



# 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’

SPONSORS

**GEOTAB**  
management by measurement

**RIDECCELL**

**E** Europcar  
Mobility  
Group  
UK

Campaign for  
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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



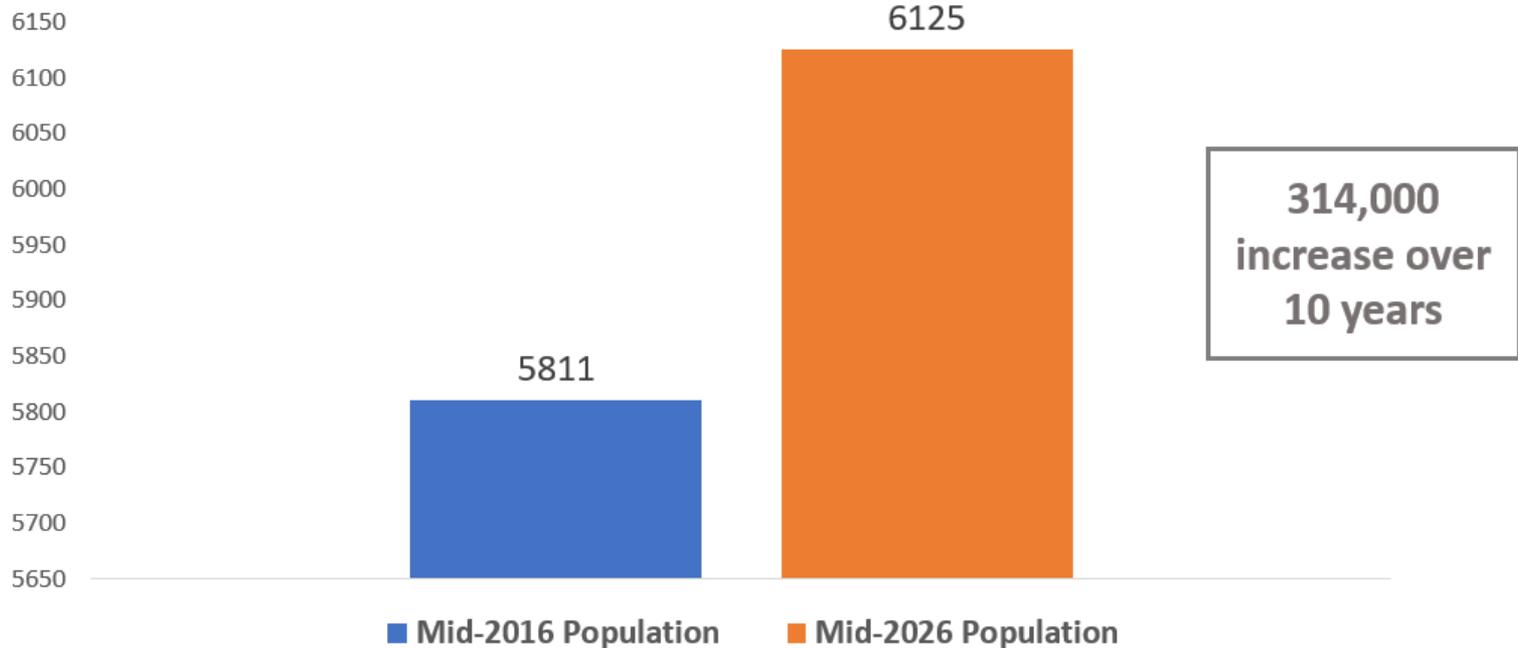
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Demand for Future Mobility solutions

