

# **The future of rural mobility and the “30-minute rural community”**

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**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 Novem  
From: Department

Summar

Invites views  
mobility and  
This consult:  
11:45pm on

Consultati

This call for evi  
in rural transpo  
Following our  
March 2019, th  
evidence on w  
strategy.

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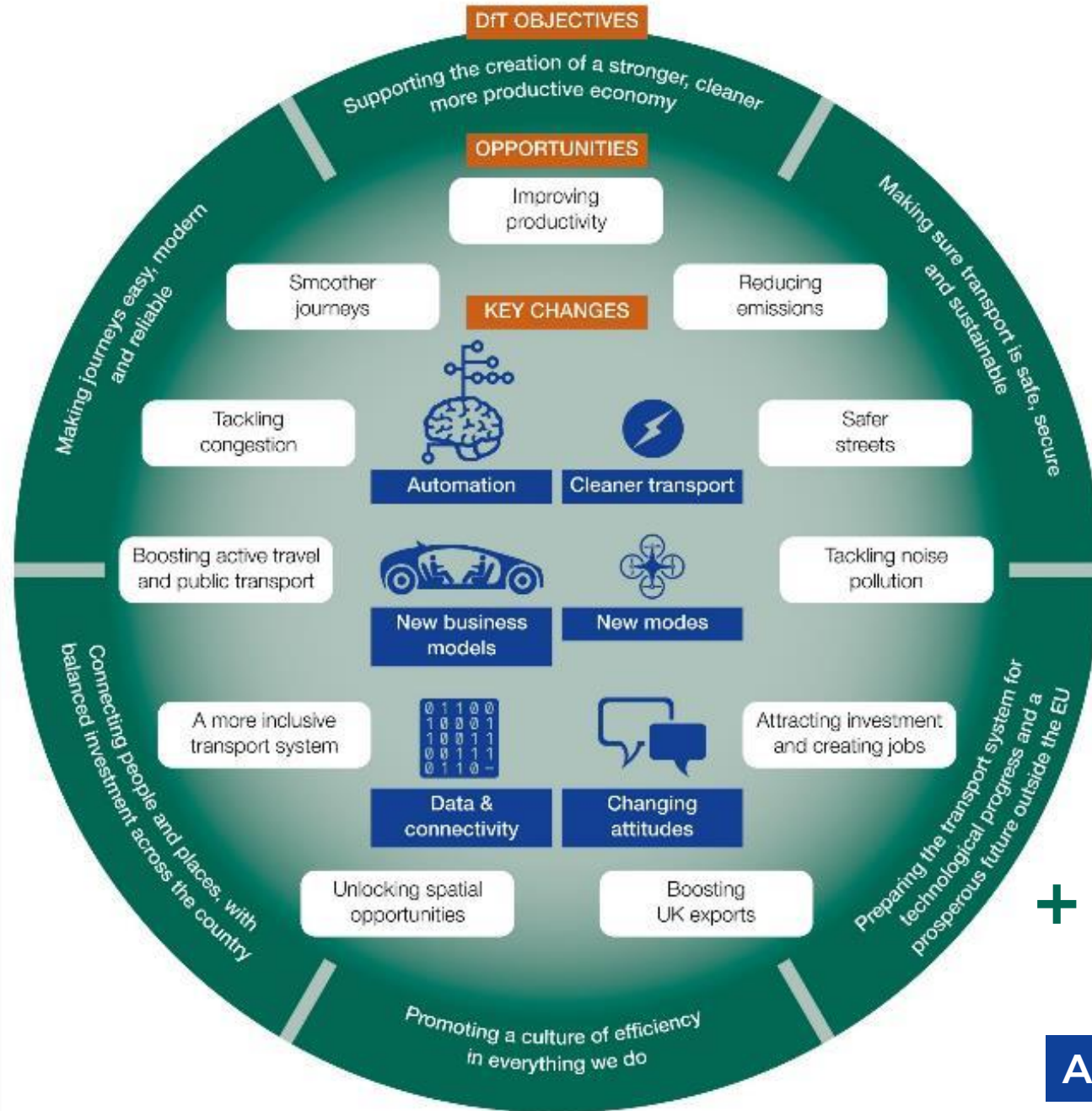
Department  
for Transport

