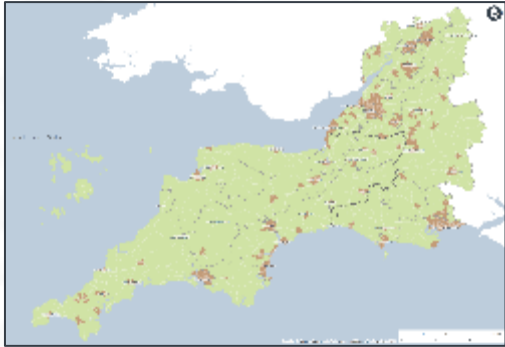


South West Rural Mobility Strategy

6th April 2022

Overview



- **Single unified approach** but recognises difference
- Focus on **rural and coastal** considering remoteness
- Aim to support **levelling up** agenda
- **Place, people and activity** based approach
- Areas most in **need**
- **Major changes** and **new technologies** in rural context
- Potential **rural future scenarios**
- Identification of **bundles of mobility** interventions
- High level business cases for **pilots**



Overview – technical analysis



- **First sub-national rural mobility strategy** in England
- Analysed **1,400 rural places** across the South West
- Four supporting technical documents amounting to 400 pages of analysis
- Talked to **rural businesses and residents** to understand their needs
- Identified **best practice** in the South West, UK and globally
- Identified six potential **future rural scenarios**
- Identified and assessed over **100** different potential proposals
- Developed **new thinking** for our rural areas



Vision



“By 2040, rural mobility will have transformed physical and digital connectivity and accessibility, levelling-up our countryside and coastal communities.”

“By 2040, rural mobility will have transformed physical and digital connectivity and accessibility, levelling-up our countryside and coastal communities.

Our targets for net zero will be being met through reducing the need to travel through improved digital and local services, better active, publicly-available and shared travel and the decarbonisation of transport. Our communities and economies will be stronger with better connectivity between rural places as well as with our major urban centres.

Communities will be working with public and private sectors to deliver operationally and financially sustainable commercial models which provide practical, and affordable mobility.

This transformation will be leading towards a basic universal level of accessibility for our countryside and coastal residents and visitors.”



Rural mobility framework



Future Mobility

Rural mobility should be underpinned by **strong digital connectivity** supporting e-commerce and online services, enabling more to be done without the need to travel



Realistically, car and vans will remain vital to many journeys in rural areas the **sharing and electrification of cars and vans** need to be priorities



Settlements to support **more local services** where people need them to strengthen communities and economies and reduce the number and length of journeys



Strengthening larger rural settlements should provide stronger economic drivers of socially, environmentally and economically sustainable rural development through greater investment



Integration of activity and mobility, including rural hubs, should be central to our future rural mobility system bringing together better interchange with local community and commercial activity.



When needs cannot be met locally within rural areas, there should be **better strategic connections** to larger urban centres by inter-urban bus, coach and rail. These should be connected to local areas by active and shared modes.



Networks of settlements should work together, sharing facilities, services and resources to form **30-minute rural communities**, supported by improved intra-rural connectivity



Operationally and financially sustainable delivery should be supported through **cross-sectoral partnership and funding** across the public, private and community sectors.



Decarbonised, active, publicly-available and shared transport should be central to improving rural mobility, increasing choice and affordability and providing alternatives to private car journeys



Increasing resilience of mobility networks including generation and security of energy.

