

# Rapid population growth

Projected population change in the West Midlands region  
mid-2016 to mid-2026 (thousands)





# Climate Change



West Midlands  
Combined Authority

**1,500** Premature  
Deaths **each year** in  
the West Midlands  
due to air pollution

## BREAKING NEWS

**Obesity 'causes more cases of some cancers than smoking'**



Obesity now causes more cases of four common cancers in the UK than smoking, according to a charity.



# Public Health crises



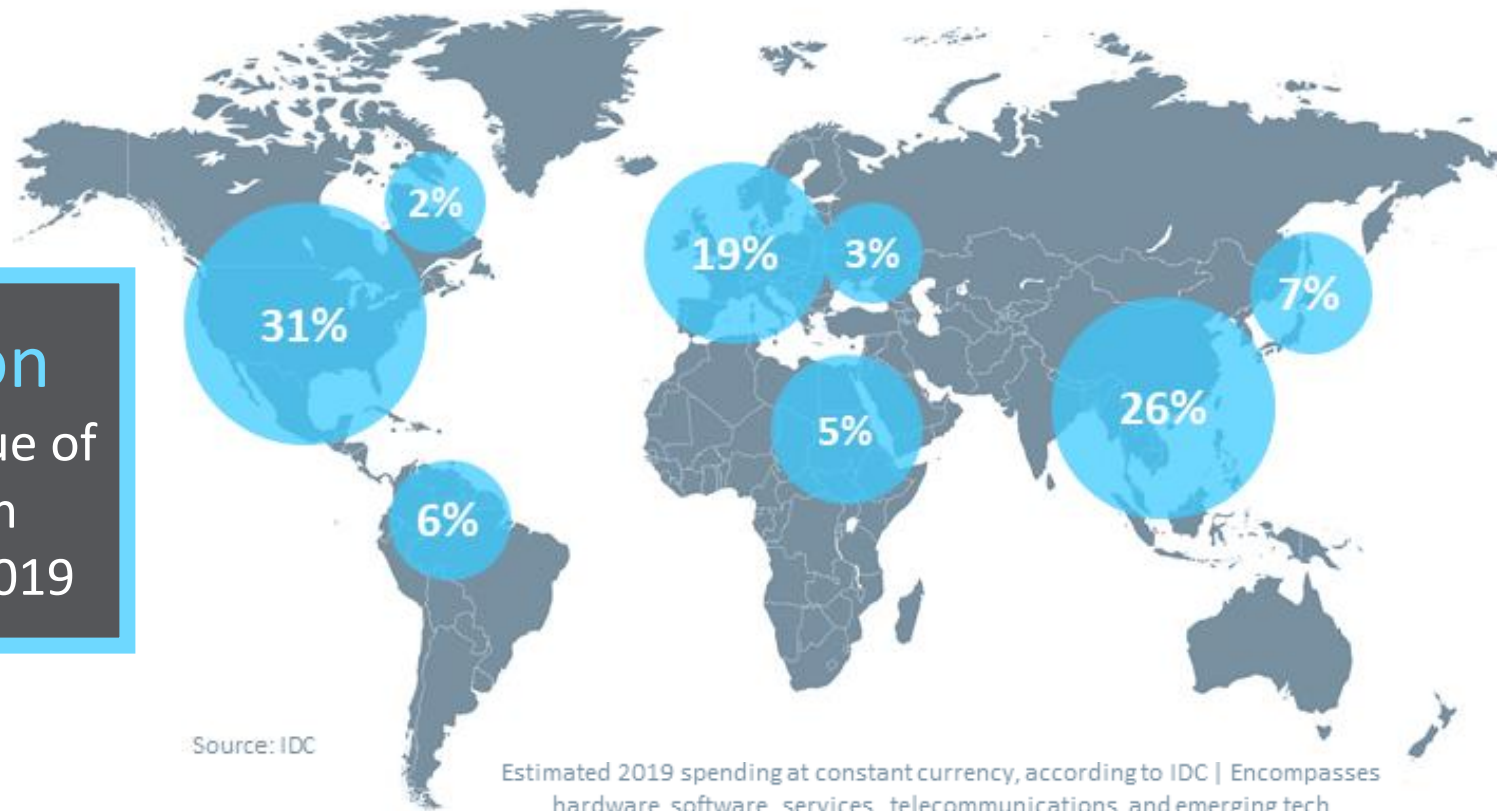
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Combined Authority

**63%** of West  
Midlands journeys  
made by Car



# The pace of global innovation

**\$5 Trillion**  
predicted value of  
global Tech  
industry in 2019



# So what are we trying to achieve?



West Midlands  
Combined Authority

**More Zero-Carbon  
transport solutions**



**Higher  
Productivity**



**Modal Shift to  
public/active  
transport**



**A healthier,  
happier  
population**



# Agenda

The Future Mobility challenge

The role of Combined Authorities

# We are helping in two main ways:



West Midlands  
Combined Authority

**Upgrading  
existing  
Infrastructure**

**Encouraging  
Innovative  
Solutions**



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West Midlands  
Combined Authority