The role of Combined Authorities

# Rapid population growth

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



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

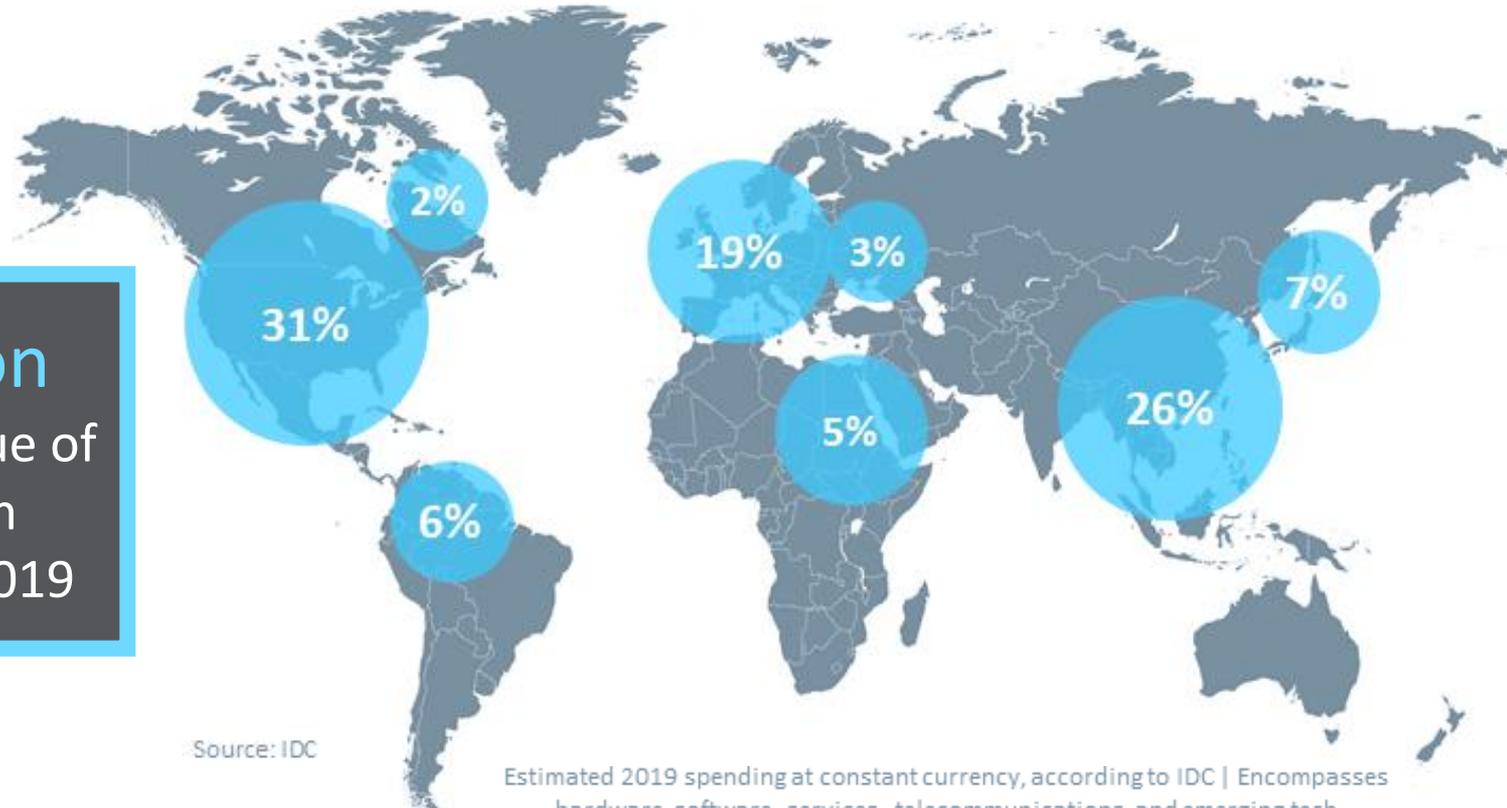


# The pace of global innovation



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



Source: IDC

Estimated 2019 spending at constant currency, according to IDC | Encompasses hardware, software, services, telecommunications, and emerging tech

# So what are we trying to achieve?



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**More Zero-Carbon  
transport solutions**



**Higher  
Productivity**



**Modal Shift to  
public/active  
transport**



**A healthier,  
happier  
population**



# Agenda



West Midlands  
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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**

# We are helping in two main ways:



West Midlands  
Combined Authority

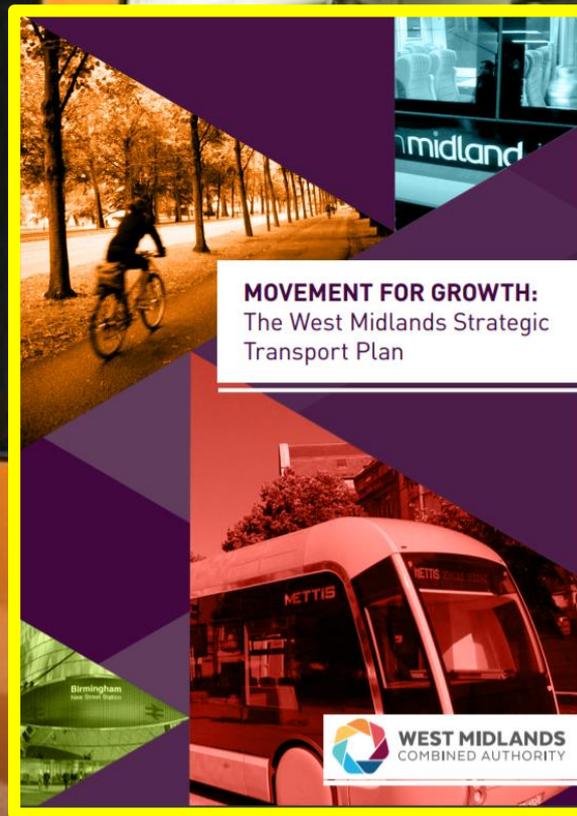
**Upgrading  
existing  
Infrastructure**

