

Table of Contents

Executive Summary.....	3
Background	4
E Bike Hire Scheme	8
Forest of Dean EV Car Club.....	11
Emerging Proof of Concept and Opportunities	19
Conclusion.....	20

Executive Summary

The Forest of Dean Low Carbon Shared Mobility Pilot was established to test the viability of a rural shared mobility model incorporating electric vehicle (EV) car clubs, e-bike hire, and integrated mobility hubs. The pilot was developed by Forest of Dean District Council (FoDDC) with support from Gloucestershire County Council (GCC), Town and Parish Councils, Hiyacar (car club provider), and wider local partners.

The project responded to a series of strategic transport challenges facing the Forest of Dean (FoD), including high levels of car dependency, limited public transport accessibility, transport-related carbon emissions, and increasing transport costs for residents. The pilot sought to demonstrate a scalable and affordable low-carbon mobility alternative suitable for rural and semi-rural communities.

The pilot successfully established the Forest of Dean's first public EV car club in Coleford in partnership with Hiyacar and initiated the development of integrated transport hub proposals linked to e-bike provision in Lydney and the Districts other market towns. The project also generated substantial learning regarding the practical, commercial, legal, operational, and behavioural challenges associated with implementing shared mobility in rural areas.

Key achievements included:

- Launch of the first EV car club vehicle in the Forest of Dean
- Public engagement through launch events, media promotion and stakeholder engagement
- Development of strategic transport hub proposals linked to active travel and public transport
- Integration of shared mobility objectives into wider policy and planning frameworks
- Development of a proof-of-concept model for future rural shared mobility expansion

However, the pilot also encountered significant challenges:

- Delays in EV charge point installation
- Complex procurement and insurance arrangements
- Vehicle reliability and maintenance issues
- Limited public uptake during the initial pilot period
- Difficulty establishing commercially viable e-bike partnerships during peak tourism season and in potential competition with commercial hire operators

Despite these challenges, the pilot has demonstrated that shared mobility can form an important component of a future rural transport system when integrated with public sector and community transport fleets, transport hubs, active travel infrastructure, and wider behavioural change initiatives.

The project has reinforced the conclusion that rural shared mobility cannot simply replicate urban car club models. Instead, the Forest of Dean requires a hybrid rural mobility system combining:

- public sector fleet sharing,
- peer-to-peer car sharing,
- targeted hub-based vehicles,
- integrated active travel infrastructure,
- strong public sector anchor demand.

The decision to extend the pilot into 2026–27 reflects continued confidence in the strategic value of the concept and recognition that behavioural change and operational maturity require a longer delivery timescale.

Background

This project sought to pilot potential solutions which could respond to the lack of transport options in a rural community which relies heavily on car use to access work, education and local services. The original scope of the project bid for Western Gateway Sub-national Transport Body Rural Mobility Pilot funding was to establish a “Low Carbon Shared Mobility Club” within the Forest of Dean incorporating:

- low carbon car hire,
- e-bike hire,
- and shared community transport provision.

The project aimed to address the lack of alternatives to private car ownership within the district while supporting:

- decarbonisation,
- equitable mobility,
- improved rural accessibility,
- and sustainable tourism.

Two solutions have been explored in depth within this pilot project:

1. Provision of an EV Car Club

An EV Car Club vehicle which is bookable via an App / Website to provide a cost-effective solution for short duration journeys targeting residents, businesses and visitors.

Car clubs are already widely operated in many urban areas and provide access to a shared vehicle on a trip-by-trip basis allowing individual drivers and households to experience the benefits of access to a car (typically a relatively new vehicle and in the

case of this pilot an EV), while reducing and often removing the need to own and maintain a private vehicle. Car clubs can offer a number of additional benefits:

More sustainable and active travel

As car clubs offer an alternative to private car ownership, this in turn encourages more use of public transport, and active travel (walking, cycling and wheeling) amongst car club users.

Reduced congestion and parking demand

Networks and clusters of Car Club vehicles can reduce congestion and parking demand in town centres, retail and services. This can also alleviate the stress of searching for a parking space with designated parking bays or areas provided for club vehicles in key locations.

Emissions and air quality

Car club vehicles are typically newer and, therefore, are more likely to have better emission ratings (most being EV or Hybrid).

