



# The Future of Urban Mobility: Introduction and Recommendations



# Introduction

## Vision

A UK with integrated, multi-modal national transport policy that places the needs of the consumer at its heart by reducing congestion and improving air quality.

## Mission

To represent all of the key transport modes including bus, rail, coach, tram, car and bike in the debate around the future of urban mobility.

## Purpose

To provide a forum for the discussion and promotion of new policy ideas around urban mobility, including embracing the role of smart technology in the provision of mobility services that will improve air quality and consumer's lives.

The Urban Mobility Partnership (UMP) is a partnership between Enterprise Holdings, Stagecoach Group and Bosch which provides a forum to discuss and promote key issues around the future of urban mobility.

UMP is a multimodal partnership responsible for over 1 billion consumer journeys a year and representing all the key transport modes in the debate around the future of urban mobility. Stagecoach Group represent the bus, coach, rail and tram modes and Enterprise Holdings represent the car mode, NextBike represent the bike mode and Bosch is one of the leading innovators in clean air solutions. FootAnstey have joined the partnership and bring with them invaluable legal insight for mobility planning and sustainable transport policy.

## Why UMP?

We live in an age of dramatic technological change. What was regarded as "cutting edge" just a few years ago can quickly become part of the accepted landscape. This means that how we live, and work is changing. The digital revolution means that public and shared transport providers need to adapt to provide the transport systems that consumers want. The role of smart technology and in particular how we deliver "integrated transport systems" dominates policy discussions in Westminster and around the country.

But yet our connected world still has far too many disjointed parts – and transport policy is no exception. For too long we have approached the different modes of our transport system as self-contained areas with their own issues and concerns. It is time to change our mindset and develop transport policy solutions that place the consumer at their heart.

Urban cities and their surrounding communities are also facing ever growing populations, congestion and air pollution challenges. Congestion is strangling our towns and cities across the UK, causing gridlock and costing the economy more than £13

billion every year. Ageing, inefficient, underused and polluting vehicles add, and will continue to add, to these problems. UMP partners have come together to bring a new cross-modal expertise to these problems; one that also crucially recognises that many of the solutions are being demanded from local decision makers who increasingly feel divorced from the national policy debate. Local authorities have been instructed to urgently improve air quality but are juggling these requirements with the needs of consumers, reduced budgets and local economic growth imperative. For example, it is often those who can least afford it that will be penalised by increasing charges on older vehicles as clean air zones are introduced in our cities. Given that urbanisation is expected to increase average city density by 30% over the next 15 years this is a recipe for further congestion, increased air pollution and disenfranchised, out of pocket drivers.

This means that these local policy makers need innovative yet practical solutions that can be delivered now, rather than in ten years' time. UMP hopes to help the UK take on this policy challenge.

# Recommendations

Over the last eight months, UMP has embarked on a series of roundtables to hear from different stakeholders throughout the UK about the various challenges they face in their urban centres. By bringing together some of the most important figures in transport, environment and infrastructure in seven major UK cities, we have specifically focused our attention on the key decisions makers in efforts to tackle air quality and congestion. UMP is committed to help develop mobility solutions which help these towns and cities transform how consumers travel. Below are our recommendations ahead of the release of our full report shortly.

1

## National policy framework

Transport policy must be integrated with broader health, environment, economic and development policies at a national level. Local authorities are balancing competing interests to improve air quality as quickly as possible whilst still delivering a better shared transport service for consumers. This is also in the context of many areas targeting significant economic growth. National government must be the driving force behind combining these policy aims by working with local government and key stakeholders to deliver real change for our urban areas. There is no singular solution to our mobility and air quality issues, government at all levels need to alter their mind set around transport and issue that multi-modal options are included in all transport strategies and policies.

2

## Mobility as a service (MaaS)

The government must ensure that national policy reflects the opportunity presented by MaaS. This means delivering a framework which removes outdated procurement rules and regulation to allow local authorities to implement MaaS at a local level. Local policy makers must also seize the chance to work closely with commercial partners to pilot and test MaaS applications, and to take advantage of existing funding opportunities.

3

## Mobility Credits

Mobility Credits are a financial incentive for consumers to change their behaviour. National government should deliver and fund a national strategy as a key way to get the oldest most polluting cars off the road whilst simultaneously encouraging a modal shift to more sustainable modes of transport. Local policy makers should review how the credits could be specifically targeted to address specific local challenges, particularly those who are affected by wider clean air solutions.

4

## Grey fleet

Reducing 'grey fleet' use should be a key part of air quality plans in urban areas. There are significant cost savings and air quality improvements to be gained by reducing expenditure in this area. Local authorities should encourage businesses, and particularly public-sector bodies, to switch from 'grey fleet' to providing a different more cost effective, multi modal offering for employees. This should also involve using incentives such as travel discounts for employees or business rates incentives for private businesses.

5

## Planning

Mobility must be embedded within all planning decisions at an early stage to ensure the sustainable connectivity of new developments. Local authorities should use section 106 agreements more creatively; this means moving away from traditional sustainable travel contributions to more innovative requirements around multi-modal transport hubs in new developments. This will lead to significant behavior shift by consumers and will reduce the air quality impact of new developments.



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If you would like to know more about the Urban Mobility Partnership or would like a full copy of our report please email

[ump@jbp.co.uk](mailto:ump@jbp.co.uk)

or visit us at

[www.ump.org.uk](http://www.ump.org.uk)



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