

Shared transport:

Modes, benefits & opportunities

Transport East Webinar

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Shared transport

Access to a vehicle $\neq$ ownership of vehicle



Car sharing
(car clubs, P2P)



Ride sharing
(lift sharing)



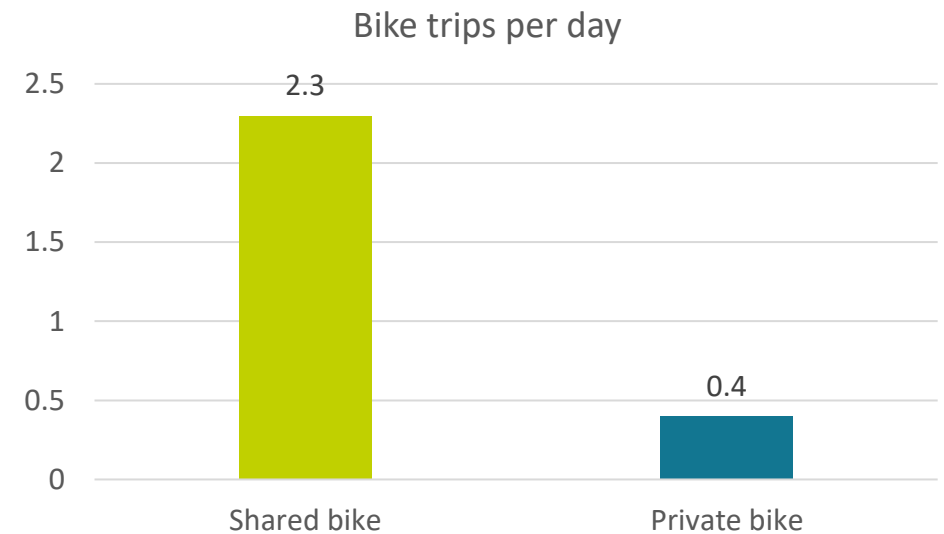
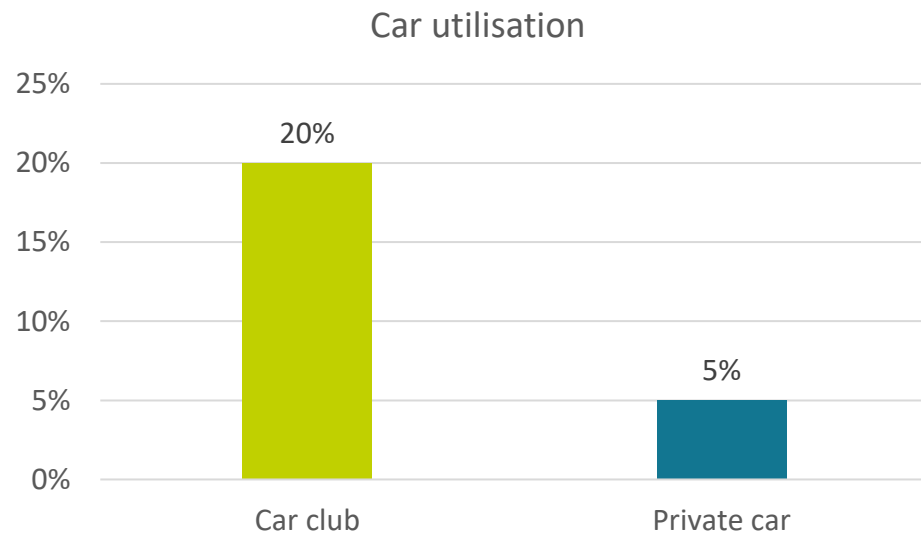
Shared micromobility
(shared bikes & e-scooters)



Demand Responsive/
Community Transport

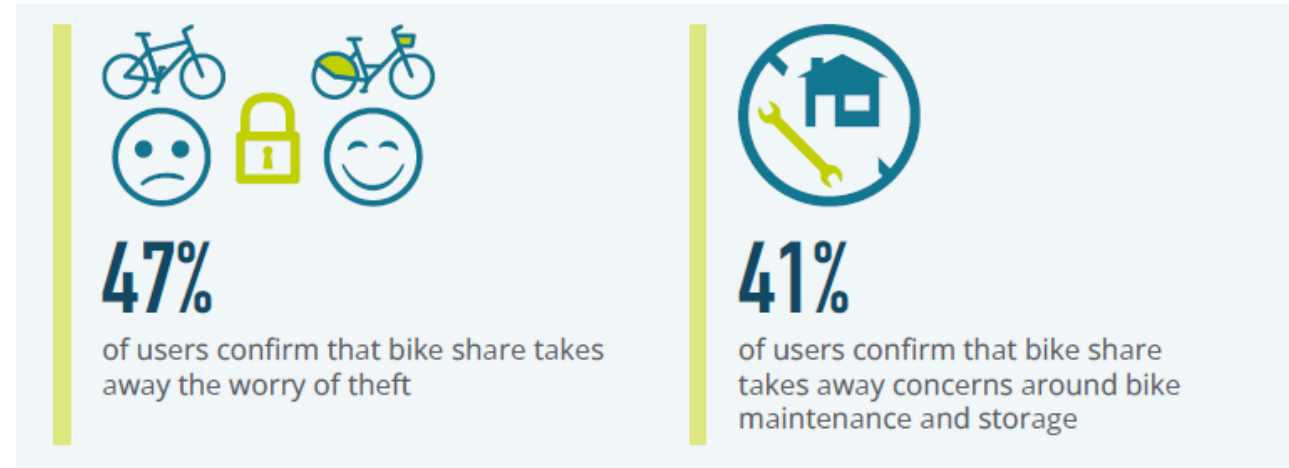
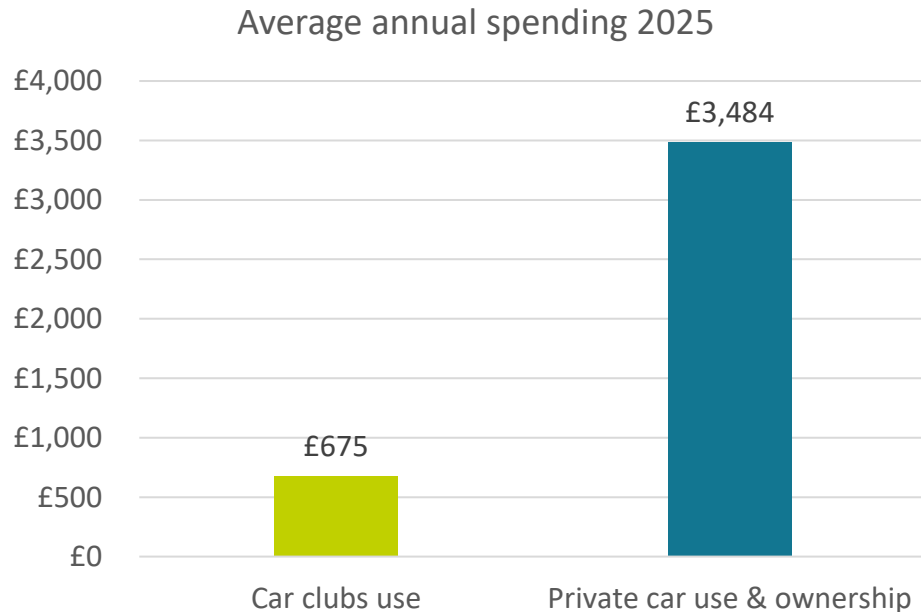
Benefits across all shared modes