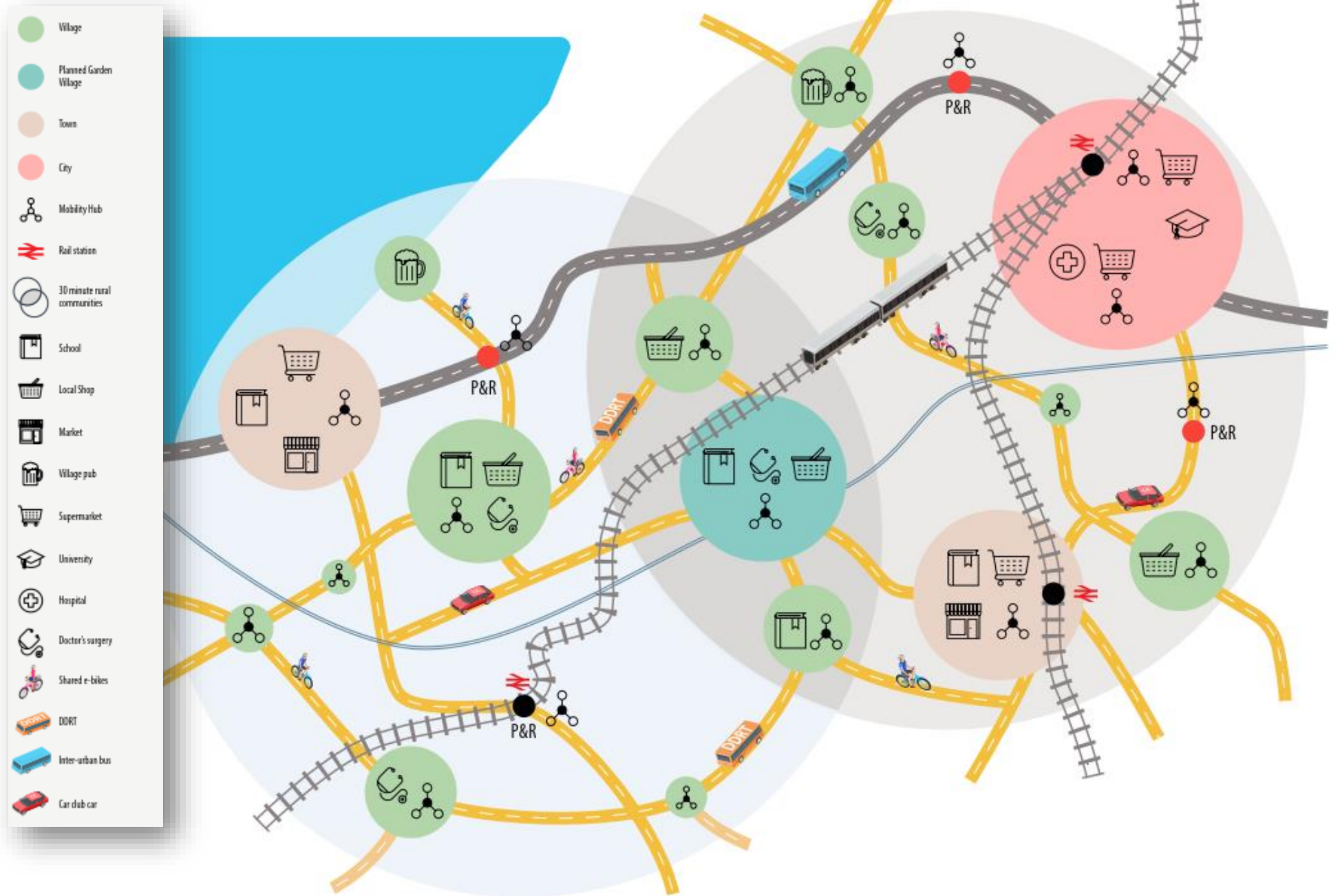




Rural Mobility Vision concept



Future Mobility





Proposals



- Over 100 potential interventions
- Prioritised against objectives and deliverability
- 60 mobility service and infrastructure interventions prioritised into bundles
- Bundles developed through ability of interventions to meet needs in different types of rural place
- Different priorities for interventions for rural towns, villages, hamlets and isolated areas



Bundles



Rural Town

Inter-urban bus services

Community volunteer buses

Community volunteer cars

Rural hubs

Ride-sharing including for the vulnerable

Mobile services

Dynamic Demand Responsive Transport

E-cargo bike deliveries

Community volunteer deliveries

Ride sharing

E-bike Wheels for Work

Car club and peer-to-peer car club

Park & Choose

Hub & Ride

Secure cycle storage

Public service digitisation

Rural-based taxi services

Rural mobility credit scheme

Mobility as a service

Other proposals



- Active travel infrastructure
- Road safety improvements
- Tourism-related support
- Low-level air freight
- Behaviour change
- Better use of railways including new services and stations
- Electrification of publicly-available and shared modes
- Freight on passenger transport
- Being open to automation



Policy Proposals



- 30-minute rural communities
- Rural proofing local authority mobility policy
- Investment in our market towns
- Making rural development sustainable
- Minimum standard of community services
- Supporting rural neighbourhood planning
- Working towards a policy of universal basic accessibility