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Solutions**

# An ambitious 2026 vision



West Midlands  
Combined Authority



# A new Midlands Rail Hub strategy



West Midlands  
Combined Authority





# Increasing capacity at our stations



West Midlands  
Combined Authority



# Reopening the Camp Hill Line

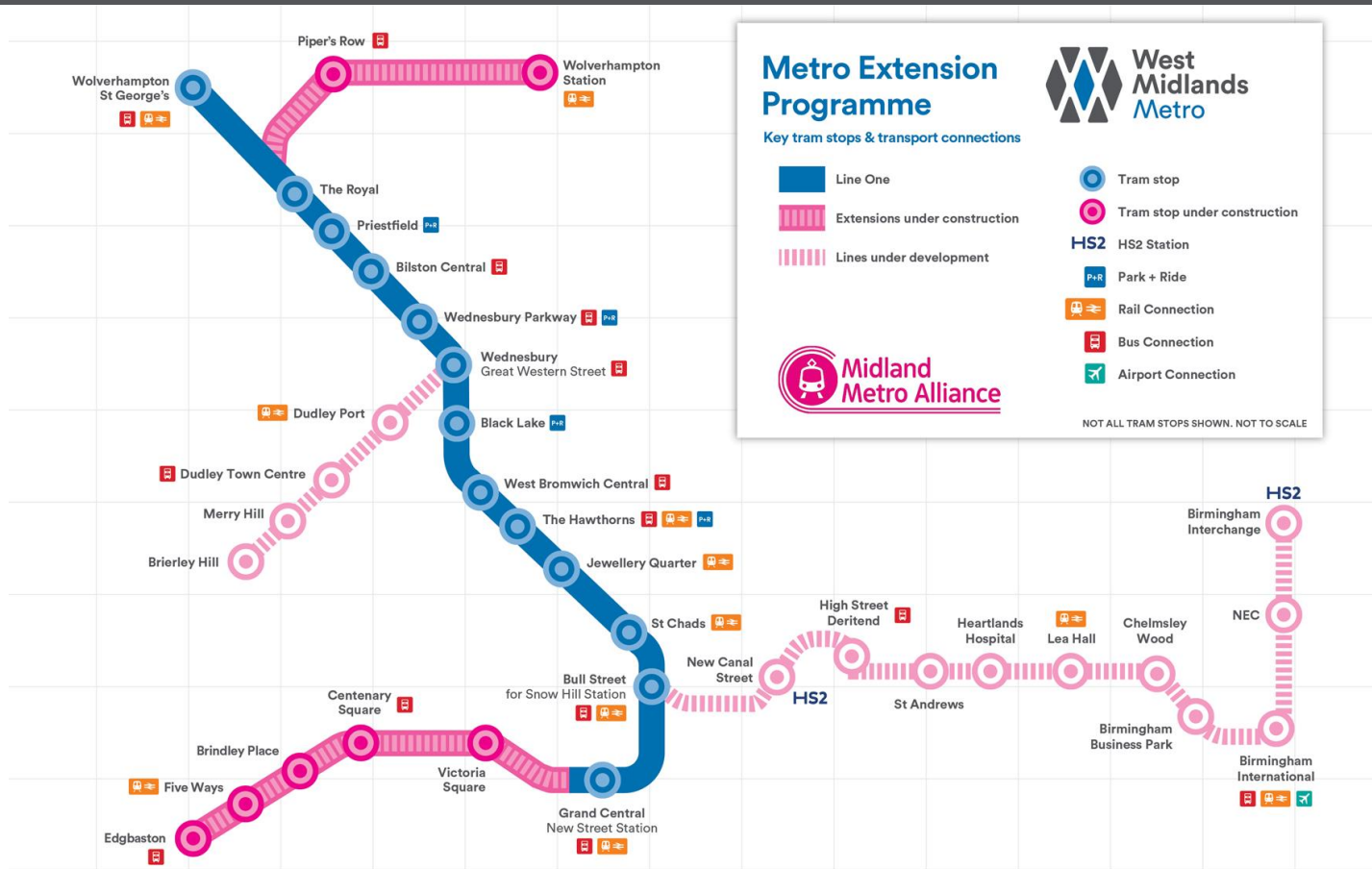


West Midlands  
Combined Authority





# Expanding the Metro system



# Expanding the Metro system



West Midlands  
Combined Authority



# Aiming for the cleanest bus fleet outside London



West Midlands  
Combined Authority





# Investing in cycling infrastructure



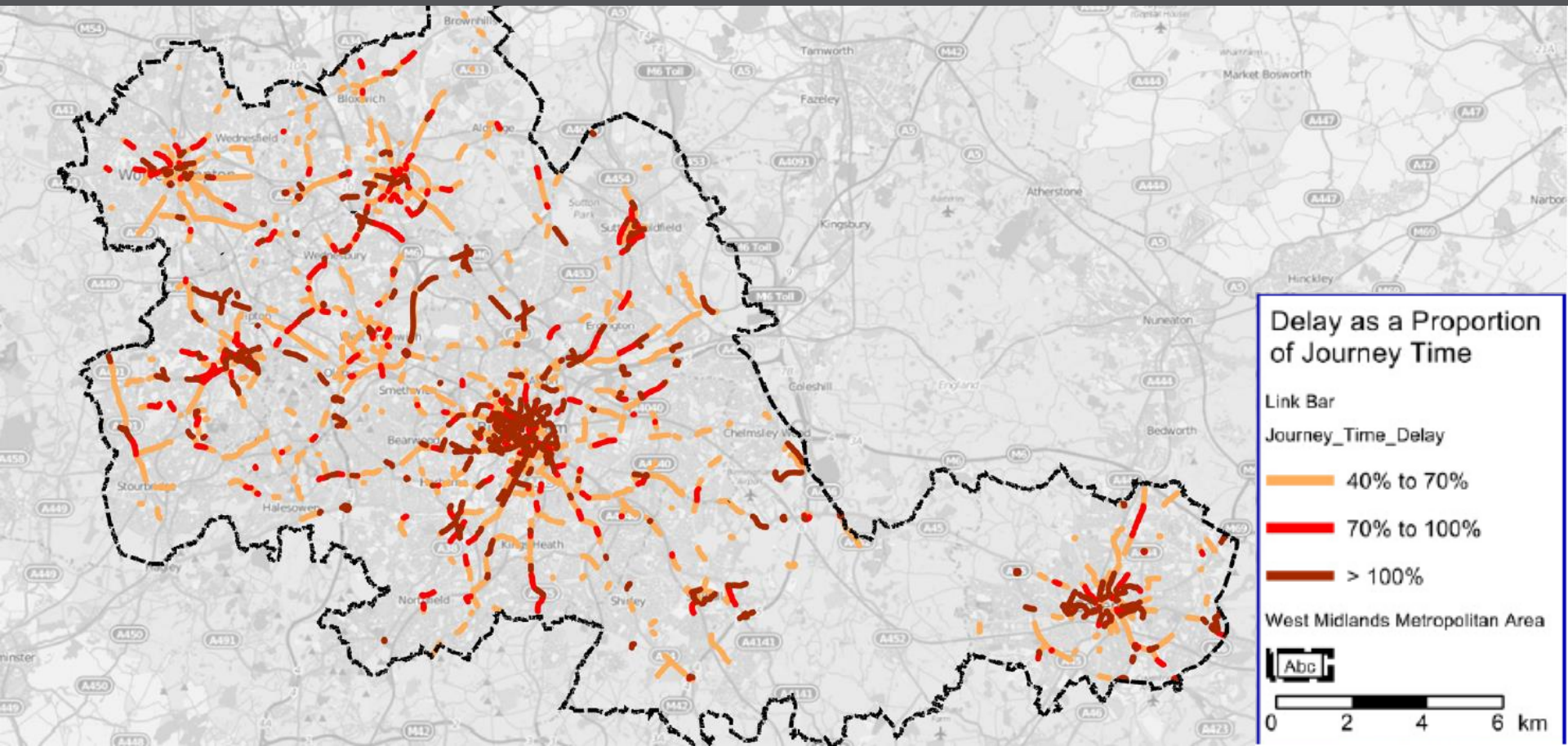
West Midlands  
Combined Authority



# Better management of our transport



West Midlands  
Combined Authority





# The results so far...

## Percentage change in Patronage (1 year)



**+3.5%**



**+1%**



**+8.3%**

# We are helping in two main ways:



West Midlands  
Combined Authority

**Upgrading  
existing  
Infrastructure**

**Encouraging  
Innovative  
Solutions**

# CAV – Midlands Future Mobility testbed



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Combined Authority



# WM5G

## A Future Mobility testbed



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Combined Authority





# MaaS (Mobility as a Service)



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Combined Authority



whim.