**Encouraging  
Innovative  
Solutions**

# An ambitious 2026 vision



West Midlands  
Combined Authority



**MOVEMENT FOR GROWTH:**  
The West Midlands Strategic  
Transport Plan

 **WEST MIDLANDS**  
COMBINED AUTHORITY

# A new Midlands Rail Hub strategy



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Combined Authority



# Increasing capacity at our stations



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Combined Authority



# Reopening the Camp Hill Line



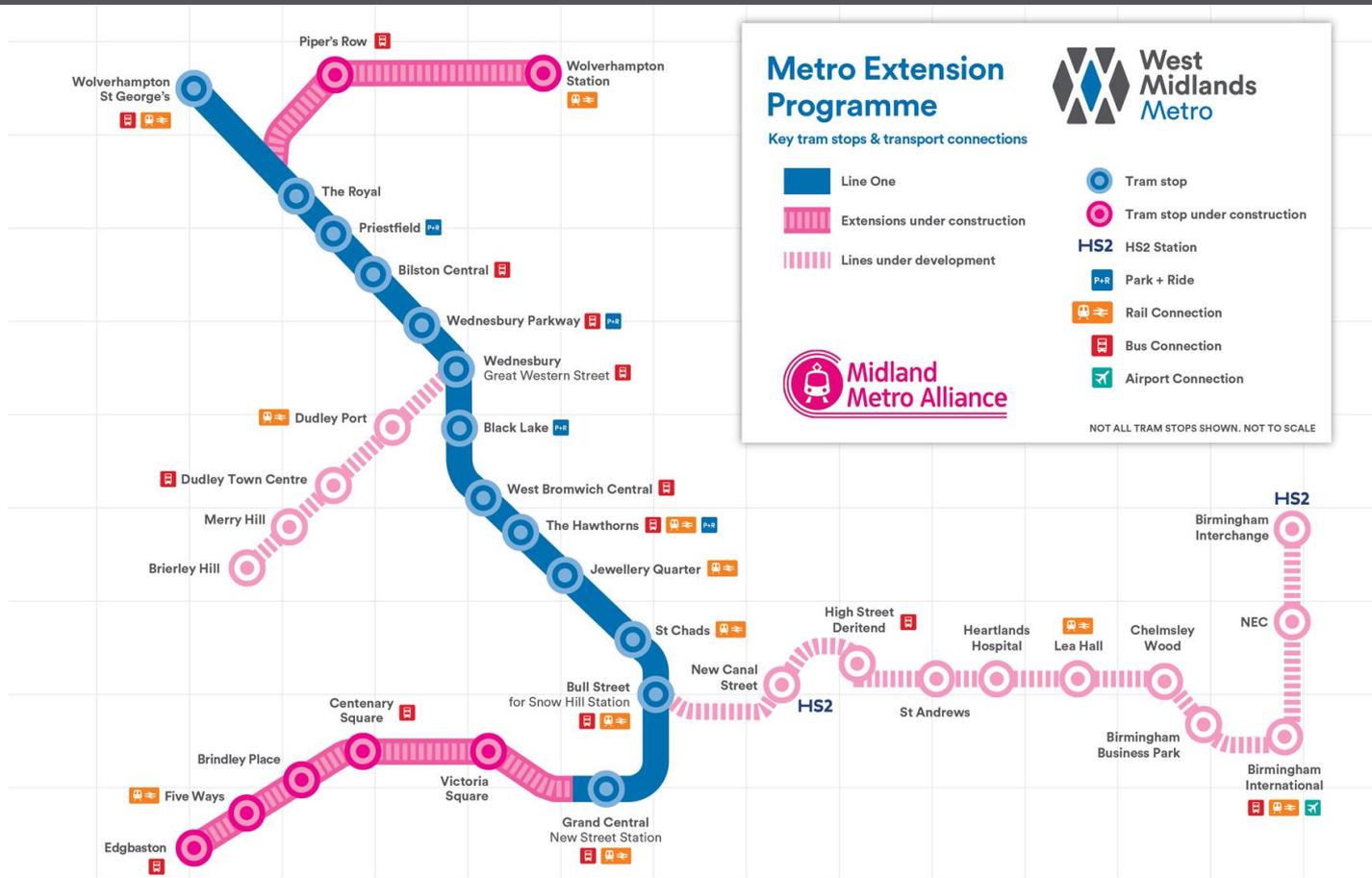
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# Expanding the Metro system



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# Expanding the Metro system



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# Aiming for the cleanest bus fleet outside London



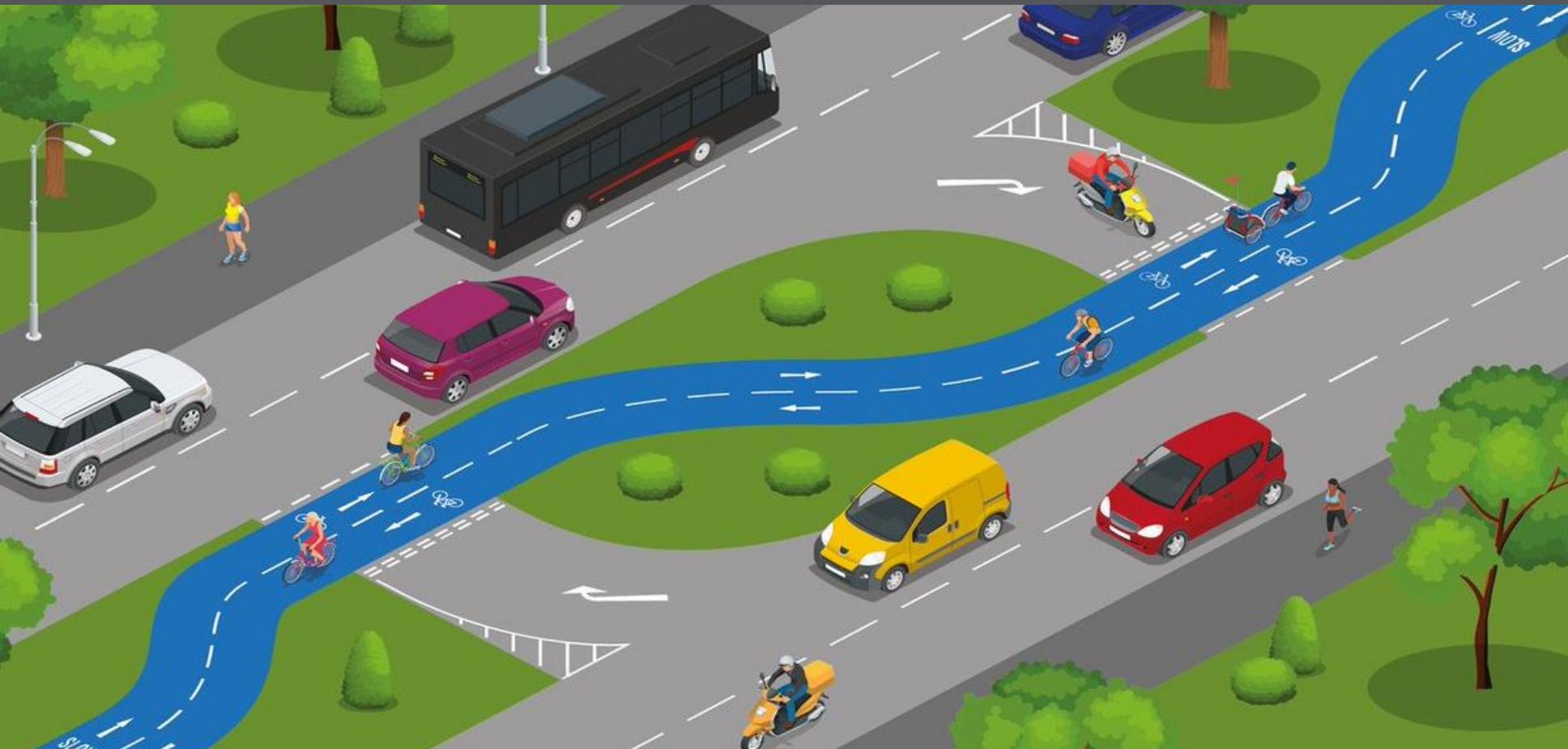
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# Investing in cycling infrastructure