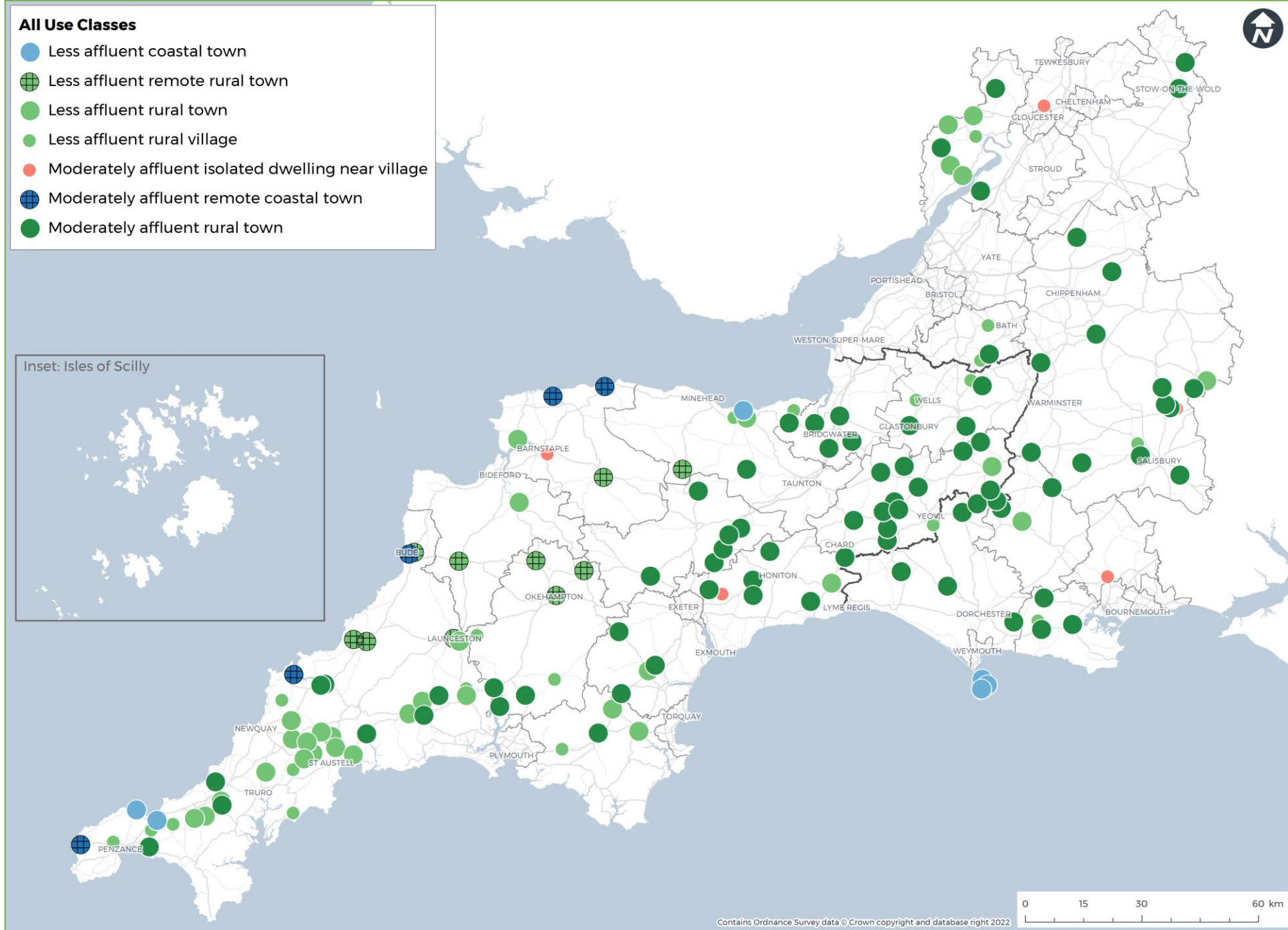
Selecting priority locations



- Identified all rural and coastal settlements and areas outside of rural settlements across the SW
- Classified by scale of settlement and whether rural, coastal or remote
- Identified 23 different place types
- Assessed levels of affluence, generating 40 different place types
- Prioritised place types by a range of affluence and digital/physical connectivity measures
- Selected seven higher priority place types focusing on less affluent and less connected places
- Shortlist excluded place types with few individual locations



Selecting priority locations



Pilots



- Up to six pilots
- To test and trial bundles of service and infrastructure proposals
- Pilots typology selected based on:
 - Priority settlements – scale, location, affluence and connectivity
 - Place aggregation
 - Local authority boundaries
 - Lead sector

Pilots



- **Community-led** pilot for a single settlement
- **Local authority-led** pilot for a network of settlements within a single local authority boundary.
- **Community sector-led** pilot for a network of settlements within a single local authority boundary.
- **Private sector-led** pilot for a network of settlements within a single local authority boundary.
- **Local authority-led** pilot for a network of settlements across the boundaries of two rural authorities.
- **Local authority-led** pilot for a network of settlements across the boundaries of two authorities, one rural and one urban.

Pilots



- Secure funding and stakeholder support
- Agree areas to focus pilots within
- Develop prospectus for pilots
- Competition for Expressions of Interest
- Bids for funding with seed corn funding and consultancy support
- Final selection of pilots by STBs

Questions & Discussion





Thank you

Peter Ramsey
*Associate Director,
Future Mobility*

07500 127140
peter.ramsey@wsp.com

wsp.com

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