A cheaper option

Car clubs can provide a cheaper *pay as you use* alternative to private car ownership, eliminating the cost of maintenance, depreciation, fuel, insurance and tax.

2. Provision of E Bike hire

Access to low-cost e-bike hire, expanding the existing Gloucestershire County Council Pedal Eazy Rent Scheme to Forest of Dean (FoD) locations (which allows residents to rent e-bikes for up to 3 months with hire fees fully refundable against a future bike purchase) and local hire via established commercial hire outlets in the district.

Whilst cycling is a very popular leisure pursuit in the Forest of Dean, cycling for daily journeys (access to work, education, services) is limited and there are a lack of facilities to support access to the districts' market towns such as secure cycle storage and dedicated active travel routes. The topography of the area also makes cycling difficult for many as there are steep hills and relatively long distances between each town. This makes e-bike use and hire a more viable option.

Rural e-bike hire schemes can deliver a wide range of benefits for communities by improving accessibility, sustainability, and resilience. This can enhance rural mobility by providing a flexible “last-mile” transport option, connecting residents to public transport links, employment, and services where buses and other alternatives are limited. Electric assistance makes cycling more accessible by overcoming barriers such as hilly terrain and longer travel distances, which can enable a wider range of users to

travel comfortably. E-bike hire can also reduce emissions, by replacing car journeys and can promote health and wellbeing benefits through active travel.

Hire schemes can also boost tourism and the local economy by providing visitors with a sustainable choice to explore rural areas, spend more time in towns and villages and support local businesses.

E-bike hire schemes allow people to “try before they buy,” helping overcome upfront cost barriers and encouraging wider uptake.

Integrated Mobility Hubs

The pilot was conceived as an initial proof of concept with long-term ambitions to establish a wider network of mobility hubs across the Forest’s four market towns:

- Coleford,
- Cinderford,
- Lydney,
- and Newent.



Figure 1- [Forest of Dean Travel Guide](#) showing location of Market Towns and existing public and active travel routes

The original project proposal identified several strategic objectives:

- reduction in private car ownership and single occupancy journeys,
- increased access to EVs and e-bikes bridging the affordability gap,
- improved integration with public and community transport,
- development of flexible transport options for residents, businesses and visitors.

The project also aligned closely with wider policy priorities including:

- the UK Government and FoDDC Net Zero ambitions,
- improved rural mobility and accessibility,
- equitable access to low carbon transport,
- supporting sustainable tourism development.

The Forest of Dean presents a challenging but strategically important environment for testing rural shared mobility due to:

- the nature of dispersed settlements within the district,
- limited public transport provision,
- high car dependency but relatively low uptake of EV compared to urban areas,
- significant rural accessibility constraints.

National evidence from CoMoUK demonstrates that car clubs can reduce car ownership and vehicle mileage while supporting modal shift and improving access to low-carbon transport. Research indicates car club vehicles can replace average of 23 private vehicles and reduce annual mileage by approximately 2,112 miles per user. Users also demonstrate significantly higher rates of public transport and active travel use than the national average.

The pilot therefore sought to test whether these benefits could be translated into a rural context through a more flexible and integrated delivery model.

E Bike Hire Scheme

Existing Provision

The original intention was to extend Gloucestershire County Council's "Pedal Eazy" e-bike hire scheme into the Forest of Dean by providing local outlets (ideally using Library or other community centre sites) and the procurement of additional e-bikes within this scheme suitable for the Forest of Dean terrain. However, early delivery challenges emerged with this model associated with the scheme branding and ownership which wouldn't allow new outlets to be established in the Forest of Dean within the time frame of this project.

An alternative approach was then followed to identify opportunities amongst the existing commercial cycle hire businesses within the district (who primarily target the tourism and visitor market). Whilst there was some initial interest, there were a number of significant barriers identified with this approach:

- commercial hire pricing typically ranges between £80 and £120 per day. This pricing structure was not aligned with the pilot's objective of affordable and accessible local mobility,
- local operators had limited capacity during peak tourism periods to engage with the pilot,
- the location of existing hire outlets are too far from town centres to enable easy access for collection / return and maintenance support.

The project subsequently evolved toward a more integrated transport hub model linked to public transport and community infrastructure.

Feedback from Potential Hire Partners

1. Commercial Competition Concerns

Existing tourism-focused providers expressed concern regarding:

- market competition,
- pricing expectations,
- operational overlap.