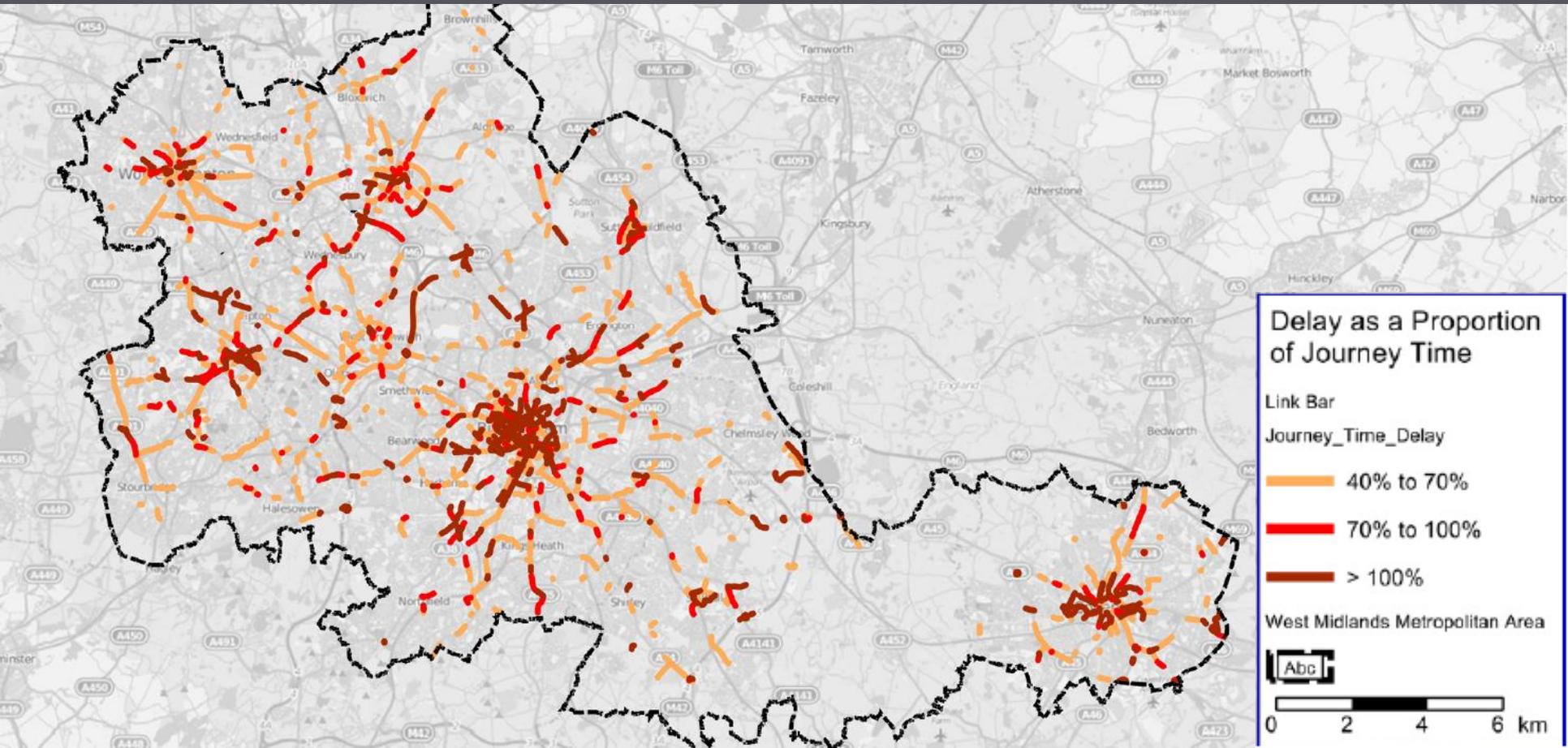
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# Better management of our transport



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# 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



West Midlands  
Combined Authority



# WM5G

## A Future Mobility testbed

Staffordshire

Construction &  
Industry 4.0



*Black Country*

Citizen  
Wellbeing



*Birmingham*

Leicestershire

Mobility



*Coventry*

Worcestershire



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# MaaS (Mobility as a Service)



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**whim.**



# Trialling future Energy Solutions



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## ENERGY CAPITAL

Wolverhampton



Walsall

Energy efficient,  
sustainable housing

Grid constraints and  
energy costs



Smart infrastructure

Hydrogen and  
ending fuel poverty



Solihull



Birmingham  
Airport

Coventry



Energy services and  
future transport

# Creating an Automotive innovation cluster



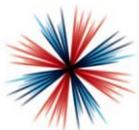
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# Supporting our industries to innovate