**Great British  
Railways**

The Williams-Shapps Plan for Rail



Future Mobility



Definition source: DfT Future of Mobility: Urban Strategy 2019



# How we move (or not)



**'Mobility'**

**vs.**



**'Transport'**



# Thinking about needs and access



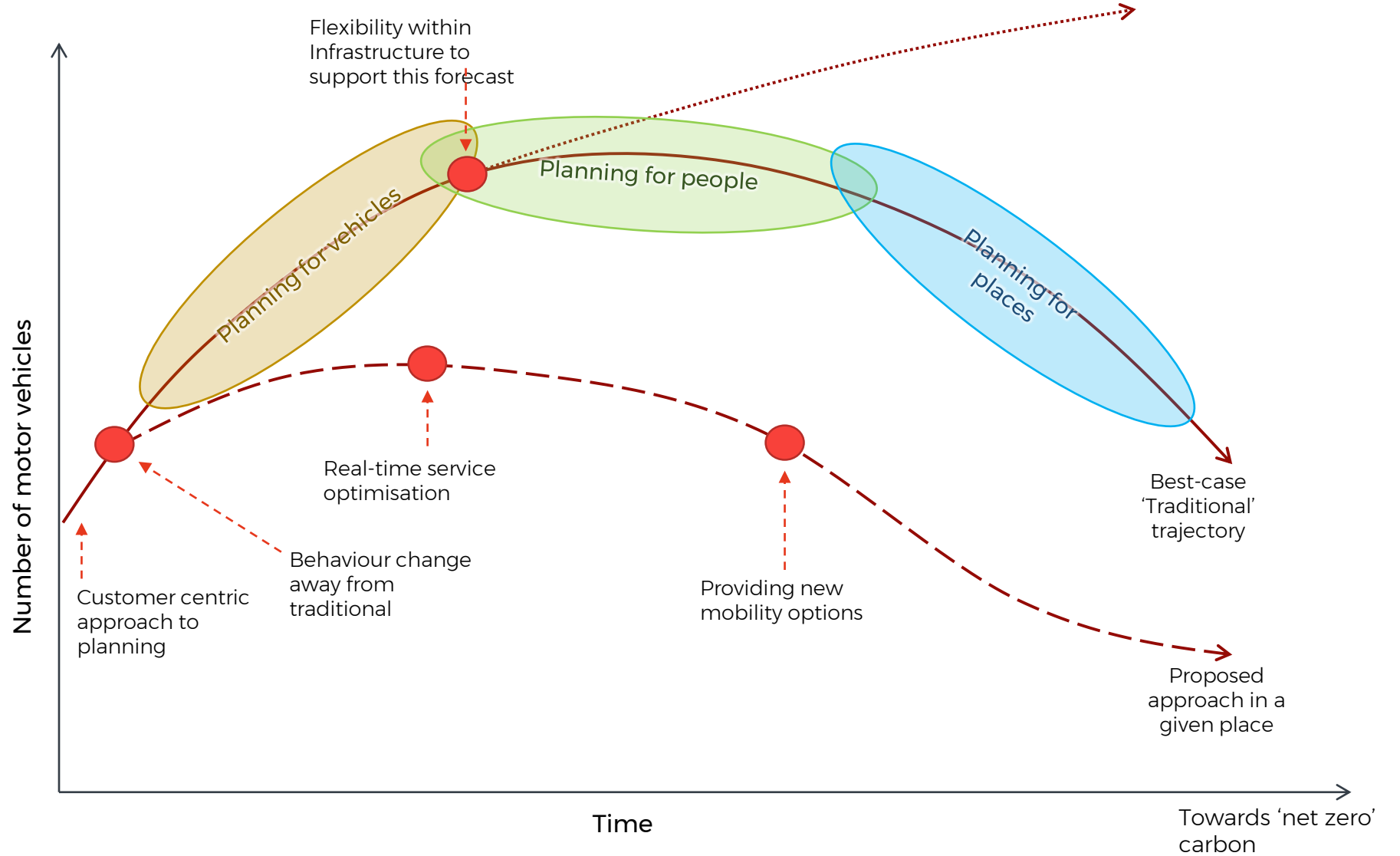
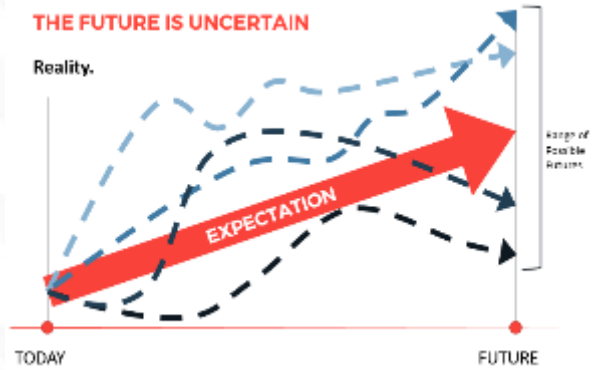
People to places (for goods and services)