Efficient vehicle use



Benefits across all shared modes

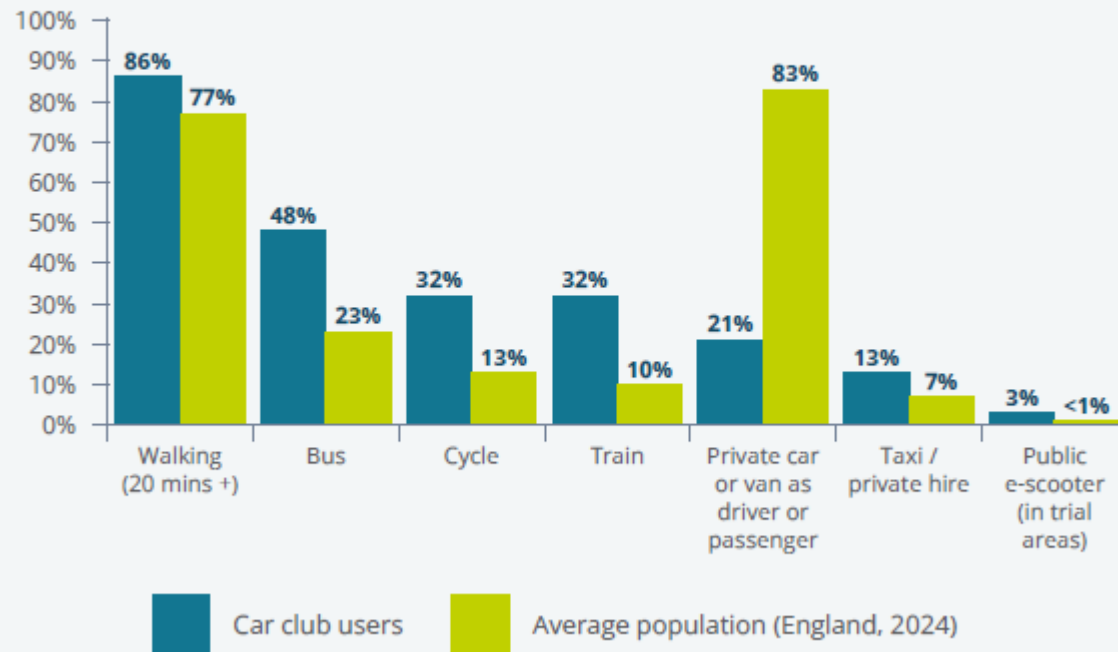
Cost savings & collectivisation of cost/risks



Benefits across all shared modes

Sustainable travel behaviour

Percentage of individuals who use public transport and/or active travel at least once a week