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INDUSTRIAL  
STRATEGY

HM Government



West Midlands  
Local Industrial  
Strategy

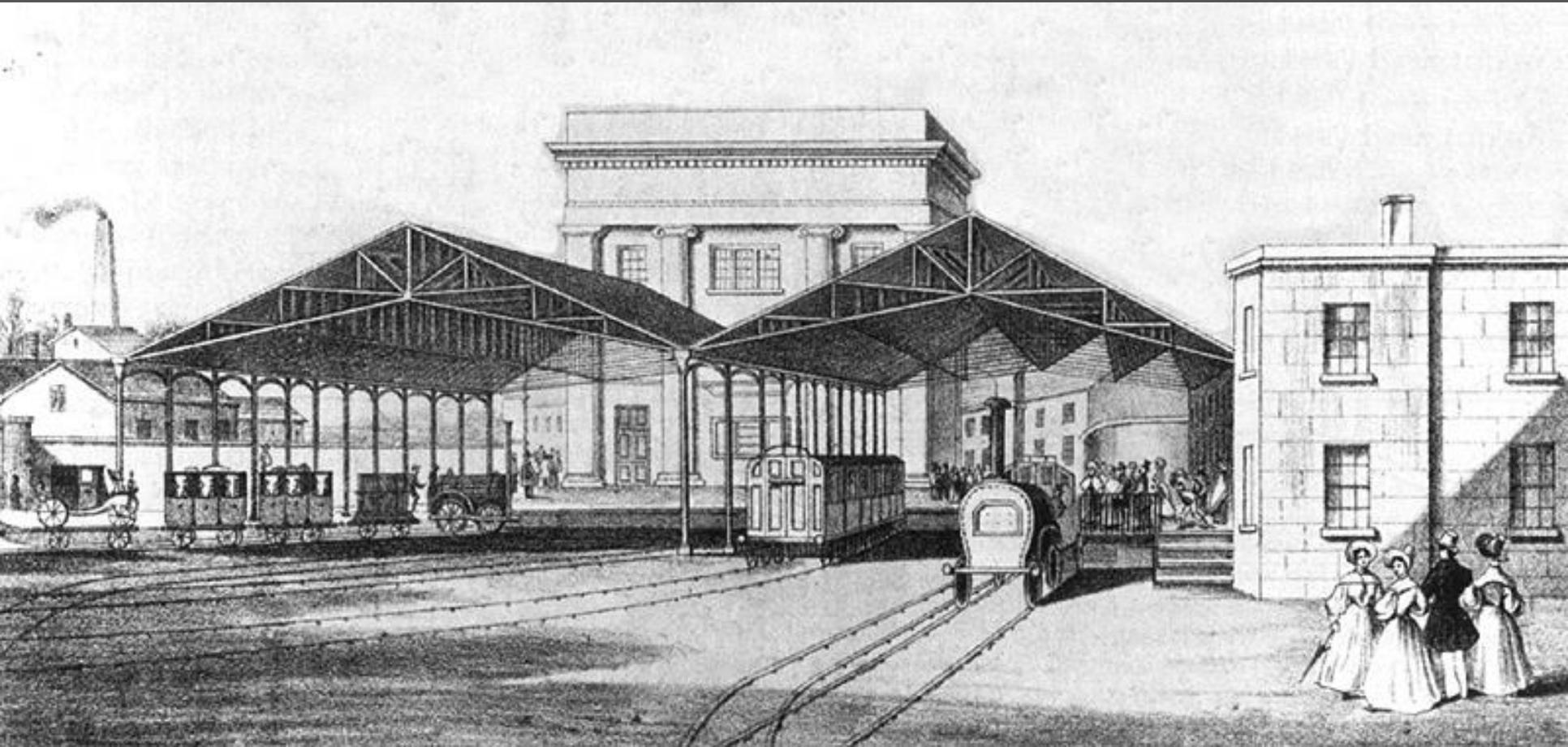
May 2019



# Final reflections...



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# Ella Taylor

Head of Future Mobility  
Centre for Connected Vehicles and  
Autonomous Vehicles