Goods and services to people



# Navigating uncertainty





wsp



# People, activity & place led outcomes

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



# Thinking about people



The young



The aging



Life stages and events



Gender / orientation / ethnicity



The socially / financially excluded



The disabled





# Thinking about activity



Retail and leisure



Healthcare



Workplace & employment



Education & learning



Social activities



Deliveries & logistics



# Thinking about places



Urban



Peri-urban



Rural



Remote rural



Coastal



# Thinking about community outcomes



**Friendlier**



**Greener**



**Happier**



**Healthier**



**More productive**



**Prosperous**



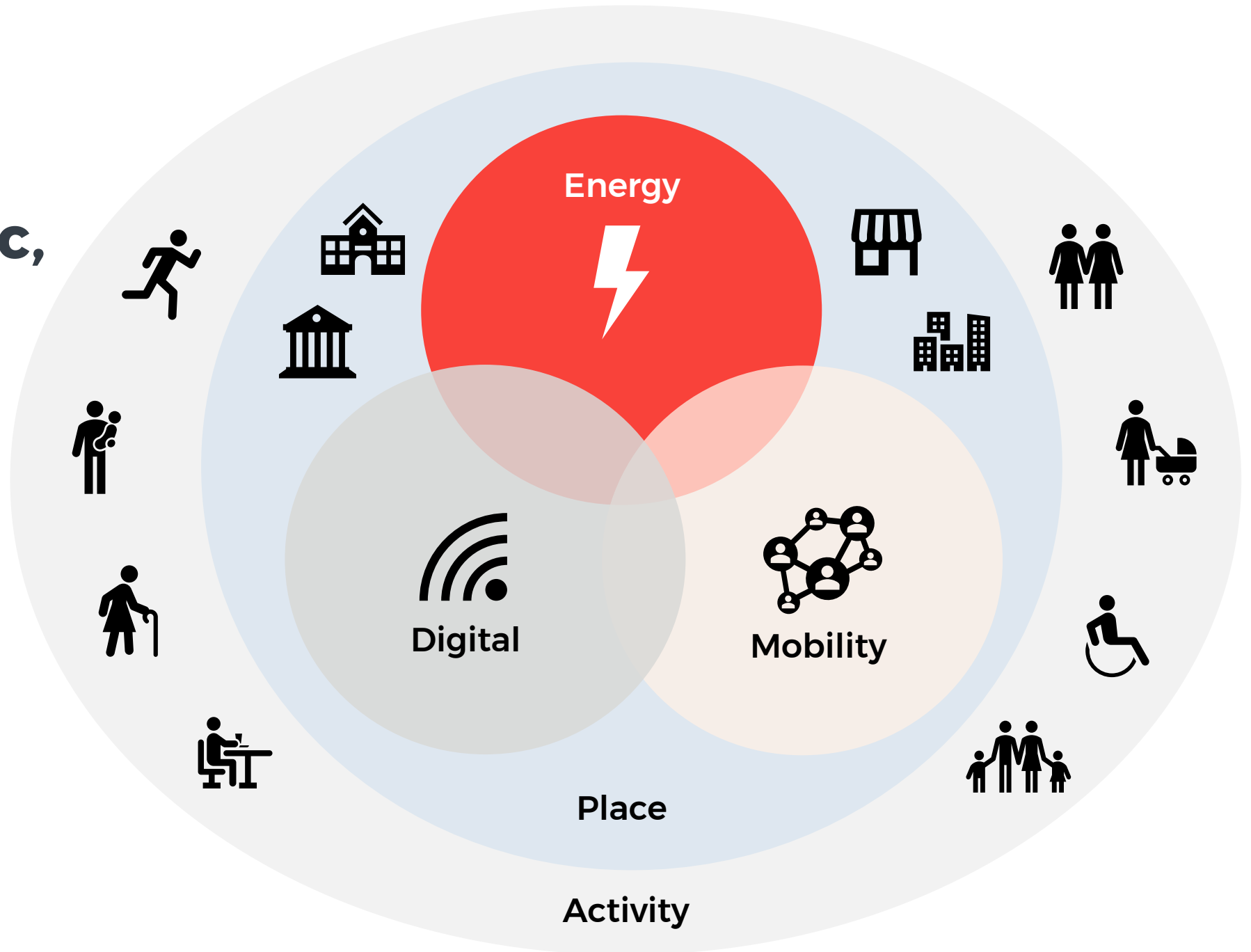
**Quieter**



**Safer**



**Within a  
human centric,  
place based,  
eco-system**

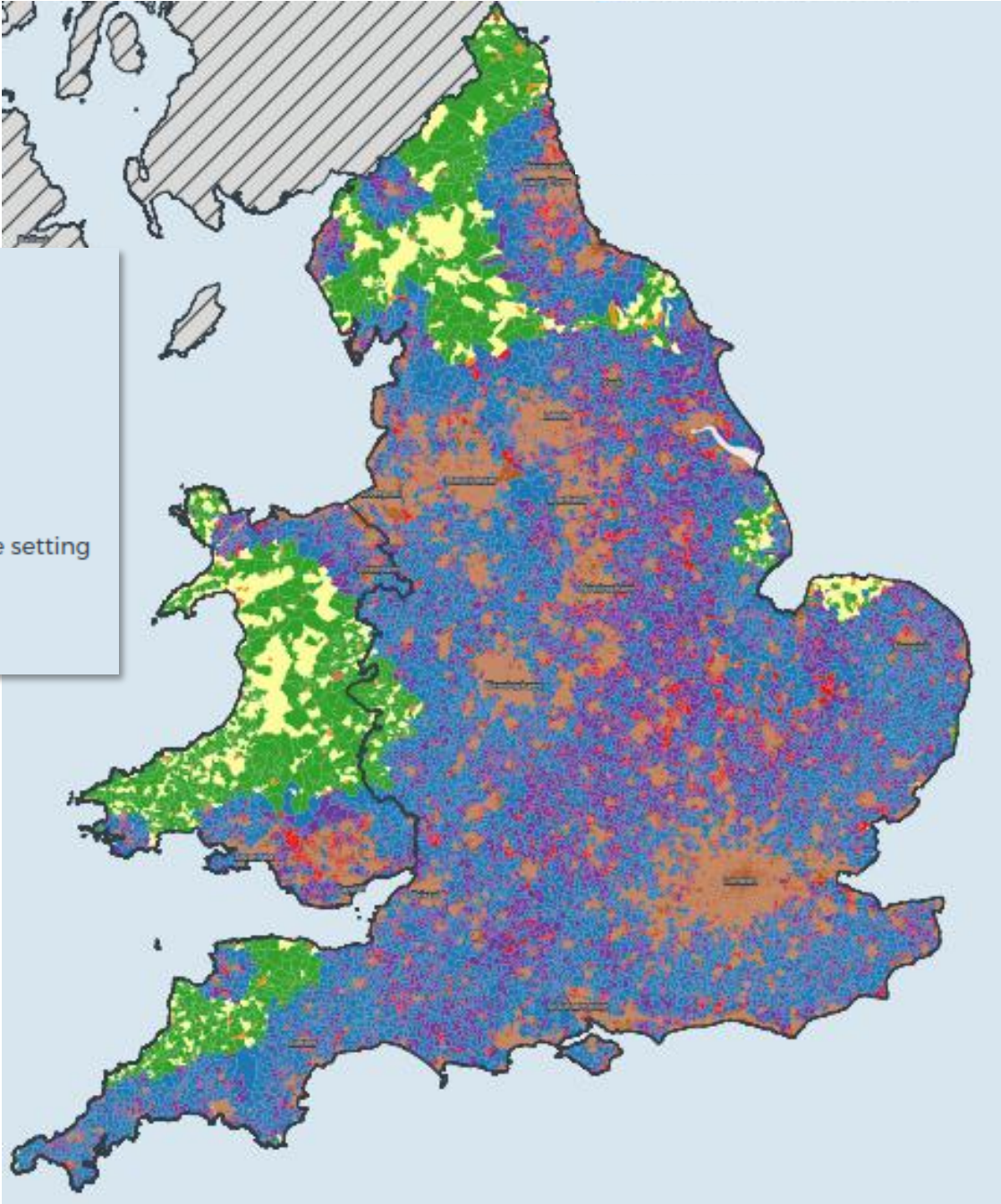
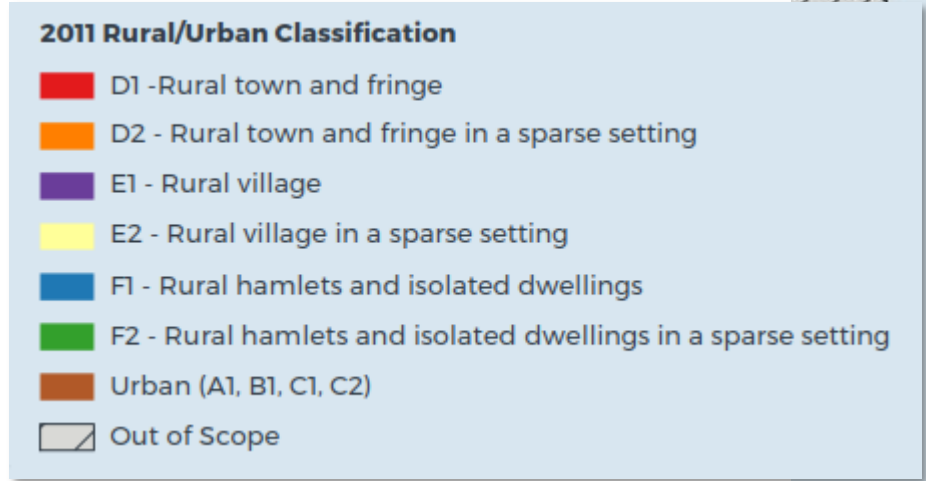