# Trialling future Energy Solutions



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Combined Authority

## ENERGY CAPITAL

Wolverhampton



Walsall

Energy efficient,  
sustainable housing

Grid constraints and  
energy costs



Hydrogen and  
ending fuel poverty



Solihull



Energy services and  
future transport

Smart infrastructure



Coventry

# Creating an Automotive innovation cluster



West Midlands  
Combined Authority





# Supporting our industries to innovate



West Midlands  
Combined Authority



INDUSTRIAL  
STRATEGY

HM Government



West Midlands  
Local Industrial  
Strategy

May 2019

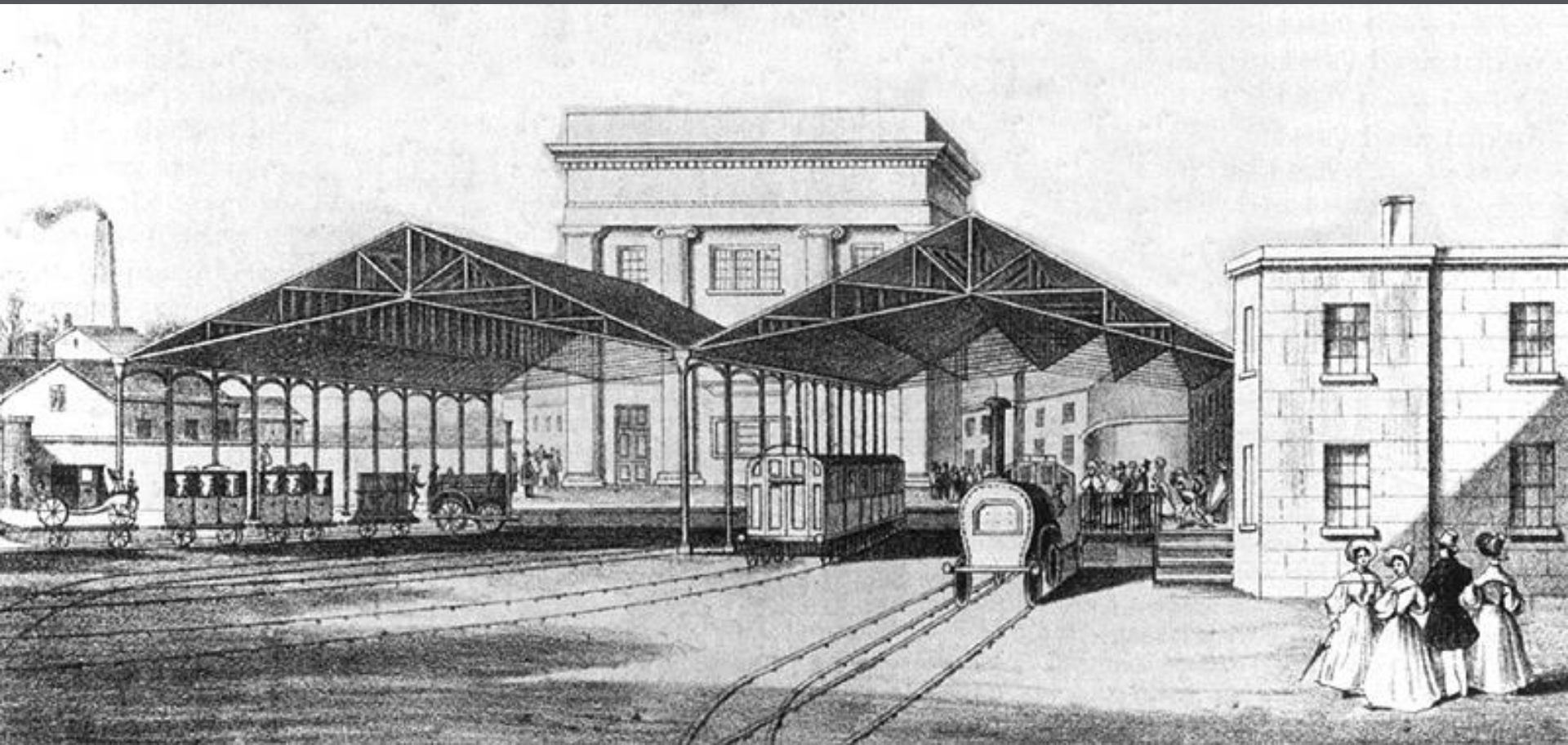




# Final reflections...



West Midlands  
Combined Authority



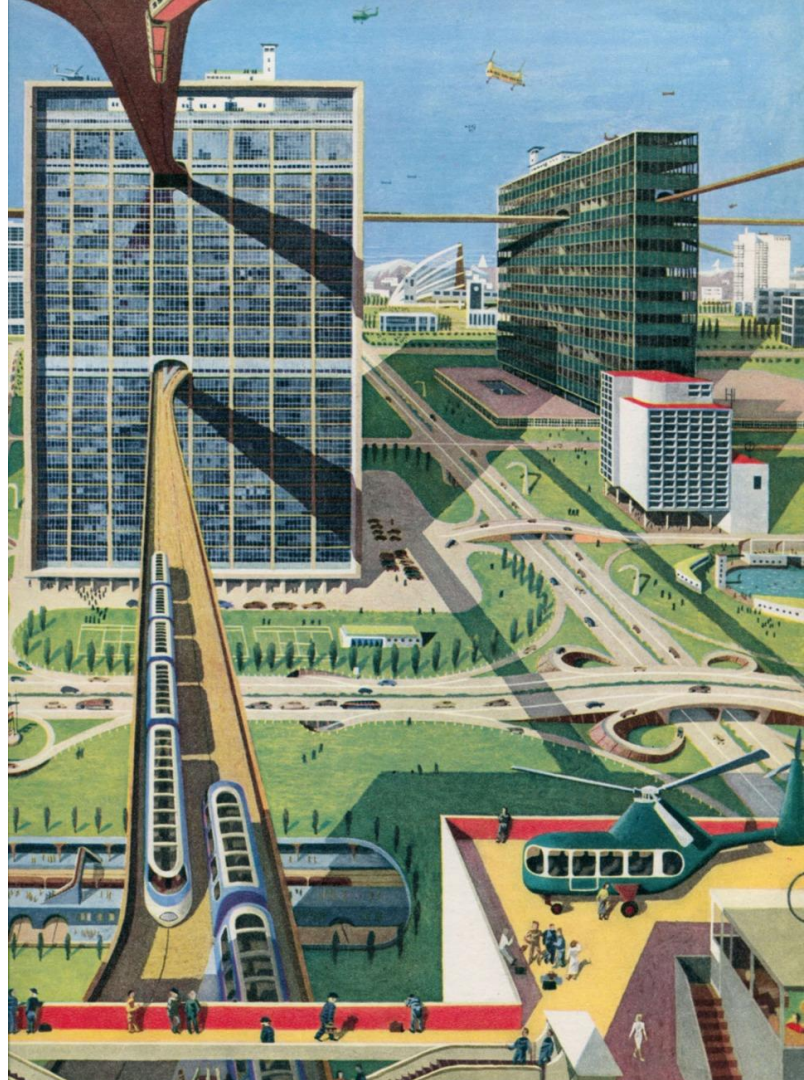
# Ella Taylor

Head of Future Mobility  
Centre for Connected Vehicles and  
Autonomous Vehicles