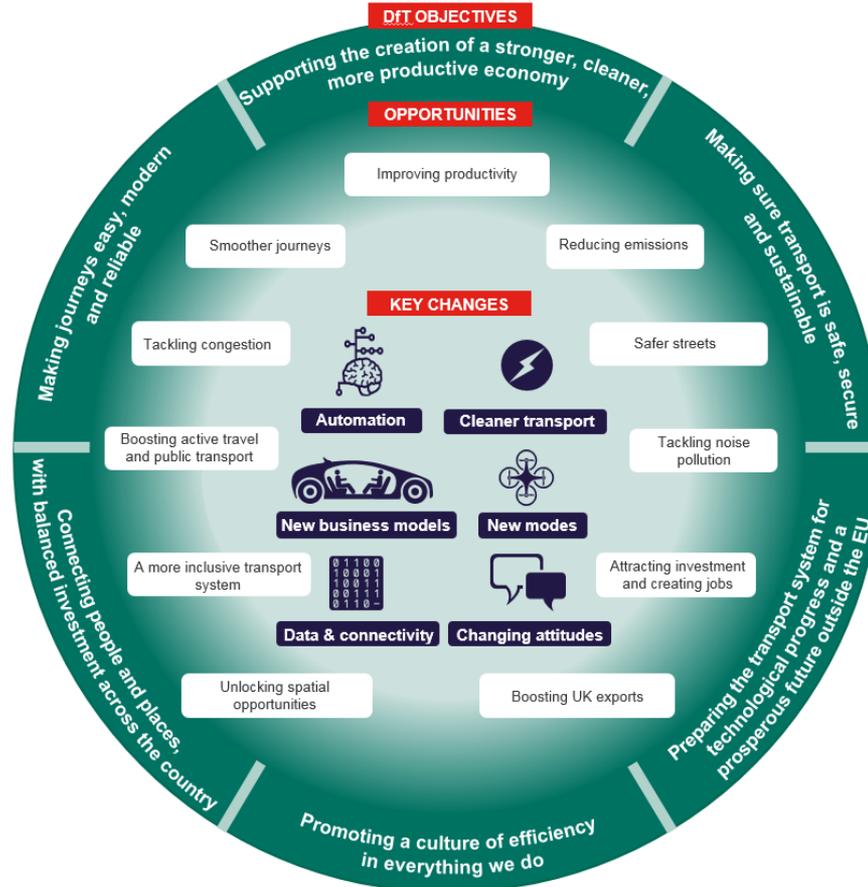
Department  
for Transport

# Future of Mobility: Urban Strategy





# A number of changes



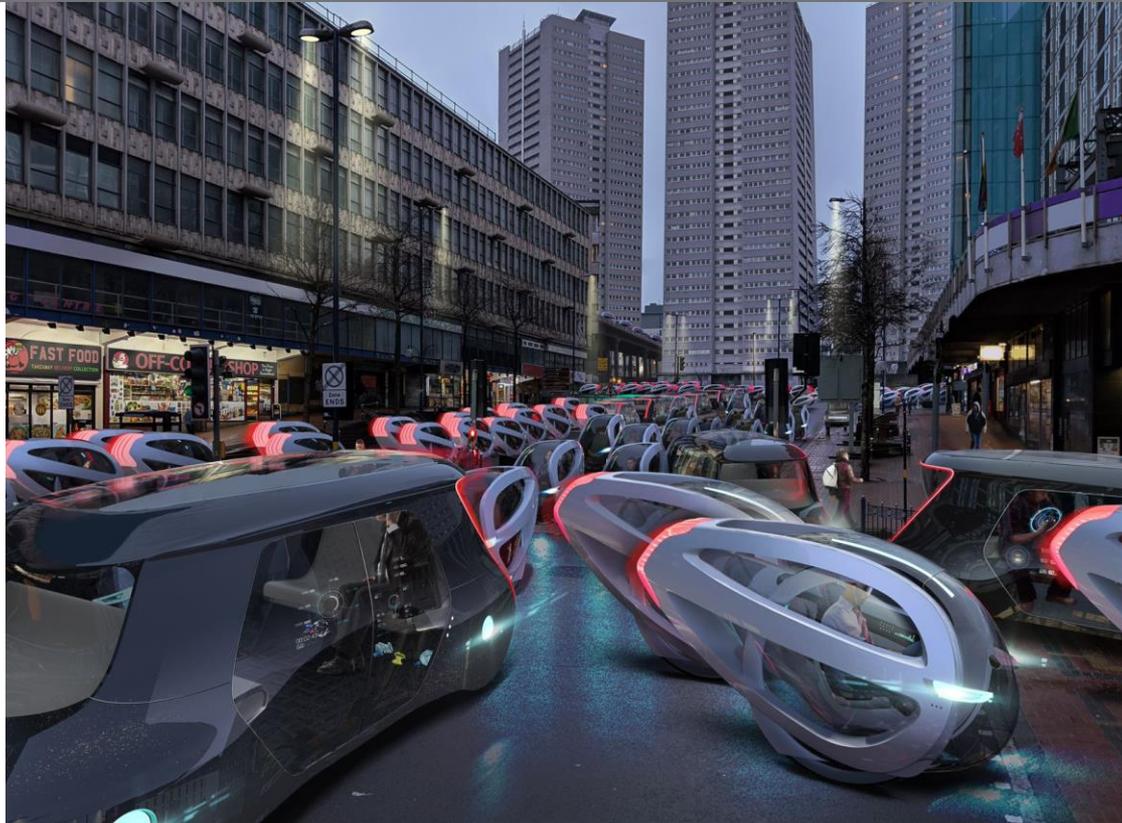


# Potential benefits





# Potential risks





Department  
for Transport





## 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

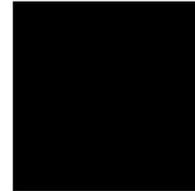
The ride-share company will take on Motivate's existing contracts, like New York's Citi Bike

By Sean O'Kane | @sookane1 | 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

f t SHARE



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**





What proportion of the English population uses a smartphone?

A 20%

B 40%

C 60%

D 80%



What proportion of the English population uses a smartphone?

A 20%

B 40%

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%



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%



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

**A** 2%

**B** 8%

**C** 14%

**D** 28%



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

A 2%

B 8%

C 14%

D 28%



**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



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



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



**URBAN  
TRANSPORT  
GROUP**

## Ten key trends on urban transport

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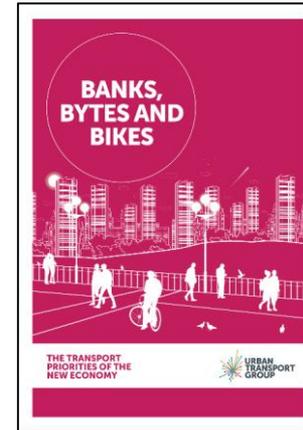
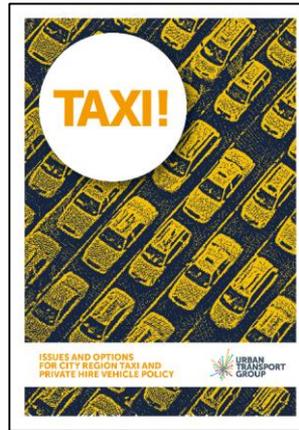
BVRLA Birmingham July 2019