SHARED MICROMOBILITY
INCENTIVISES ACTIVE TRAVEL

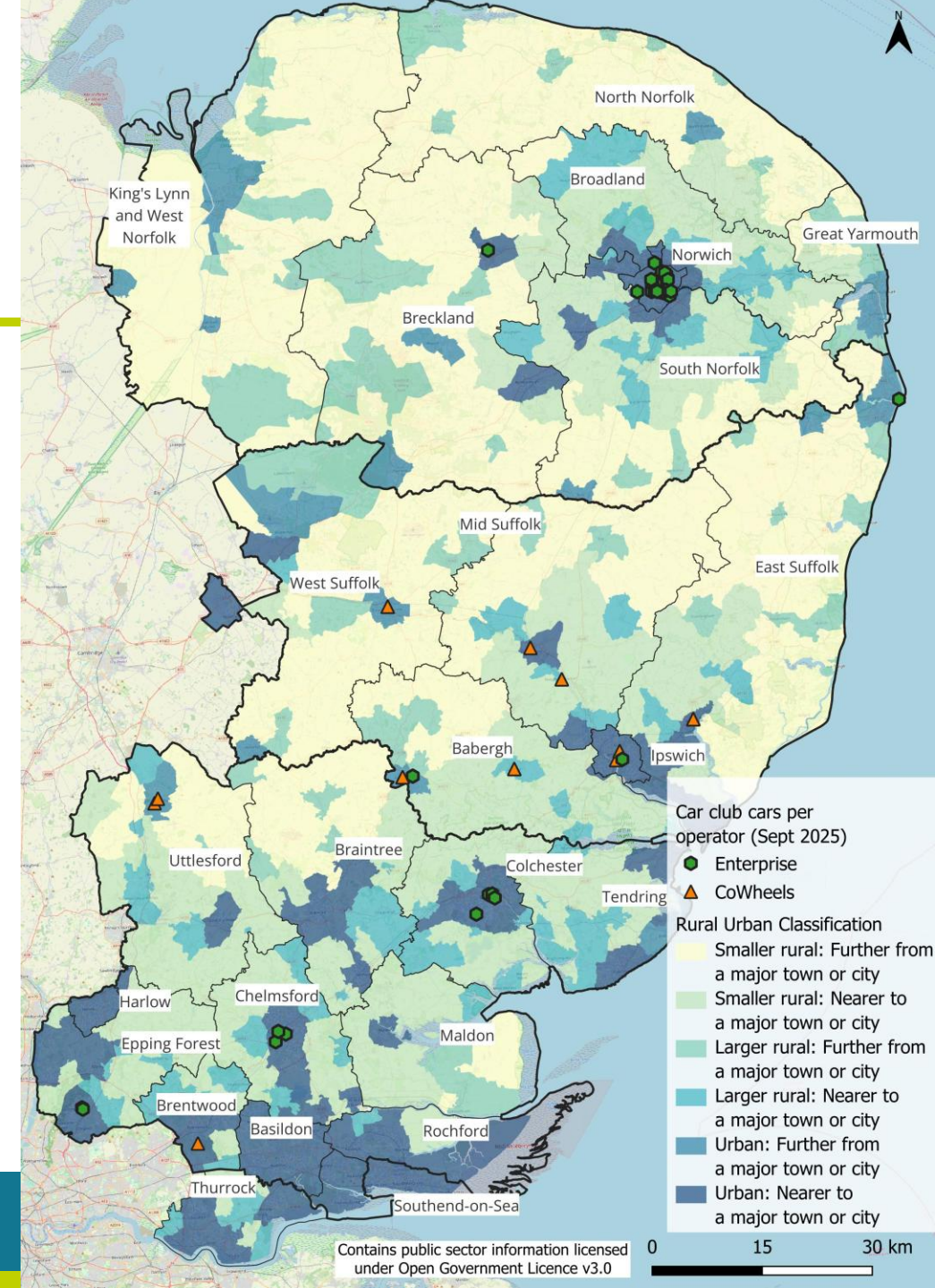
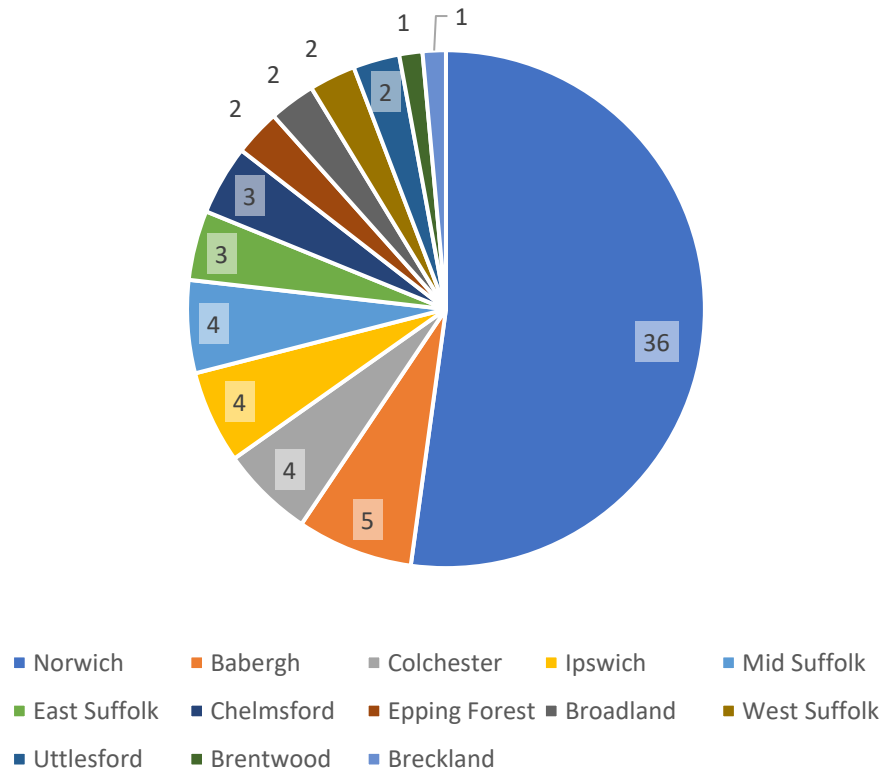


61%

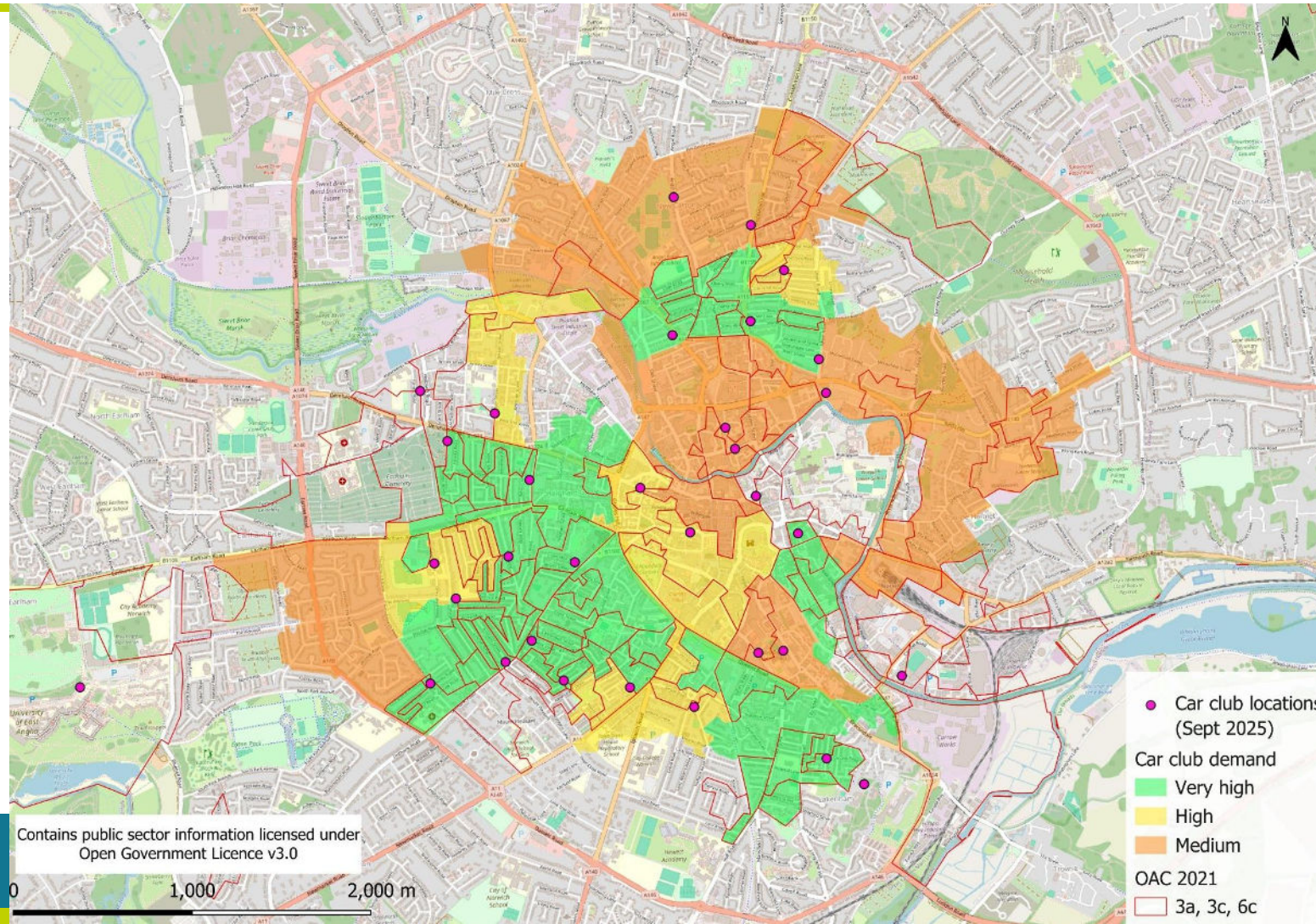
of all active micromobility users cycle more often or much more often since starting to use shared bikes and/or e-scooters; this includes 20% of exclusive shared e-scooter users who have not used bike share in the last 12 months but still say that they cycle more since using shared e-scooters