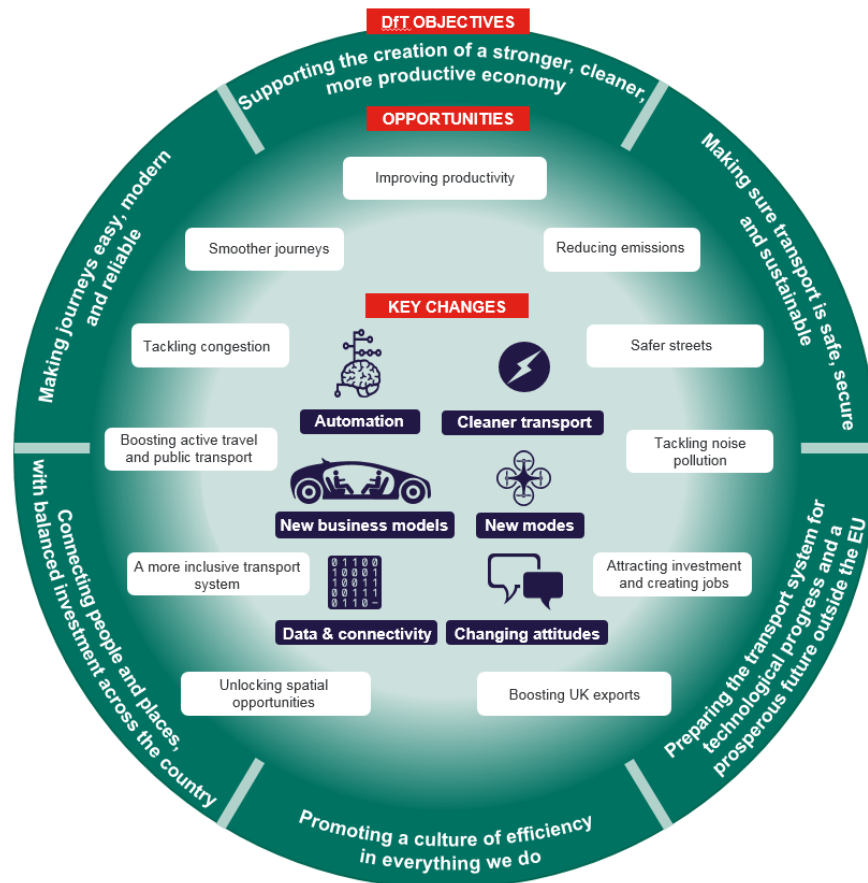
Department  
for Transport

# Future of Mobility: Urban Strategy





# A number of changes







# Potential benefits





# Potential risks





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## Uber to buy electric bicycle-sharing firm Jump

🕒 9 April 2018 📰

f 🗨️ 🐦 ✉️ Share



Uber users around the world may soon be able to hire elect through the app, after the ride-sharing firm bought US bike-

Based in New York, Jump allows riders to rent electric-powered via an online platform.

TRANSPORTATION / RIDE-SHARING

## Lyft buys the biggest bike-sharing company in the US

*The ride-share company will take on Motivate's existing contracts, like New York's Citi Bike*

By Sean O'Kane | @sokane1 | Jul 2, 2018, 1:12pm EDT

f 🐦 SHARE



Photo by John Moore/Getty Images



### MOST READ

Is this the Motorola RAZR with folding display?

Tesla raised prices at its Supercharger stations



Command Line



# Mobike pulls out of Manchester citing thefts and vandalism

Bike-sharing firm says it will refund customers, as it moves bikes to other UK cities



▲ The company said 10% of its Manchester fleet was destroyed or stolen during the summer. Photograph: Christopher Thomond for the Guardian

The bike-sharing operator Mobike is pulling out of **Manchester** this week because of “unsustainable” losses from theft and vandalism - the first time the Chinese firm has abandoned a city because of antisocial behaviour.



## Uber adds public transportation directions and schedules to its app in London

*Uber aims to become a one-stop shop for all modes of transportation*

By Andrew J. Hawkins | @andyjayhawk | Apr 29, 2019, 7:01pm EDT



mc.serverbid.com...

## Citymapper to undercut TfL with London travel card

**App's 'Citymapper Pass' will offer unlimited travel in zones one and two for £31 a week**





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What proportion of the English population uses a smartphone?

**A** 20%

**B** 40%

**C** 60%

**D** 80%





Department  
for Transport

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C 60%

D 80%



And of that 80% who do use a smartphone, what proportion use it for travel planning purposes?

**A** 76%

**B** 26%

**C** 86%

**D** 66%



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Department  
for Transport

What proportion of the  
population have used app-  
based minicab services such as  
Uber

**A** 2%

**B** 8%

**C** 14%

**D** 28%





Department  
for Transport

What proportion of the  
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**What is the main barrier to ride-sharing?**

**A** Journey times would be less reliable

**B** Sharing with strangers

**C** Cleanliness of vehicle

**D** Less comfort



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A Journey times would be less reliable

B Sharing with strangers

C Cleanliness of vehicle

D Less comfort



In facilitating innovation in urban mobility for freight, passengers and services, the Government's approach will be underpinned as far as possible by the following Principles:

1. New modes of transport and new mobility services must be safe and secure by design.
2. The benefits of innovation in mobility must be available to all parts of the UK and all segments of society.
3. Walking, cycling and active travel must remain the best options for short urban journeys.
4. Mass transit must remain fundamental to an efficient transport system.
5. New mobility services must lead the transition to zero emissions.
6. Mobility innovation must help to reduce congestion through more efficient use of limited road space, for example through sharing rides, increasing occupancy or consolidating freight.
7. The marketplace for mobility must be open to stimulate innovation and give the best deal for consumers.
8. New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.
9. Data from new mobility services must be shared to improve choice and the operation of the transport system.