The background of the slide is a close-up photograph of a hand resting on a red, textured surface. The surface has a fine, fibrous texture, similar to recycled paper or a specific type of plastic. The hand is positioned at the top, with fingers slightly spread. The lighting is soft, highlighting the texture of the surface and the skin of the hand.

# Considering Rural needs

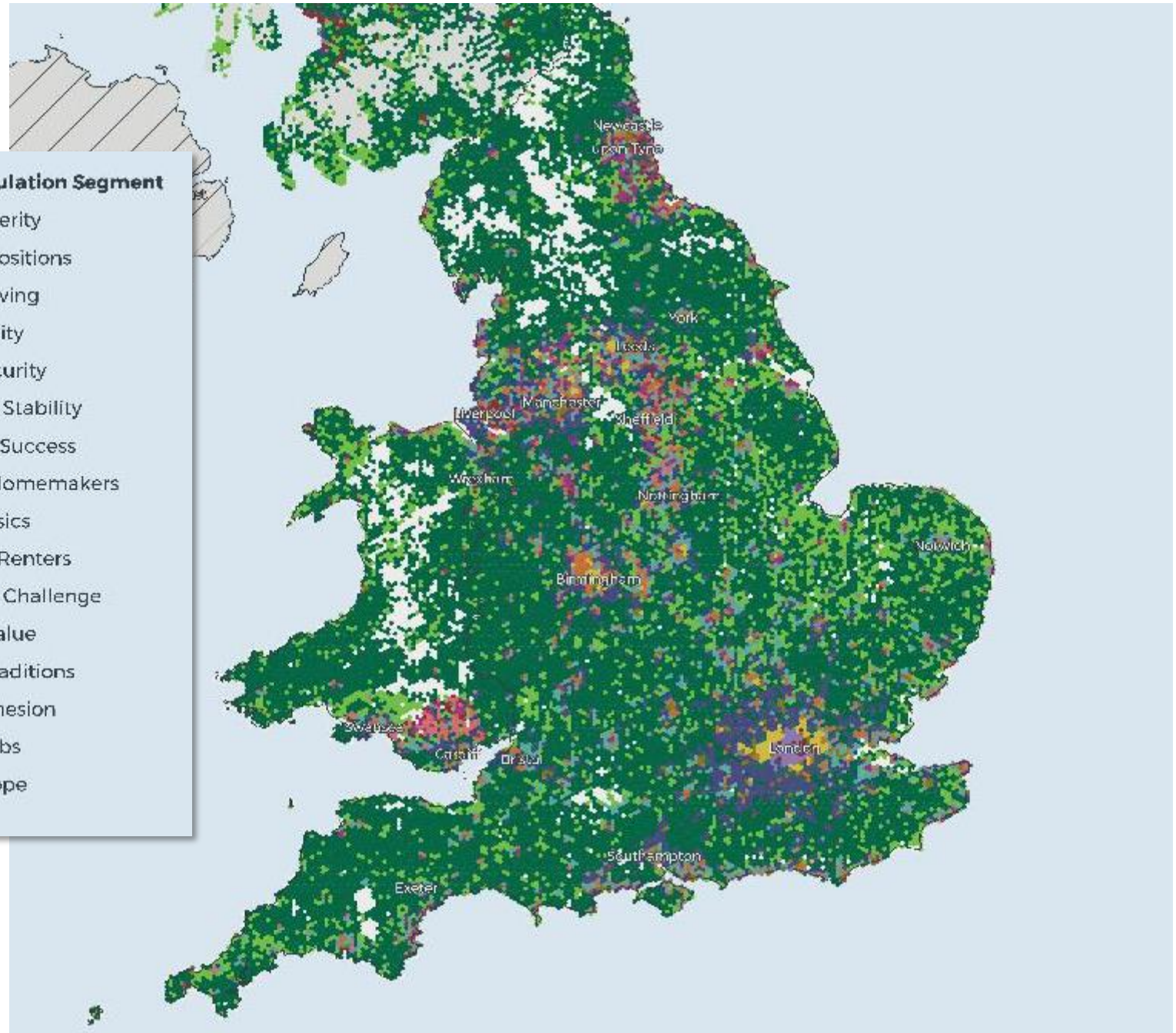
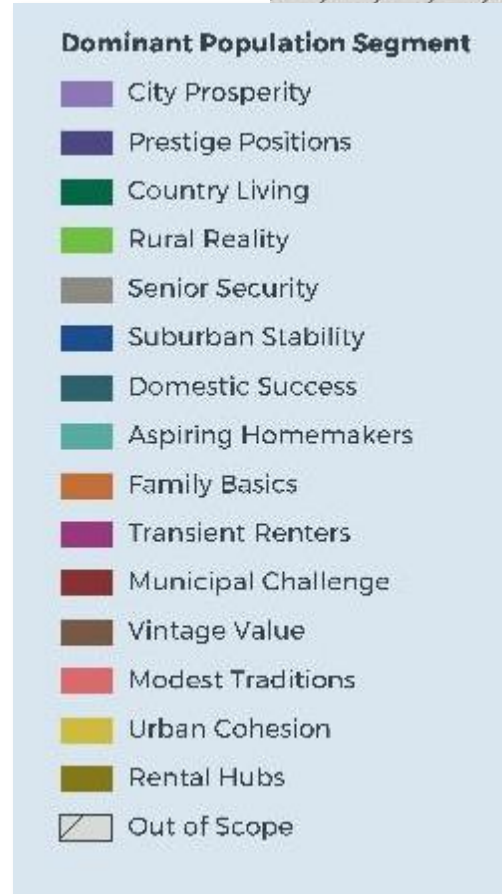