# What we do

## Thought Leadership



# What we do



## Professional Network



# What we do



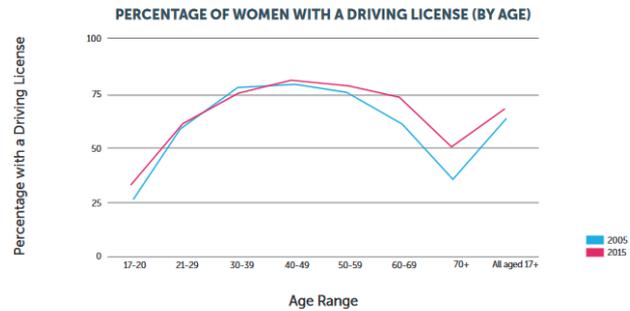
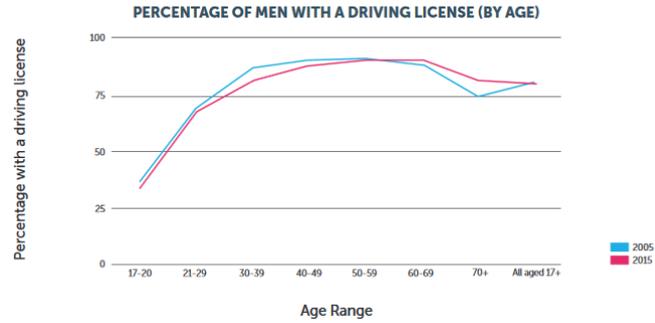
## Making The Case