# Jonathan Bray

Director  
Urban Transport Group

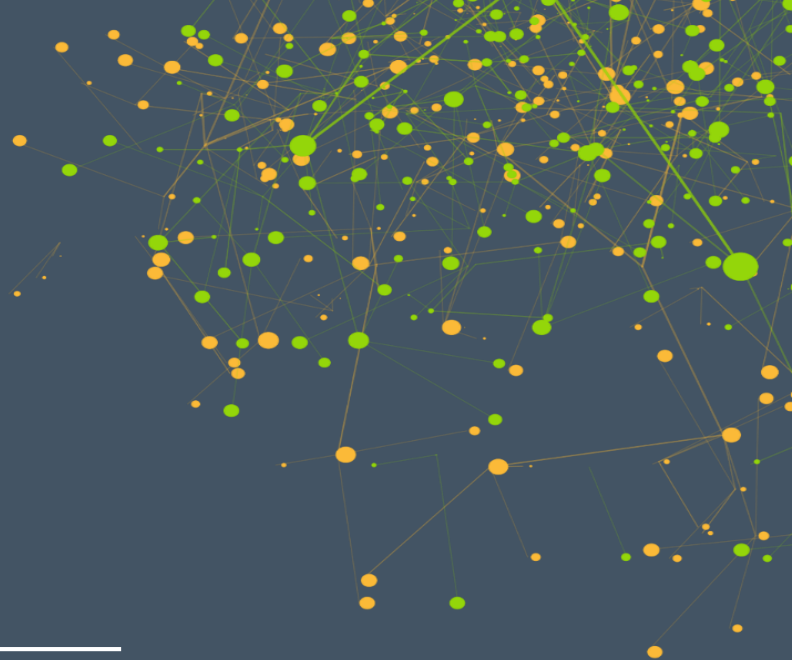


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## Ten key trends on urban transport

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BVRLA Birmingham July 2019

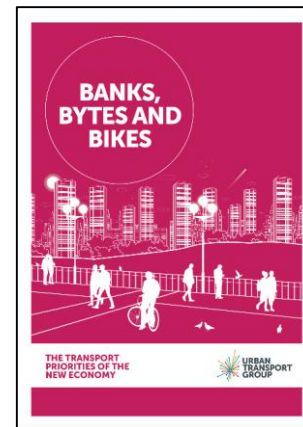
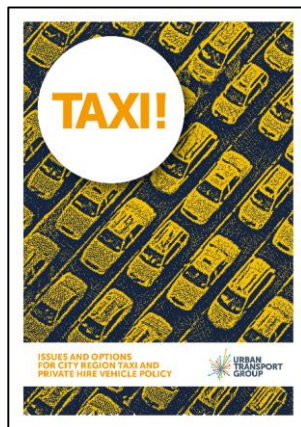
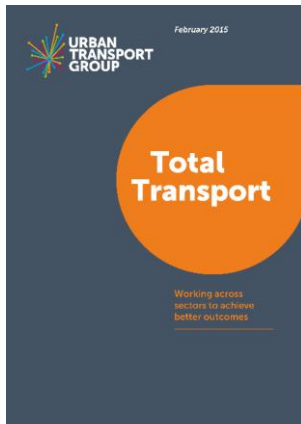




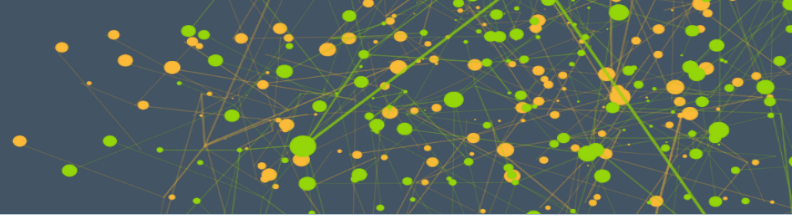


# What we do

## Thought Leadership



# What we do



## Professional Network



# What we do

## Making The Case





# NUMBER CRUNCH 2019



URBAN TRANSPORT  
TRENDS IN  
CHANGING TIMES

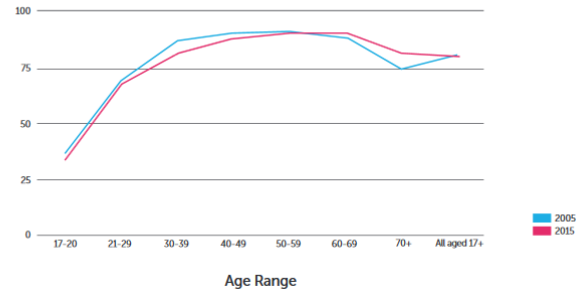


# 1. The generational divide on motoring



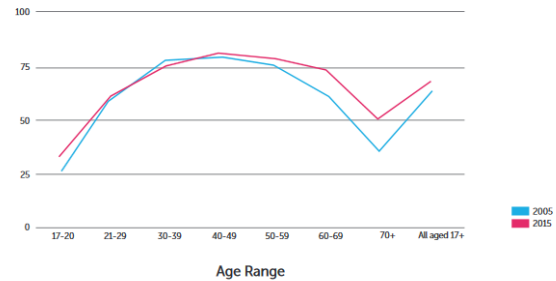
Percentage with a driving license

PERCENTAGE OF MEN WITH A DRIVING LICENSE (BY AGE)



Percentage with a Driving License

PERCENTAGE OF WOMEN WITH A DRIVING LICENSE (BY AGE)