The pilot's objective of affordable local mobility contrasted with the premium visitor-focused market currently operating within the district.

2. Capacity Constraints

Potential partners reported limited operational capacity during summer months due to high tourism demand.

3. Different User Markets

It became clear that there are number of distinct market segments which require different operational models including:

- tourism leisure hire,
- local commuter, routine daily trips,
- “try before you buy” schemes,
- integrated transport and mobility hubs.

4. Infrastructure Requirements

Partners identified the need for better infrastructure to support hire locations, primarily the need for secure cycle storage, charging and maintenance facilities and integrated transport information and booking systems. These findings have informed the revised transport hub approach.

Transport Hub e-bike hire locations

The pilot has identified transport hubs as the most appropriate long-term model for e-bike provision and a new model has emerged integrating e-bike hire with the County Council [Bus Station Improvement Programme](#).

The model incorporates:

- secure cycle storage,
- maintenance facilities,
- water refill points,
- improved rest and seating areas,
- signage and mapping,
- integrated transport information,
- active travel infrastructure,
- public transport connectivity.

Work is now underway at Lydney bus station which emerged as the priority location due to its proximity to Lydney railway station and existing cycle links, community and public transport interchange opportunities. This is a partnership project including Gloucestershire County Council, FoDDC, Lydney Town Council, Gloucestershire Community Rail Partnership and Lydney Dail-A-Ride. The partnership has been able to consolidate a number of funding sources to deliver an integrated solution including e-bike hire delivered via an extension of the GCC micromobility contract which will include e-bike provision.

The project has also explored further opportunities in Cinderford and Newent which are currently under development.

Despite the earlier challenges faced extending the GCC Pedal Eazy Scheme to the district we were able to promote the scheme throughout the district which has resulted in an increase in uptake (despite users having to travel to Gloucester to collect the bikes).

GCC Pedal Eazy E Bike Scheme

I just wanted to highlight the GCC Pedal Eazy Scheme which provides up to 3 months E Bike Hire across Gloucestershire.

There is currently a 50% discount making it just £35 month. I commute from Lydney and have now found a route through the Forest with just a few hundred meters of road to navigate, which takes about 40 minutes. In the 2 weeks I have had the bike I have managed to ditch the car, get a bit of exercise, have a less stressful commute and encounter some of our great wildlife up close! The weather has been great too which helps 😊!

If you want to take a look at the bike, have a chat about the scheme or find out more just get in touch. We have been awarded a small amount of funding to launch a pilot mobility club in the Forest of Dean which will include E Bike hire and an EV Car Club vehicle...we'll update you more on this in the coming weeks!




Pedal Eazy e-bike loan scheme

Rent an e-bike from **Churchdown or Bishops Cleeve Library** for up to three months and receive your rental fees back as vouchers to purchase a bike or accessories from one of our partner stores.

Offer 50% OFF!

Regular rate: **ONLY £35** per month until 31/01/2026
Jobseeker rate: **ONLY £15** per month until 31/01/2026

The Library | thinktravel | Gloucestershire County Council

Figure 2 – FoDDC Staff portal post highlighting the Pedal Eazy scheme

We now have agreement to establish a number of Pedal Eazy locations in the Forest of Dean and are currently assessing Libraries, Lydney Bus Station and other community facilities with a view to launching the scheme in the Forest of Dean this year.

Next Steps

Key priorities for the e-bike programme include:

- Delivery of secure storage and infrastructure at Lydney Bus Station
- Expansion of “Pedal Eazy” style schemes into Forest locations
- Development of a consistent mobility hub design standard
- Improved active travel infrastructure connections
- Integration with wider climate and resilience hub programmes
- Development of integrated app-based booking systems
- Further engagement with local cycle businesses addressing the different market segments.

The emerging evidence suggests that e-bike provision is likely to be most successful when embedded within broader transport hub infrastructure rather than operating as a standalone commercial hire product.

Forest of Dean EV Car Club

Existing Provision

Prior to the pilot there were no formal public car club services operating within the Forest of Dean. The pilot therefore represented the first public EV car club in the district provided an opportunity for a significant behavioural change and a new transport model for local residents and visitors.

The pilot partnered with Hiyacar to establish an EV car club vehicle initially based in Coleford in a FoDDC owned public car park.