# Rural typologies





# Rural populations





# Rural communities



Town & Fringe



Villages



Hamlets and isolated dwellings



POPULATION DENSITY





# Key issues for mobility



1. Limited public transport
2. Costly bus services
3. Transport deserts
4. Car dependency
5. Fuel poverty
6. Limited active travel infrastructure
7. Social isolation
8. Logistics eco-system
9. Siloed budgets
10. Energy capacity and resilience



# **Social and economic challenges**



- 1. Wealth variation**
- 2. The employment web**
- 3. Housing market**
- 4. The brain drain**
- 5. Loss of 3<sup>rd</sup> places**
- 6. Rural decarbonisation**

A close-up photograph of a blue, curved plastic or rubber component with small protrusions along its edge, resting on a silver, metallic, circular surface that shows signs of wear and discoloration.

# Thinking differently about Rural



# The “30 minute rural community”



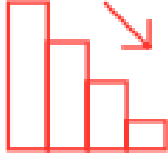


*“everyone should have access to the key amenities and opportunities, at whatever life-stage, within 30 minutes (ideally by sustainable modes of conveyance) of their doorstep”*

- Improve the baseline level of social and community infrastructure in rural communities to maximise ‘day-to-day’ opportunities across their diverse populations using clusters of settlements working together as an eco-system rather than individual settlements;
- Localise the layer of social infrastructure through community / public / third sector partnerships to maximise the potential to capitalise on fixed, moving and human resources;
- Improve physical and digital access, and energy provision to the next layer of services that are not available within in those community ‘clusters’ by improving connectivity to local market towns and cities.



# The “30 minute rural community” objectives



 <b><u>REDUCING</u></b>	 <b><u>CHANGING</u></b>	 <b><u>IMPROVING</u></b>
The need to travel through the alternate provision of sustainable services.	Sole-occupancy private car behaviours through the provision of viable, applicable alternatives.	The quality of life and experience for all in our rural communities.
Car dependency and the financial burdens that it brings.	The perceptions of “public transport” through the re-imagining of what rural publicly accessible transport could be.	The economic gap between rural areas and neighbouring conurbations.
The impacts of vehicular movements on rural communities.	How under-utilised fixed and moving assets are used to deliver improved and sustainable outcomes.	Access to life’s opportunities and essential services for all.



# The “30 minute rural community” – putting it into practice



Future Mobility



## ENHANCING

Physical access through improved, decarbonised transport connectivity.

Communications and digital alternatives for those who are able to, or wish to use such technologies.