Car clubs – status quo

Number of car club vehicles per local authority



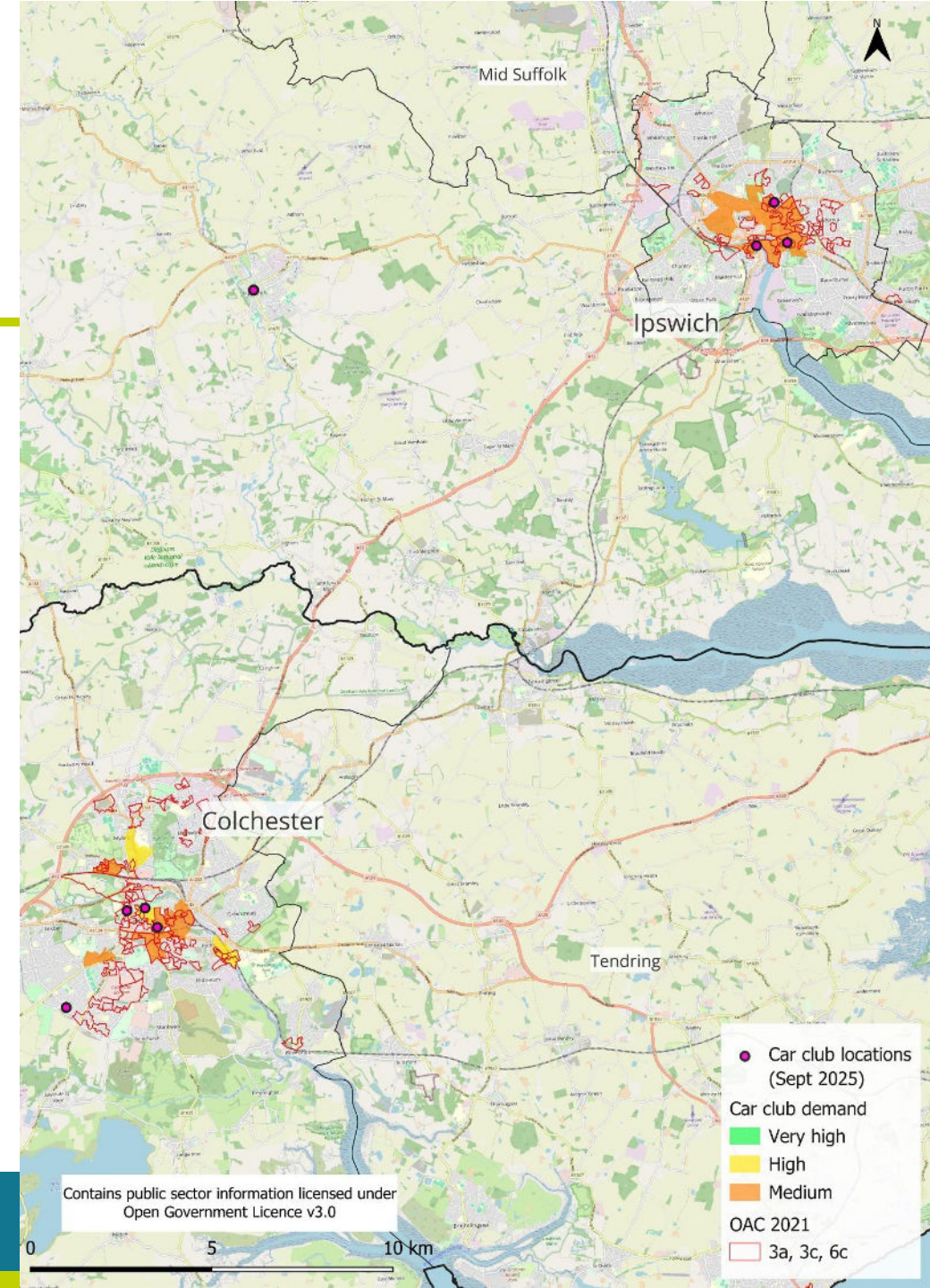
Car clubs – future potential



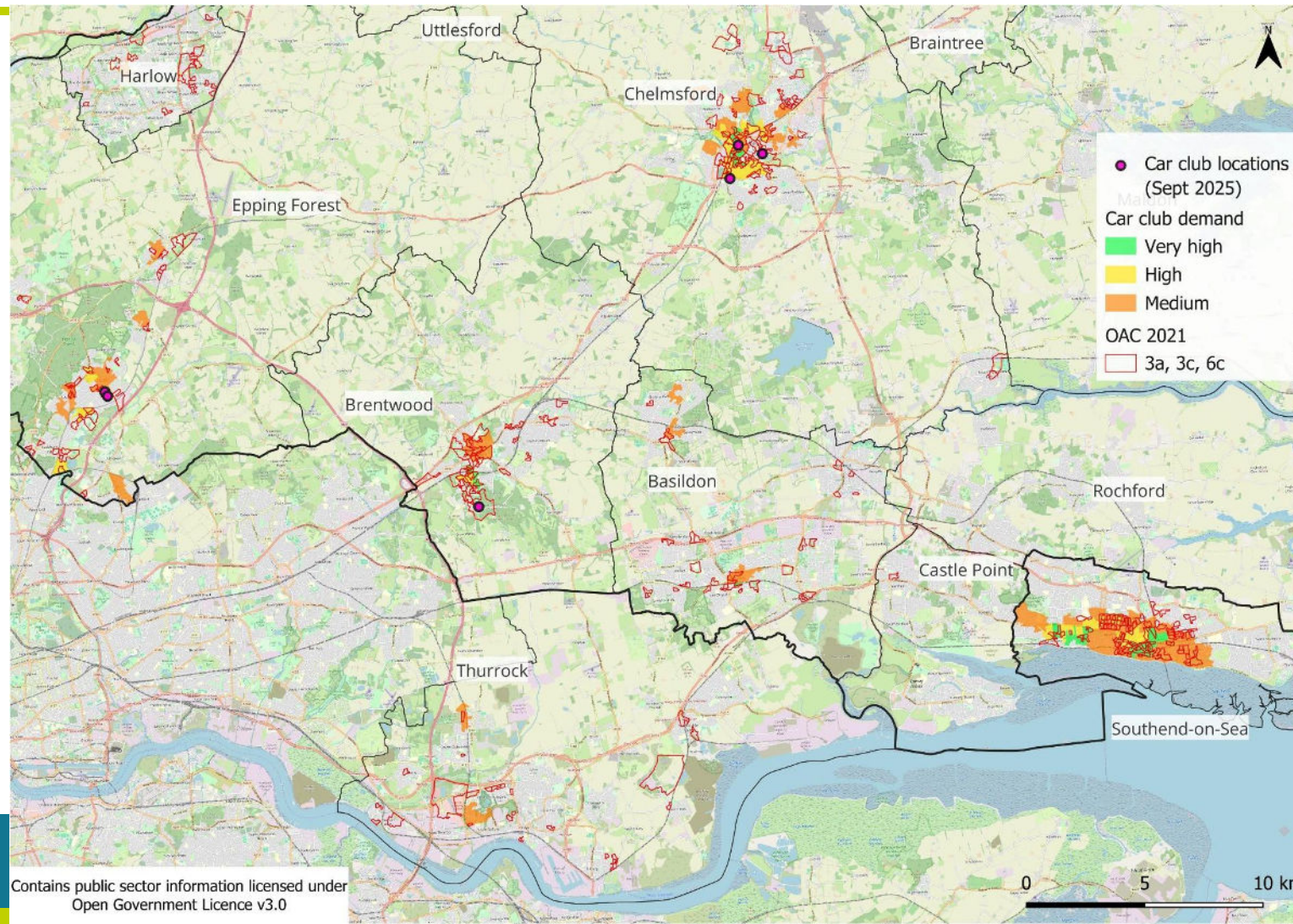
Areas of potential car club demand in Norwich

Car clubs – future potential

Areas of potential car club demand in
Ipswich and Colchester



Car clubs – future potential



Areas of potential car club demand in South Essex

Shared micromobility – status quo

Location	Shared bikes	Shared e-scooters	Comments
Norwich	✓	✓	Jointly operated by Beryl, scheme extends into Broadland and South Norfolk
Colchester	✓	x	Operated by Tier-Dott, managed by Colchester City Council
Saffron Walden	✓	x	Operated by App Bike
Chelmsford	x	✓	Jointly operated by Voi, managed by Essex County Council
Braintree	x	✓	



Shared micromobility – status quo

	2025
Bike share hires	258,371
E-scooter hires	695,566

SHARED MICROMOBILITY HELPS REDUCE CAR TRAFFIC



19%

of all bike share trips by active users replace trips that would otherwise have been made by car