The project aimed to test:

- public demand,
- operational viability,
- public sector fleet integration,
- and the role of rural car clubs within wider mobility systems.

Car Club Models

This project considered the different operational car club models operating in the UK, which are broadly categorised by [CoMoUK](#) as the following:

Back-to-bay: This is the most common form of a car club in the UK whereby cars are returned to a dedicated parking location.

Back-to-area: This is similar to the back-to-bay model, but rather than returning the car to a designated parking place, it is usually returned to a small defined area, typically within a street.

One-way / flex: the car can be taken on a one-way trip and parked on-street wherever it is legal to do so.

Peer-to-peer: people offer privately-owned vehicles for rent to others via an online platform, which also provides insurance. This option can be offered in areas where a car club model would not be economically viable.

Community car clubs: A community car club is a local, member-based initiative that provides access to self-service, pay as you drive vehicles.

Due to the timescales involved in the pilot it was decided to operate a Back to Bay model utilising Council owned parking and EV Charge Points. We also identified that the community car club model could be viable particularly in a village setting with

committed local members, however there was not time within the project programme to establish and test this.

Car Club Location / EV Charge Point Installation

All FoDDC public car parks were assessed for suitability and considered the following criteria:

- public visibility,
- accessibility,
- distance to key services and retail,
- public transport links,
- parking availability,
- EV charging infrastructure,
- opportunities for public sector and community organisation use

The Railway Drive Car park in Coleford was selected for the pilot and is located in the centre of Coleford a short walk from the FoDDC Offices, local supermarkets, GP Surgery, Pharmacy, Library, Town Council Office and central bus stop.

FoDDC had already commenced a district wide EV Charge Point installation project across multiple council owned car parks delivered through Connected Kerb and the Government On-Street Residential Chargepoint Scheme, however a number of delays to the installation significantly impacted the pilot.

Delays were primarily associated with:

- securing grid connections,
- metering installation,
- final commissioning including operation of RFID access to chargers to enable fleet and car club access.

As an interim measure the vehicle relied on Council office charging infrastructure, limiting public accessibility and affecting the car club launch timelines.

Once public charging infrastructure became operational, the vehicle was relocated to Railway Drive public car park to improve visibility and public access.

Procurement & Legal considerations

A tender exercise was carried out to procure a Car Club provider to deliver the scheme including the provision of a vehicle, booking platform and remote / keyless access. The market for Car Club provision is relatively small with only two other operators in Gloucestershire. In total five operators were approached with two responding to the tender. A number of operators fed back that they didn't consider a rural scheme to be commercially viable.

Procurement and legal arrangements proved substantially more complex than originally anticipated.

Challenges included:

- defining liability arrangements and insurance responsibilities,
- lease structures (i.e. was this procurement of a vehicle lease or a service contract) ,
- operational governance for a vehicle hosted but not operated by the Council,
- the legal distinction between traditional fleet leasing, peer-to-peer sharing and public car club operations

Our legal and procurement teams had no experience of Car Clubs and it took time to explain the concept and support their due diligence needs. This experience has highlighted the need for a standardised procurement approach for local authorities (e.g. provision via a procurement framework), clearer governance models, and shared learning across local authorities, particularly within two tier Local Authority structures which are subject to Local Government Reform

Future plans now include relocation to Cinderford Town Council as part of the extended pilot.

Fleet Integration

One of the most significant strategic opportunities identified during the pilot was integration of public sector fleets into shared mobility systems.

The pilot explored opportunities involving:

- FoDDC vehicles,
- community transport vehicles,
- wider public sector assets (e.g. NHS and Blue Light Fleet).

This model offers several advantages:

- tackling underutilisation of existing vehicle assets,
- improved financial sustainability,
- lower grey fleet mileage,
- and stronger baseline demand.

However, the pilot also identified a number of organisational barriers:

- increased home working reducing demand for centrally located staff vehicles (staff are more likely to travel to external appointments from their home base rather than Council Offices) and a lack of policy to prioritise Car Club vehicle use,
- cost of living benefits associated with mileage rate payments for use of privately owned grey fleet vehicles,

- public sector organisations procuring their own EV fleets (a number of partners including Forestry England, NHS, Gloucestershire Fire & Rescue Service had or were embarking on their own EV Fleet and Charge point procurement,
- insurance constraints (providing cost effective cover for multiple users).