Access to opportunities through physical “mobile” services coming into communities.



## AGGREGATING

Highway, public transport, energy and digital assets to provide better functionality focused on community needs.

Place based assets and functions to make the most of existing facilities to provide a focus for services.

Available vehicular assets, both public and private, within the community to enable ‘Public Transport v2.0’.



## HARNESSING

The sometimes-siloed transport and place-based budgets across the public and private sector to facilitate new revenue streams.

Local skills, experience and resources to help develop and deliver new models of operation tailored to local needs.

The energy and enthusiasm of people, businesses and landowners in rural places who together would benefit.



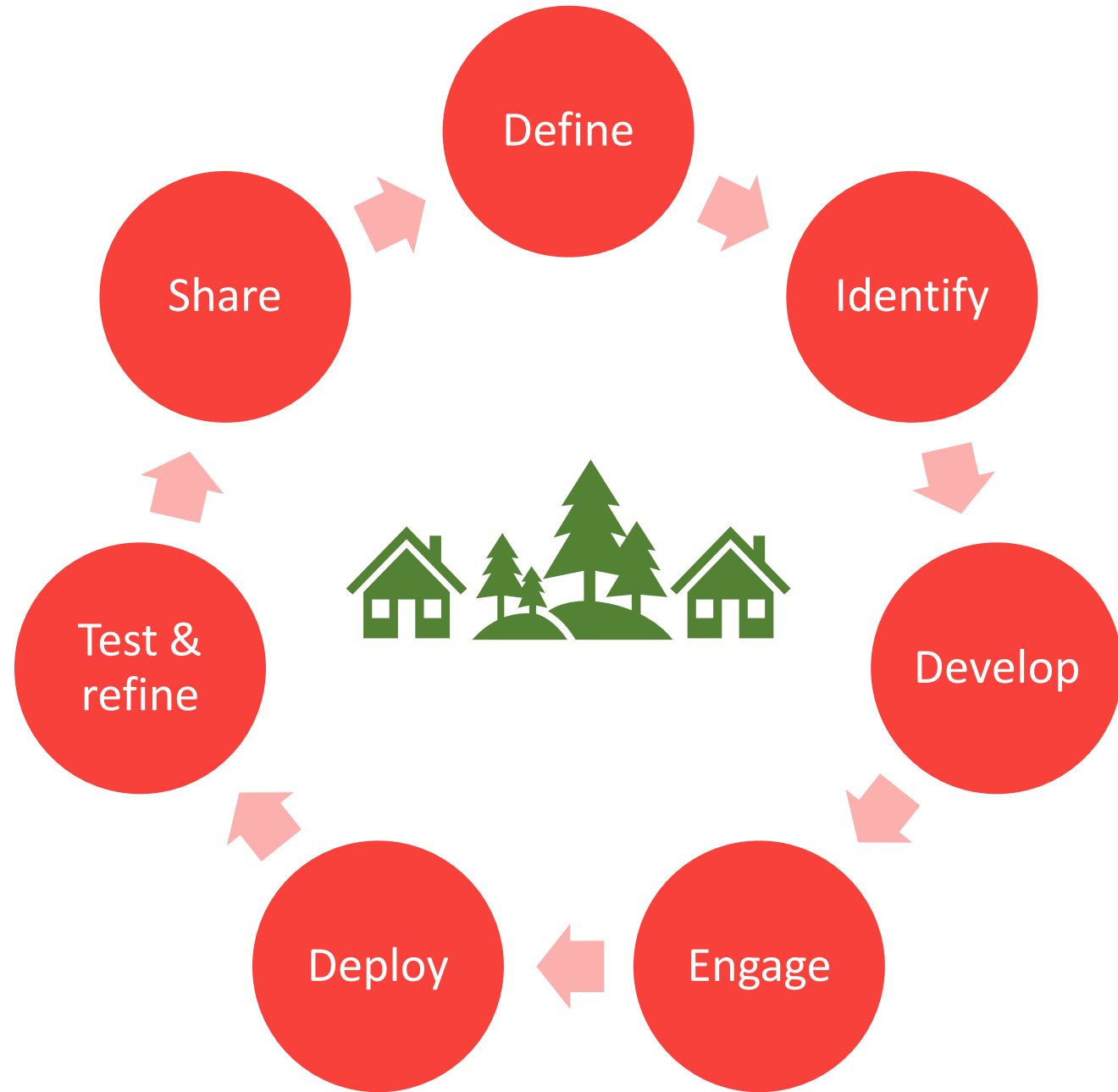
# Seven ways to using existing structures