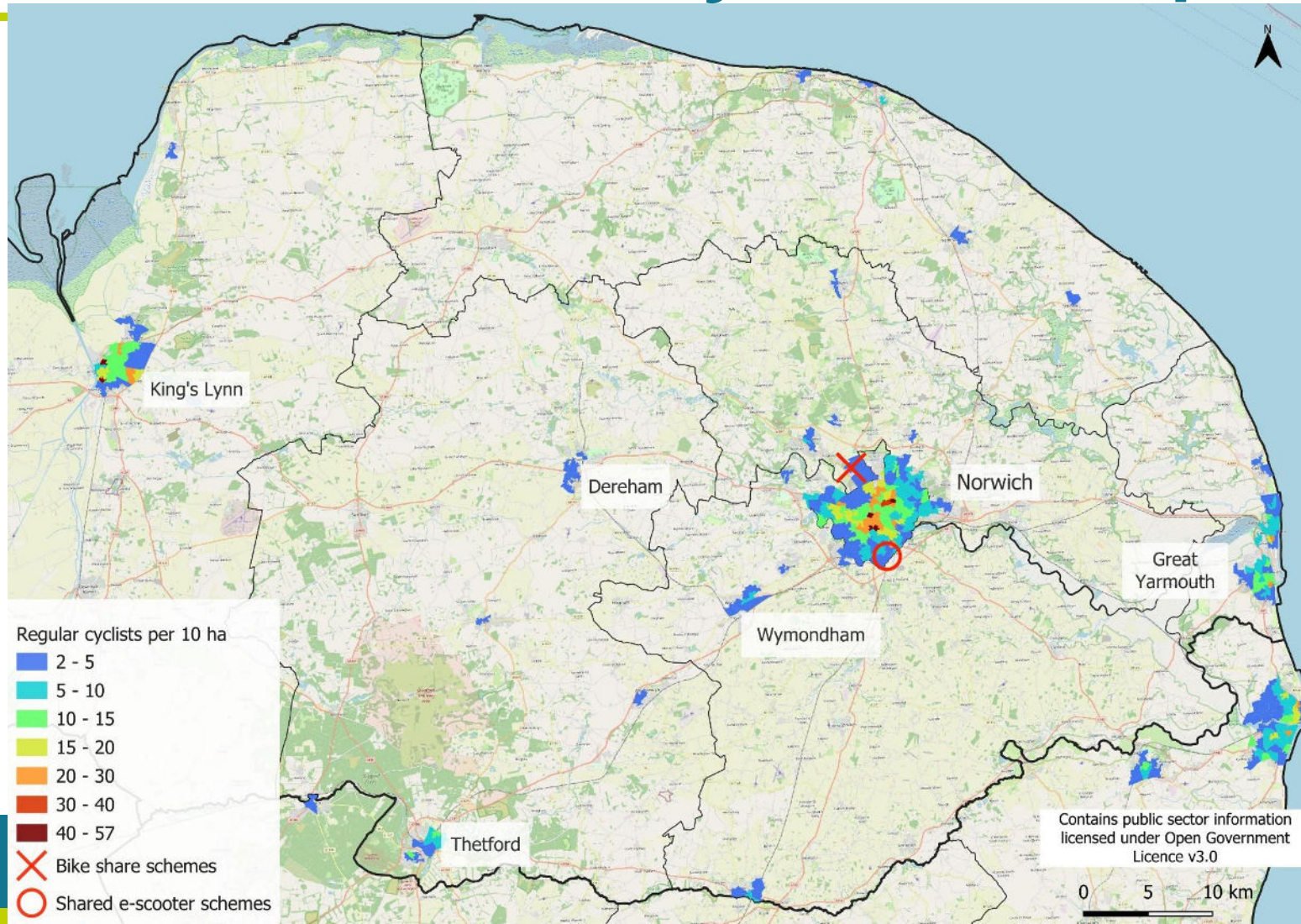
26%

of all shared e-scooter trips by active users replace trips that would otherwise have been made by car

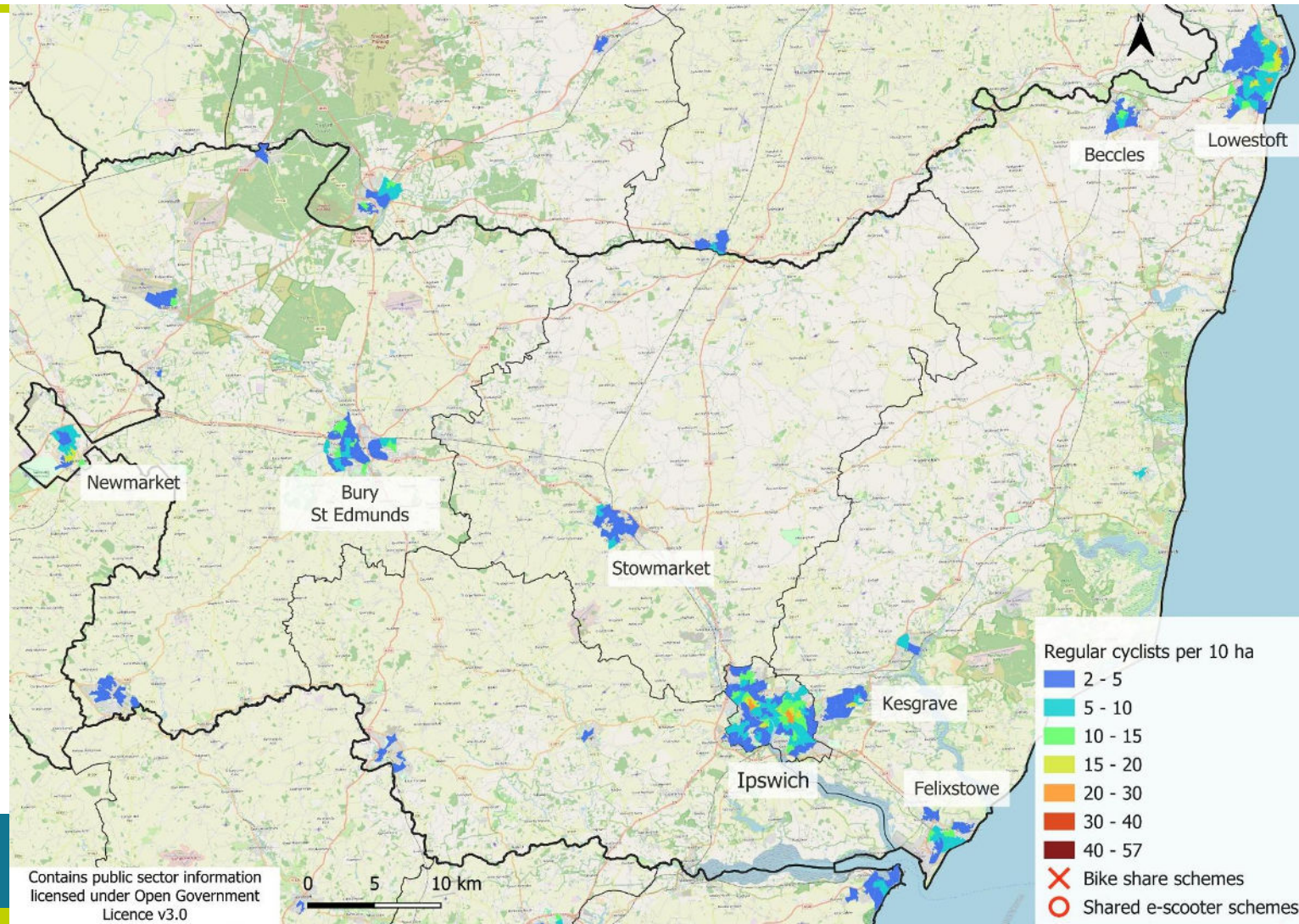


Shared micromobility – future potential

Number of regular cyclists per 10 hectare and existing shared micromobility schemes in Norfolk