Despite these challenges, public and community fleet integration remains central to the recommended future delivery model and building demand from anchor users will be a key aspect of the extension to this pilot.

Car Club Launch and Promotion

A communications and engagement plan was developed with Hiyacar and the FoDDC Communications team including:

- social media promotion,
- local press,
- public launch events,
- stakeholder engagement,
- “Welcome” discounts,
- staff awareness campaigns.

The project achieved strong public interest at community events and generated positive media coverage including BBC Radio Gloucestershire, [BBC News Web Site](#) and features, stakeholder interviews and local publicity campaigns and community events.

Over 1000 residents were engaged via community events which showcased the Car Club along side some of our community partners and wider FoDDC Climate Team engagement. We have also regularly highlighted the Car Club in our Climate Newsletter which has a distribution of approximately 400 readers.

In order to communicate directly with residents, stalls were held at a number of community events during 2025 and 2026, including Village Fetes in Westbury on Severn, Blaisdon and the Coleford Transport Carnival. At these events leaflets were handed out explaining the car club, offering discounts and allowing residents to view the car which was part of the stall and conversations held to discuss the concept of a car club. These events attracted a wide cross section of the local community and provided useful qualitative data. Feedback generally fell into five broad categories:

1. Generally supportive, but not interested in joining immediately as they have use of a dedicated vehicle, but would consider in future
2. Generally supportive but would like more information on costs
3. Generally supportive, but not flexible enough (only one vehicle in the area which may not be close enough)
4. Interested in joining and will follow up
5. Not interested at all

The Forest of Dean pilot was also referenced during evidence presented to the [UK Parliament Transport Committee in September 2025](#) which has helped to highlight some of the challenges associated with the operation of rural car clubs



Figure 3 - EV Car Club Comms and Engagement examples

Despite positive engagement and awareness, conversion into regular bookings remained limited during the pilot phase.

This reinforces evidence that:

- behavioural change takes time and needs to extend well beyond this pilot,
- rural car clubs require sustained promotion,
- single-vehicle pilots may struggle to create network effects.

Maintenance and Reliability

Vehicle reliability proved one of the most significant operational challenges during the pilot and resulted in some extended periods of unavailability.

Issues included:

- battery failures,
- booking system connectivity problems,
- remote software faults,
- and delayed repairs.

Reliability issues have ultimately impacted public confidence, booking frequency and continuity of service. We have negotiated a credit with the car club provider which is being used to cover part of the cost of a pilot extension period, and the car has been replaced.

This experience has highlighted the importance of local maintenance partnerships including rapid response which needs to be explored further as part of the pilot extension.

Increasing Hire and Insurance Cost

Changes in the insurance market during which has significantly increased hire cost during this project have impacted uptake and created significant barriers to the continued operation of car clubs nationally, with many schemes facing closure due to high costs and a lack of suitable insurance cover.

A central issue facing UK car clubs is the withdrawal of insurers from the market. According to industry reporting, insurers have become increasingly reluctant to cover community car clubs, with the last remaining insurance provider recently pulling out of the sector. This has resulted in many car clubs being unable to secure replacement cover with some brokers reporting that they are unable to place car-sharing risks at all which indicates a systemic market failure.¹

¹ [BIBA, ABI discuss car club solution as last insurer pulls out | Insurance Business](#)

A principal cause identified by insurers is the difficulty in assessing risk. Car clubs operate with multiple users driving shared vehicles, making underwriting more complex than traditional private car insurance.

Even where insurance remains available, costs have risen sharply, putting severe pressure on car club finances. Some clubs have experienced insurance premium increases of nearly threefold in recent years.² [autocar.co.uk]

Hire costs increased significantly for this pilot with the initial advertised costs of “from £2.50 / hour” no longer being viable. In addition to this, some users (depending on individual risk) are faced with significant excess costs (up to £5,000) which is not acceptable to most potential users.

The EV Car Club pilot demonstrated that conventional urban car club models are unlikely to be directly transferable to rural areas largely due to a more dispersed local population and lower levels of demand. The emerging proof-of-concept instead supports a hybrid rural shared mobility model comprising:

- public fleet sharing,
- community-based hubs,
- peer-to-peer vehicle sharing,
- targeted local schemes (both place based and supporting specific community needs and groups).