1. Building upon existing operations and emerging solutions
2. Using community places to better effect
3. Putting people and communities at the heart of decision making
4. Engaging with and encouraging our parish councils
5. Capitalising on community interest / energy companies and transition towns
6. Utilising community land trusts
7. Baking in revenue generation



# An action plan for the “30 minute rural community”





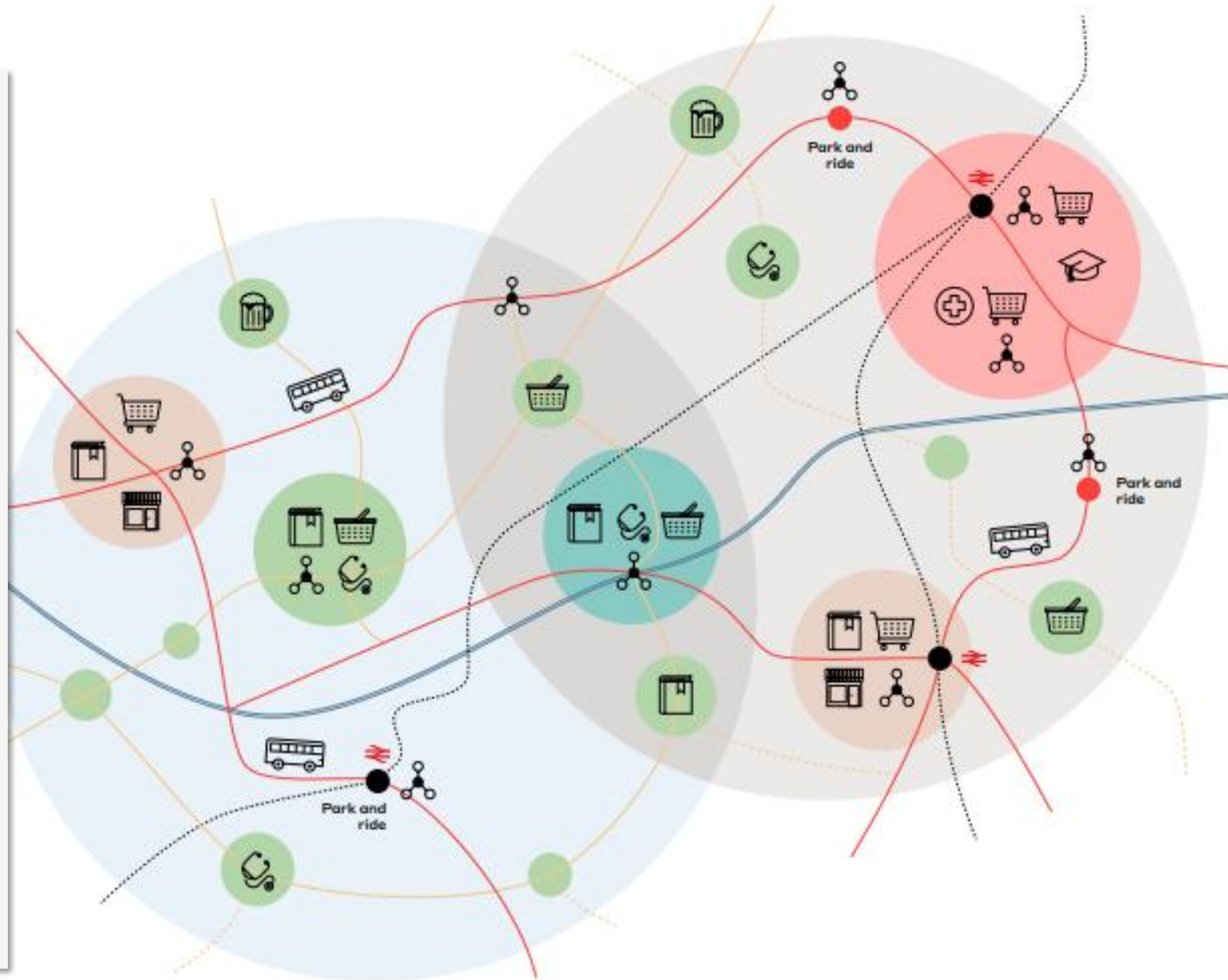


# A typical location



Future Mobility

- Village
- Planned garden village
- Town
- City
- Mobility hub
- Rail station
- Bus route
- 30 minute rural communities
- School
- Local shop
- Market
- Village pub
- Supermarket
- University
- Hospital
- Doctor's surgery





**Let's change the  
way we think. *Let's  
create change.***



# Thank you

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