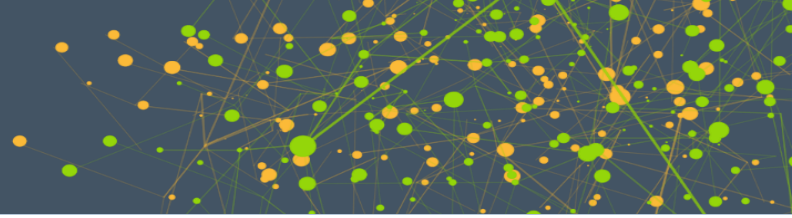




**1995/9: 46% 17-29 year olds drove  
in a typical week**

**2010/14: Down to 37%**

## 2. The divide between cities and the rest on motoring







### THE NUMBER OF TRIPS MADE BY MODE INTO BIRMINGHAM DURING THE AM PEAK

Mode	2011	2013	2015	2017
Bus	25,749	25,179	25,315	23,424
Rail	27,798	27,506	35,085	37,567
Metro	1,687	1,538	299 <sup>20</sup>	1,616
Car	37,256	39,751	35,658	35,081
Total	92,490	93,974	96,357	97,688

### 3. The triumph of place



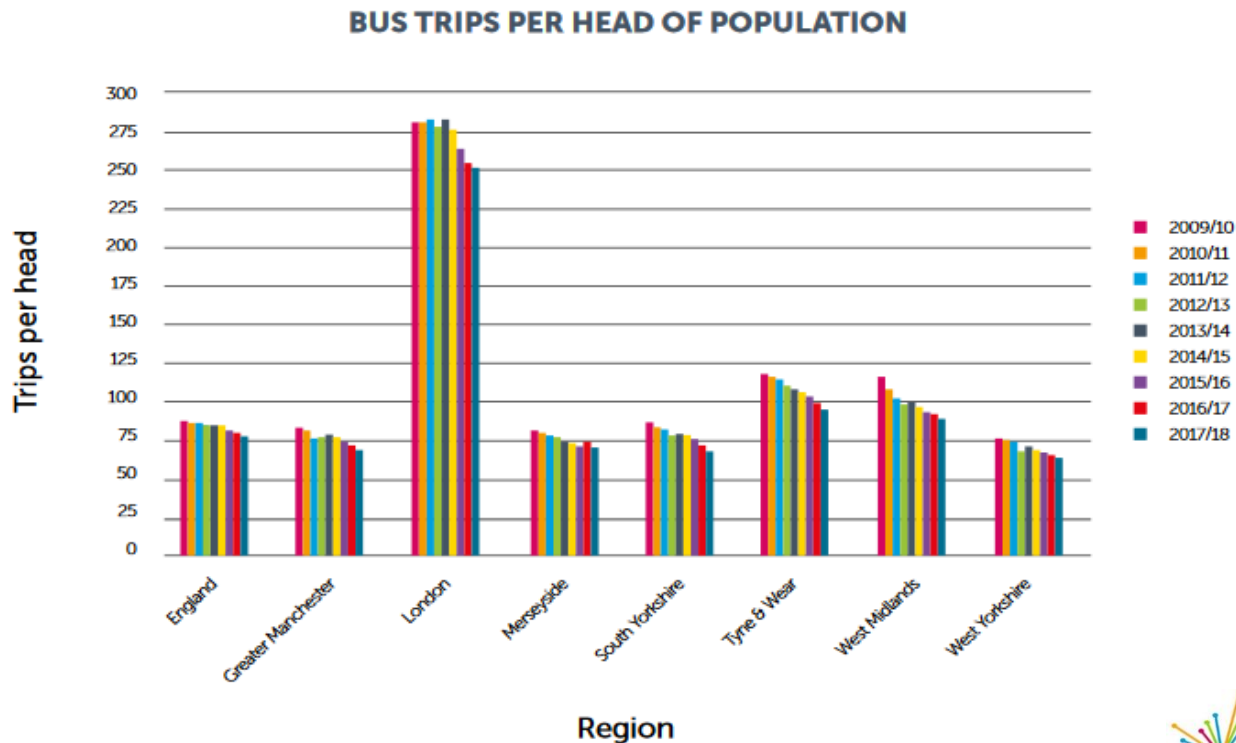
## 4. The rise of active travel



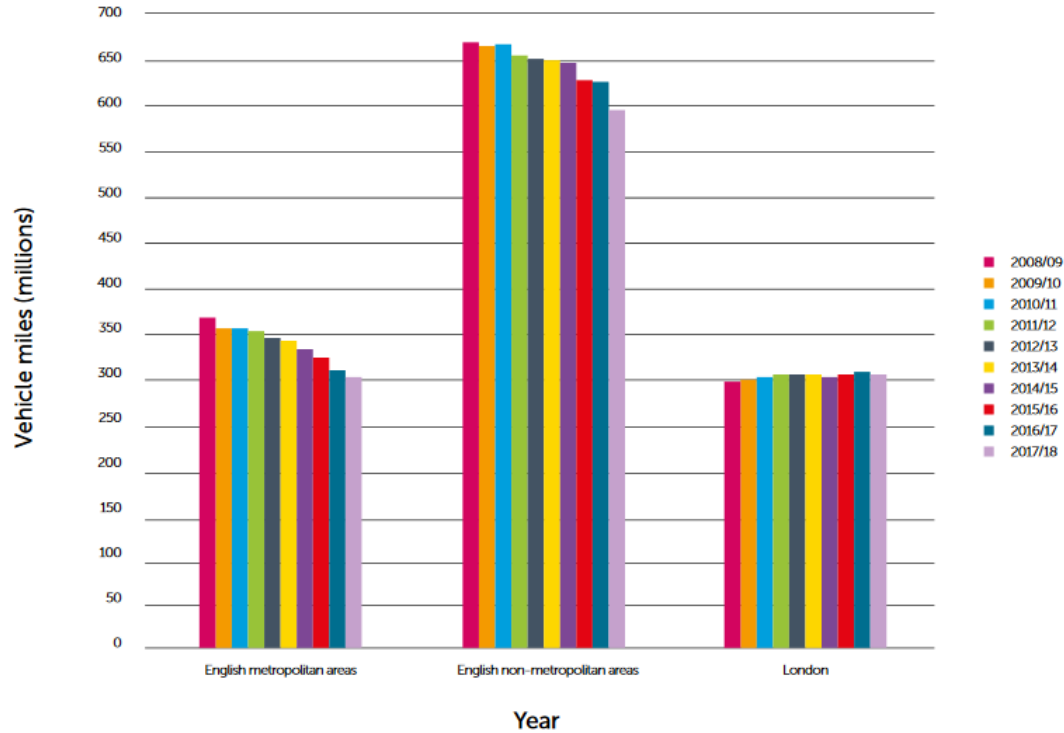
### GROWTH IN CYCLIST NUMBERS BETWEEN 2009 AND 2017