Low Carbon Shared Mobility Pilot Extension

Given the delays and operational challenges experienced during this pilot project, FoDDC approved a 12-month pilot extension from June 2026.

The extension aims to expand public engagement in the project and gather stronger evidence of longer-term viability. A new EV Car Club Vehicle is now in place and will be relaunched in June 2026 at its new location based at Cinderford Town Council (CTC). This relocation is intended to:

- improve utilisation (CTC operate a number of adjacent buildings with a mix of public, tenant and community uses),
- strengthen links with community facilities and organisations,
- increase visibility and bookings.

The extension also provides time to embed shared mobility within emerging local government structures and develop better partnerships with other councils and car club operators. A key component of the extension will also be a user survey to better understand the interest in a Car Club and potential barriers to use which will feed into a

² <https://www.autocar.co.uk/car-news/consumer/car-sharing-clubs-under-threat-insurance-costs-soar>

proof of concept and business case to establish longer term car club provision in the district..

Next Steps

Recommended next steps for the EV car club work include:

Operational

- Replace unreliable pilot vehicle (now complete)
- Establish local EV maintenance arrangements
- Improve charging resilience
- Develop simplified and cost-effective insurance solutions

Strategic

- Expand public sector fleet integration
- Develop countywide or unitary-wide procurement frameworks
- Integrate car clubs into planning policy and Section 106 agreements

Behavioural Change

- Continue public engagement and incentives
- Develop targeted business and employer partnerships
- Explore “free interview travel” and employment access schemes
- Explore the potential for a voluntary driver scheme and better links with community transport providers

Car Club Network Expansion

- Trial additional vehicles in Cinderford and other locations if funding allows
- Explore community-specific (village) pilots
- Integrate with demand responsive transport and voluntary transport schemes

Emerging Proof of Concept and Opportunities

The pilot has demonstrated that rural shared mobility is feasible, but only through a model adapted specifically to rural conditions. The strongest emerging insight is that the Forest of Dean does not require a traditional urban car club model. Instead, it requires an integrated shared mobility ecosystem.

Key elements of the emerging proof of concept include:

1. Public and Community Fleet Sharing as the Foundation

The most financially viable and operationally resilient model emerging is public sector and community transport fleet sharing combined with public access especially during evenings and weekends.

This model provides:

- baseline demand,
- improved vehicle utilisation,
- reduced grey fleet costs,
- lower commercial risk.

2. Mobility Hubs

Developing Integrated transport hubs to combine:

- bus interchange,
- rail connections,
- EV car clubs,
- e-bike hire,
- secure cycle parking,
- destination, community and transport information
- community transport,
- active travel facilities.

3. Behavioural Change Requires Time

The pilot demonstrated strong conceptual support but slower than expected user conversion. This suggests that a longer pilot period is needed with more focus on visibility and reliability and consideration of a wider network of shared mobility and facilities.

4. Insurance Remains a National Barrier

Insurance complexity and costs remain among the largest structural barriers to car clubs. Future delivery models may require:

- pooled insurance arrangements,
- public sector underwriting support,
- national policy intervention.

5. Shared Mobility Must Be Integrated Into Planning Policy and Local Government Strategies

This pilot has already influenced:

- [Forest of Dean Active Travel Strategy](#),
- [Forest of Dean Nature and Climate Emergency Strategy](#),
- [Local Plan](#) development.

This creates opportunities to:

- secure developer contributions,
- embed mobility hubs in new developments,
- and mainstream shared mobility infrastructure.

Conclusion

The Forest of Dean Low Carbon Shared Mobility Pilot has provided valuable insight into the opportunities and challenges associated with rural shared mobility.

While the pilot encountered substantial operational and commercial challenges, it has successfully:

- established a foundational shared mobility offer,
- generated significant strategic learning,
- influenced wider transport and planning policy development.

The pilot confirms that rural shared mobility:

- can effectively contribute to decarbonisation,
- improves accessibility and choice supporting wider co benefits of climate action,
- can reduce transport exclusion,
- support more sustainable and healthier travel behaviour.

However, ongoing success depends on improved integrated infrastructure, ongoing public sector leadership and investment and ensuring that delivery models are better adapted to rural needs.

The pilot extension into 2026–27 provides an important opportunity to consolidate learning, improve operational resilience, establish more meaningful usage and further demonstrate the long-term role of shared mobility within the Forest of Dean’s future transport system.