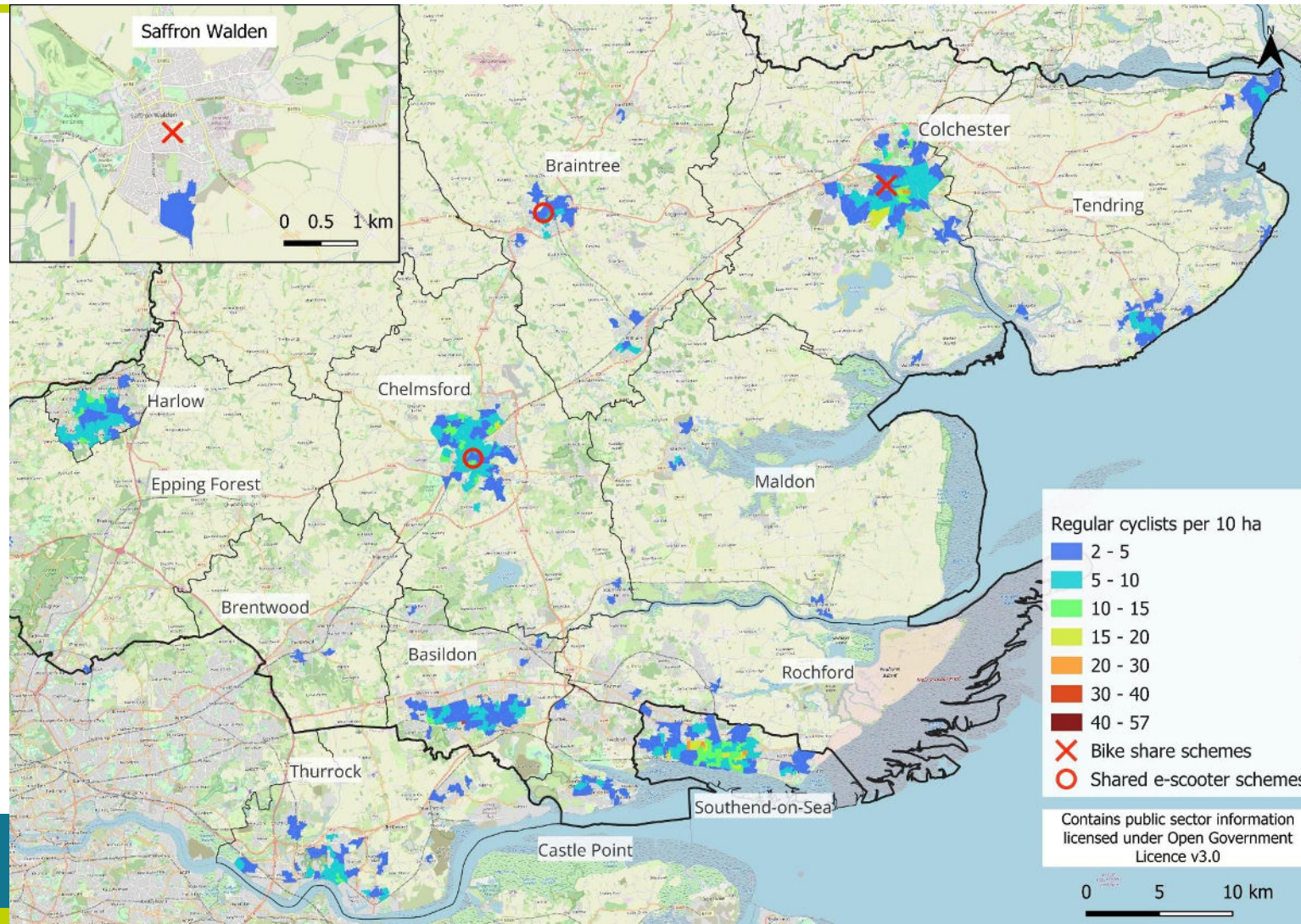


Shared micromobility – future potential



Number of regular cyclists per 10 hectare in Suffolk

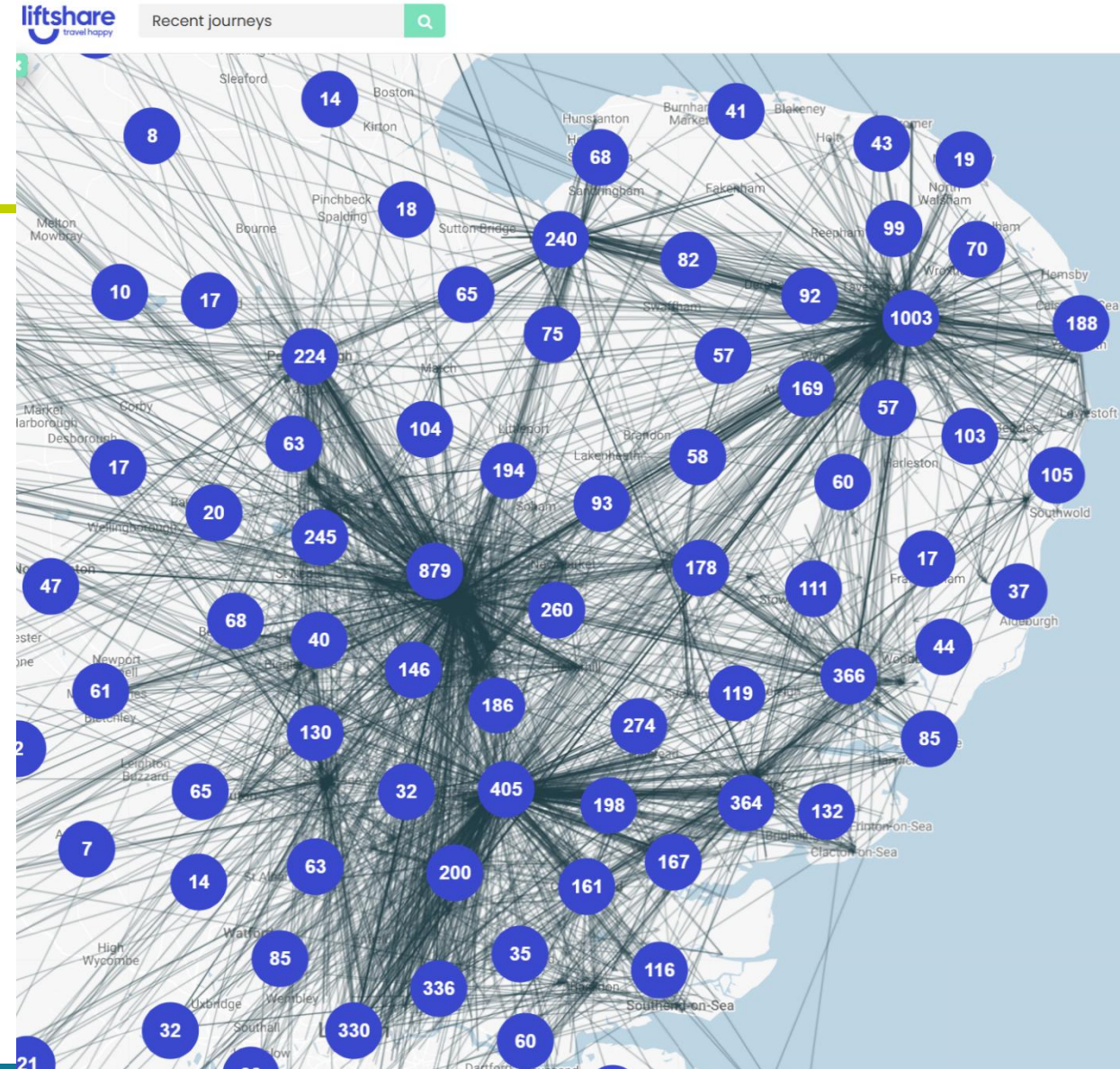
Shared micromobility – future potential



Number of regular cyclists per 10 hectare and existing shared micromobility schemes in Essex

Lift sharing

- Successful examples:
 - 2,400 users of “Essex Carshare”
 - 4,500 staff at Stansted Airport
- Growth potential in East of England:
 - 1.08 ppl/car avg. car occupancy
 - 4.9 mio. empty car seats
 - 5% rise in occupancy ~
154k tonnes CO2 less p.a.



Digital Demand Responsive Transport (DDRT) & Community Transport

	DDRT	CT
Demand Responsive	✓	~
Charged per passenger	✓	✓
Open to all users	✓	~
Non-profit	~	✓