Area	Growth between 2009 and 2017
Newcastle	41%
Manchester	43%
City of London	37%
Leeds	52%

## 5. Rail in ascendency, bus in decline



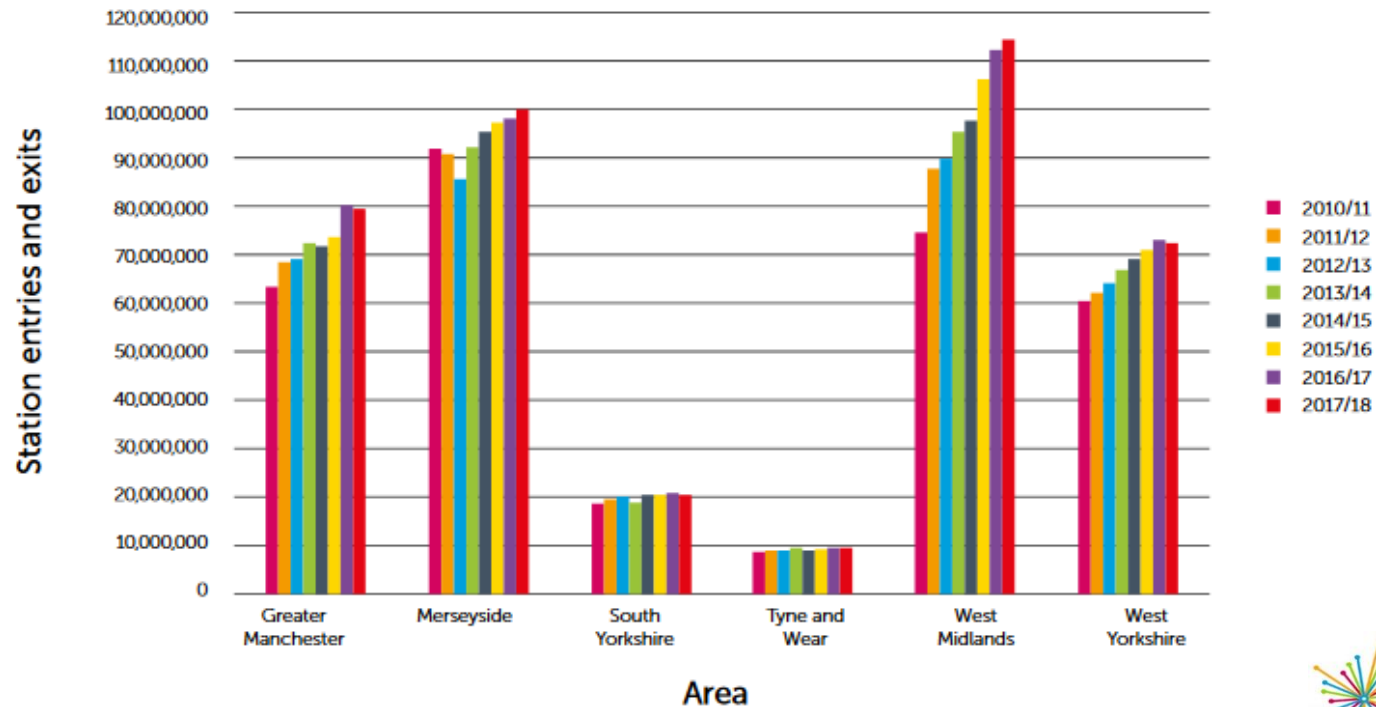
## BUS VEHICLE MILES BY AREA (MILLION)







## NUMBER OF STATION ENTRIES AND EXITS BY AREA



## 6. One app to rule them all?



## 7. A change in priorities?

### M4 relief road: Newport motorway plans scrapped

4 June 2019

f b t e Share

M4 relief road scrapped



### The £1.4bn question: 1,800 miles of cycle routes or 10 minutes off a car journey?

Greater Manchester's Bee Network has just £160m of the cash it needs, unlike a junction near Bedford



▲ Chris Boardman has said his cycling and walking vision for Greater Manchester will cost £1.5bn. Photograph: Christopher Thomond/The Guardian

# Five final thoughts

- Facing up to the divides
- How to reconcile place and movement
- Who will own the future of urban transport?
- Priorities for transport spending in a climate crisis and a changing economy
- The changing role of the car in changing times