# 1. The generational divide on motoring







**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



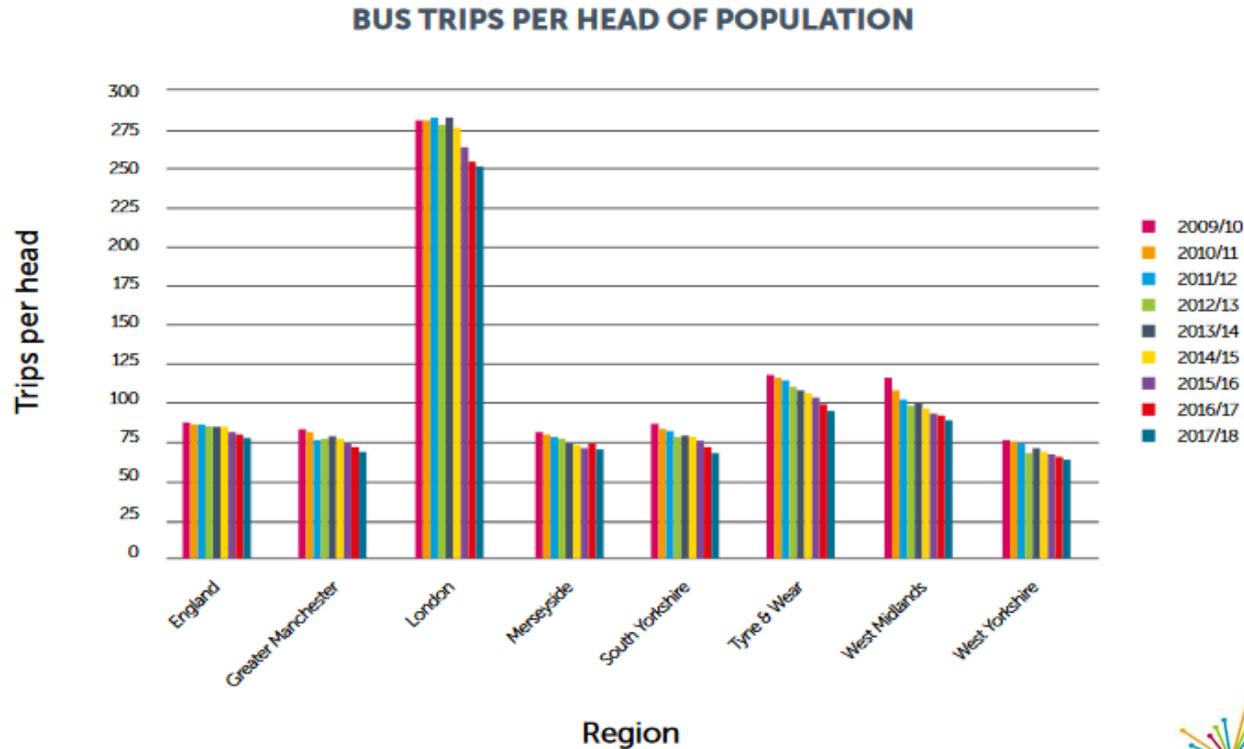
## 4. The rise of active travel



### GROWTH IN CYCLIST NUMBERS BETWEEN 2009 AND 2017

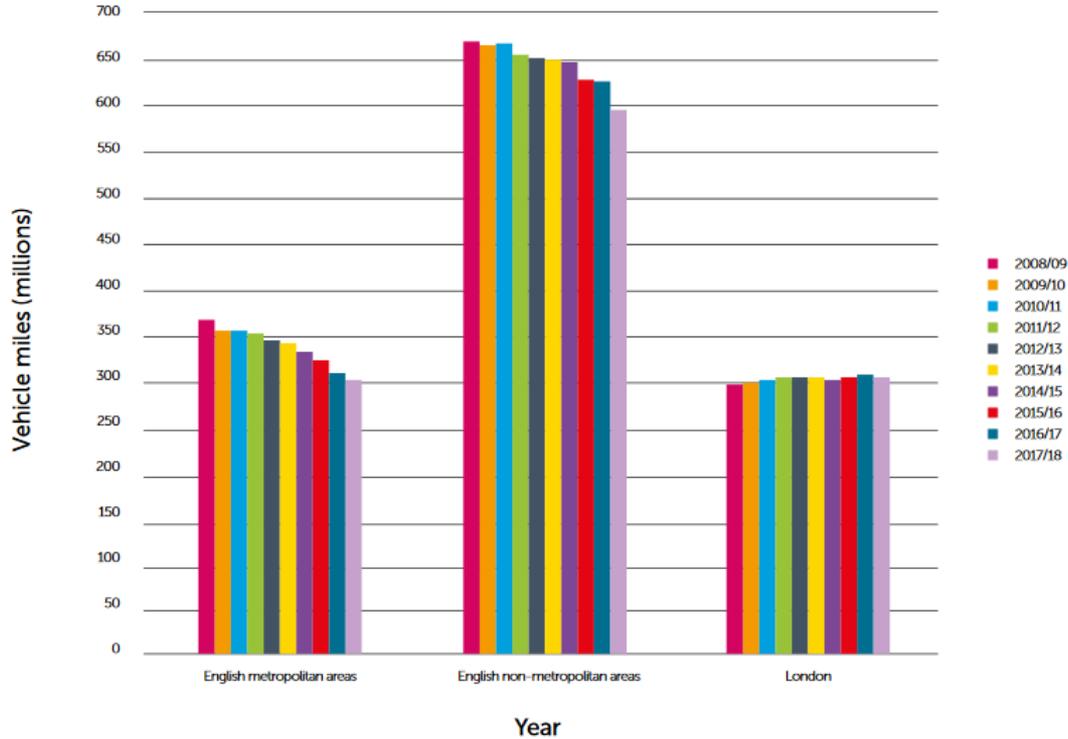
| Area           | Growth between 2009 and 2017 |
|----------------|------------------------------|
| Newcastle      | 41%                          |
| Manchester     | 43%                          |
| City of London | 37%                          |
| Leeds          | 52%                          |

## 5. Rail in ascendency, bus in decline



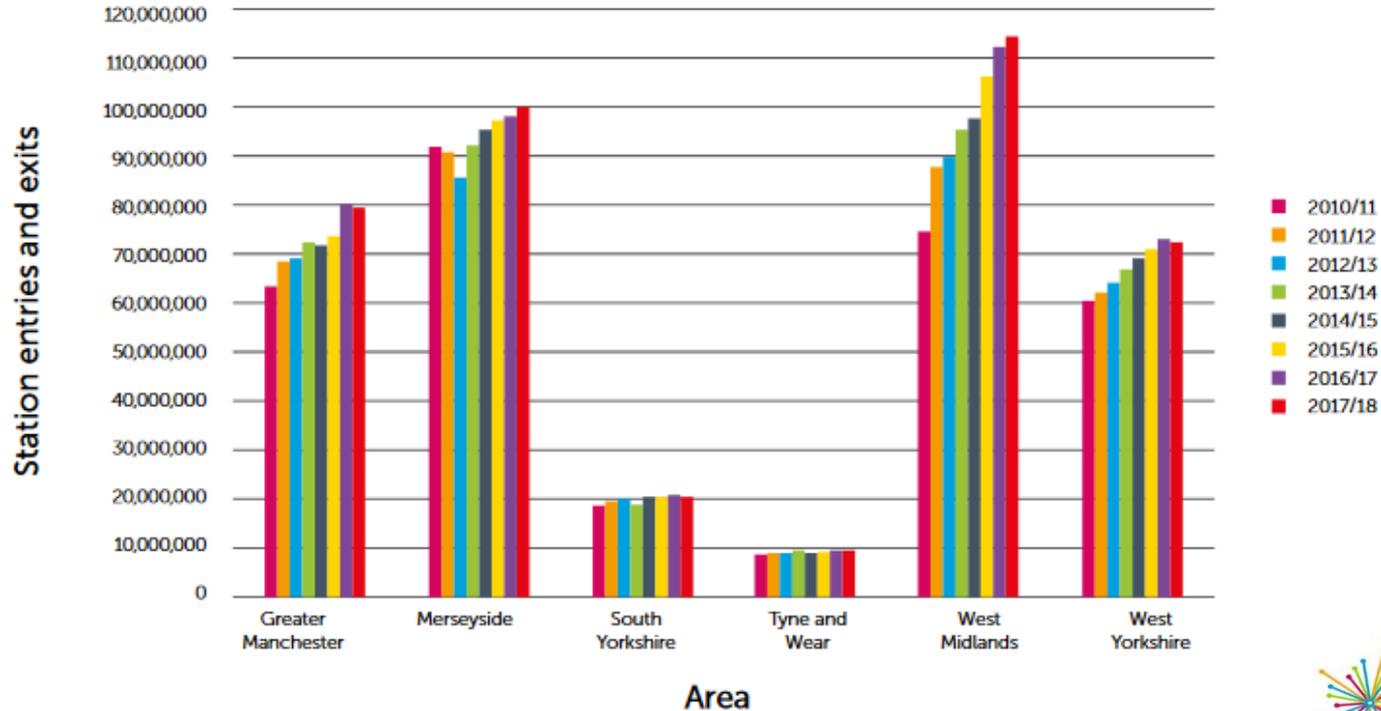


### BUS VEHICLE MILES BY AREA (MILLION)





## 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 Share

M4 relief road scrapped



The road would have replaced the section of the M4 through Newport

## 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