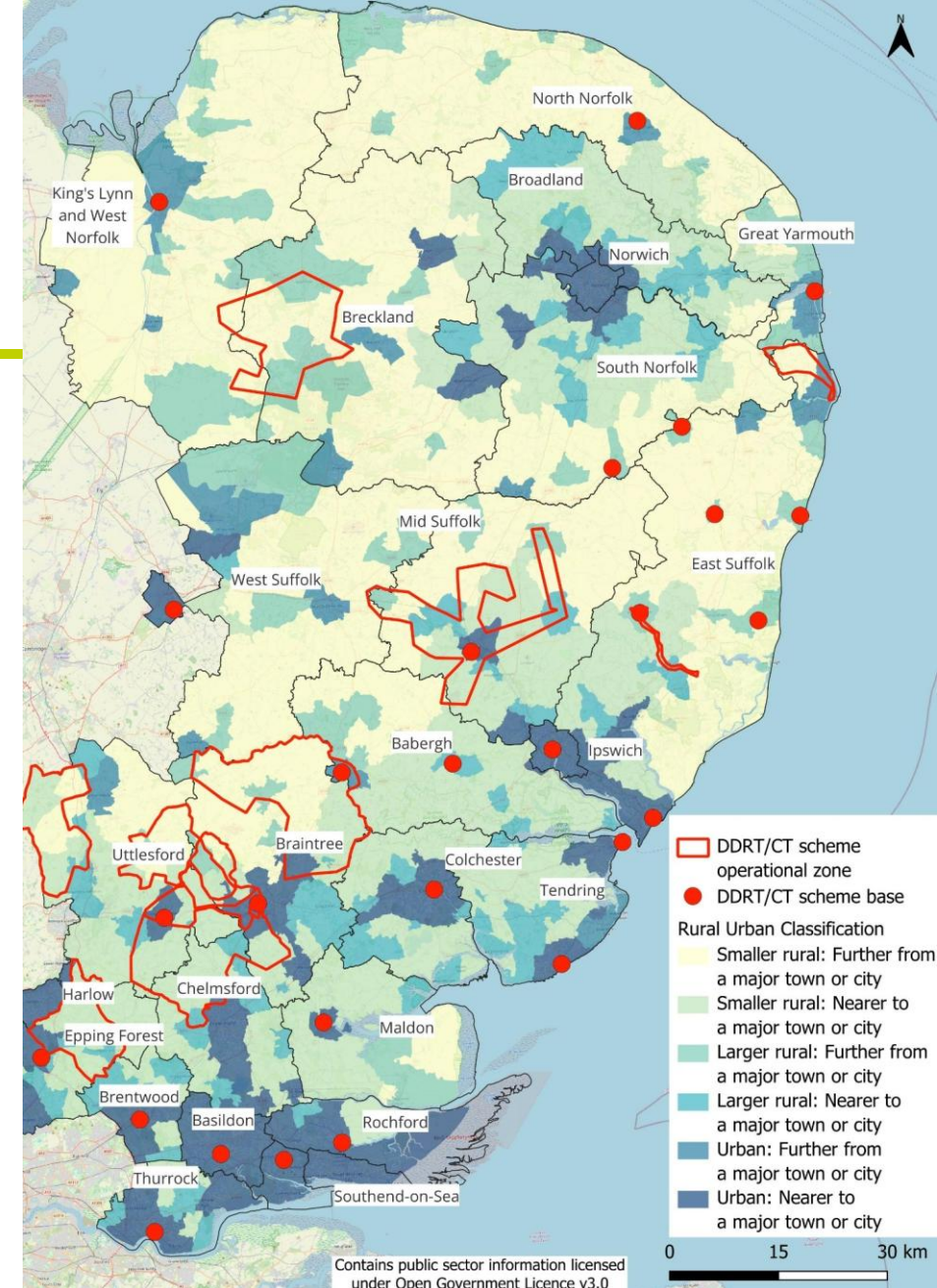
2 main use cases:

1. Replace underutilised PT routes
2. Complement existing PT routes



DDRT & Community Transport

- Most existing schemes serve
 - rural areas
 - with high levels of car ownership
- Future schemes to take PT coverage into account



Conclusions

- Different shared transport options for rural / urban
 - On-street schemes require large user base (urban)
 - P2P / community shared transport more localised (rural)
- Grow demand for shared transport through partnerships
 - Employers, councils facilitate sharing
 - Promotion
- Integrate shared transport with PT and active travel
- Make costs of car use/ownership transparent

Thank you

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