

Summit 2022 table discussion feedback

Summary

General issues

User experience & integration

Need to provide for full range of journeys, not just focussing on commuting. Recognition that there are multiple public and private organisations involved in an end-to-end journey, so a more systemic approach to tackling gaps should be explored. Role for a 'guiding-mind' who can influence all organisations to join up activity to improve the travelling experience at all levels and lead to better integration between different modes and services. Better customer information and booking – in one easy to find place.

Data

Lag time on data provision, especially over the last couple of years, given the change in travel patterns. But also a gap on the 'why' behind journey choices. Opportunity for TE to add to regional and local understanding of journeys and choices.

Funding and financing

Current system is fragmented and different funding options don't work together to make it easy to make long-term sustainable transport interventions. Multiple government funding round competitions, planning gain focused on current modes of transport, parking charges important for lower-tier councils vs local transport authorities responsible for park & rides & managing bus provision. Longer-term issue around diminishing VED and alternative models of paying for travel.

Education and culture/ behaviour change

Need to keep helping people understand the full cost of different transport options and shift the mindset around the sub-cultures and identity stereotypes of different transport choices. Employers to take more responsibility for commuting journeys (scope 3 emissions). Potential to focus attention on younger people, who are already shifting behaviours and it will filter through society. Shared transport, including cars, can be part of this. How to incentivise change?

Wider societal changes

Some of the biggest impacts on travel behaviour have been from outside the sector – covid & flexible/working from home; online shopping & freight; centralisation of service provision

(online banking, health care hubs etc). What is coming next? How can we anticipate and respond?

Innovation/ Future travel

Keep an eye on technological changes and the potential impacts/ opportunities.

Rural

Increasing the options and choices for people to make public and active transport more viable. Challenge is around stable funding and need for long-term subsidy. Demand Responsive Transport (DRT) is an attractive solution, but how can we make it more financially sustainable.

Role of mobility hubs within rural areas, aligned with Village Clusters to reduce travel distances, support local economies and maximise sustainable transport options. Links into wider service planning for health, education, social care. Link to role of market towns too.

Generally poor understanding about what policies/ interventions are appropriate for and work in smaller towns and villages. I.e. LTN120 guidance is too prescriptive. Current policy environment doesn't allow flexibility for bottom-up or smaller scale solutions that have the support of local communities – i.e. safety interventions/ speed reductions/ community transport.

Urban

Connections between more rural areas and more urban areas. Towns and hinterlands have a symbiotic relationship, but towns can't sustain numbers of private vehicles for end-to-end journeys. Need to make solutions like park & rides/ pedals more attractive to reduce town congestion.

Consistent, region-wide PT connections between our major centres. If no existing train line, alternative high-capacity solutions.

Urban areas are already making shifts to support increased PT & AT but need stable funding to address existing challenges. Not just funding through new developments. Also need well-planned growth with transport considerations fully embedded – including planning for the sustainable and effective movement of goods. 15-min neighbourhood concept.

Maintaining our existing assets well is as important as adding new infrastructure. But also making best use of assets – spreading journeys throughout the day, facilitating night-time deliveries etc.

Table 1

Rural

- Understanding how and why people travel
- Cost of travel – not by car – high. Pay for/ support through planning
- High dependency on cars- is moving to EV in multi-car households viable?
- Market town – services for rural communities. NB. Beccles 1 train p/h, limited buses. 15-21k population, electricity supply challenging
- Potential for ebike – potential for long distances – must consider age demographic.

Urban

- Biggest challenge: obsession with cars
- More co-ordinated services – infrastructure
- Mobility hubs – to enable essential trips only by cars, fully integrated with sustainable modes eg. Park and Ride
- Obsession with cars – need alternatives, need to know options
- Use of cargo bikes
- If services were more grouped – can provide more co-ordinated services
- Parking- mobility hubs to enable essential car trips only – integrated
- NB. Material impact of new / used batteries. EV= one tool, not the only option

Flip chart notes

- Knowledge Gap- what journey's people are making and why.
- Access to retail parks/ supermarket and other- how to access if not by car?
- Change in working patterns- not reflected in current data
- Need to know options- different time to travel, need to make sustainable options attractive
- Biggest challenge- obsession with cars
- How to- car share use, who/when
- Options for those that cannot drive, reliability of taxis
- Focus for services enable better coordination of sustainable services
- DRT to address trip needs, survey to understand trip needs, need to advertise, uptake is slow and cost is expensive
- Cost of not travelling by car- cost of rail/taxi
- Mobility Hubs- fully integrated car/ sustainable transport
- High dependency on cars- impact/ ability to switch to EV
- Development contributions are focused on current modes of transport
- Parking needs to be in the right place/price for encouraging/ enabling sustainable options
- Use of park and ride

Table 2

Rural

- We need to understand why people have to travel and understand where the critical mass need is
- Creation of integrated transport and travel hubs
- Change 'mindset' of the need to travel
- Young people are the key and the rest will adapt
- Could the bus service be franchised?
- Should taxes increase to pay for travel such as in Scandinavia?
- Changing/reviewing users journey, putting bikes on trains and buses, free parking for EV cars

Urban

- Funding
- Behaviour Change
- Resource
- Need to have a real target net zero – will we EVER achieve this?
- Transport should be seen as a 'public good' and not necessarily a profit making commercial enterprise
- Listen to what communities want. Main concerns: safety, maintenance/ pot holes, speed limits

Flip chart notes

- Who wants to travel- we need the critical mass i.e. through employers
- Why do people have to travel? – Evs more attractive- change behaviours
- Auto-drive HGVs- could drive at night
- Agile working policy- travel, wellbeing, environment
- Charge Evs though road
- Finding behaviour change resource have target of net zero
- Collaboration- make East the 'greenest' area in the UK
- Franchise bus service- like rail service
- Integrated transport and travel hubs
- Social demographic very important- transport is one area
- Do you need to travel? – more home working, advantages/ disadvantages
- Young people need to travel
- Higher tax to pay for travel?
- Transport seen as public good and not necessarily commercial
- Safety, maintenance on roads, speed limits- listen to the community
- Bus times need to be adapted

Table 3

Rural

- Support business to facilitate and innovate transport solutions
- Rural development to consider sustainable transport more

Urban

- Support business to facilitate and innovate transport solutions i.e. car share
- Car journeys are ultimately cheaper, balance needs to be addressed – potentially road user charging
- Address the culture that is a barrier

Flip chart notes

- What do we mean by Rural? - are market towns rural? Is it 'off grid' towns?
- Public transport is commercial
- Political barriers
- Understanding travel patterns
- No urban solutions in rural areas- commercial solutions may not be viable
- Business need support and incentives- investment in car share, business need support to shift culture, small businesses need support to align transport solutions for business, technological solutions for rural business, car share premium parking
- Planning in a way that supports sustainable travel – planning in unsustainable ways currently, right development in established areas
- Towns and cities- Cars are cheaper than public transport- car sharing, money is a huge issue for public and businesses
- Support for businesses, aligned shifts, incentivising businesses with support
- Road pricing/ road user charging- road taxes disappearing (£40BN)
- Borough/ district/ local councils receive parking revenue
- Cars need to be less convenient
- Address the culture issue surrounding mode shift
- Redress the balance re money
- Flexible hours in work increases options
- Dedicated bus lanes
- Car Clubs
- Homeworking? Maintain rather than encourage return to office

Table 4

Rural

- Rural choices are limited – do we change supply or demand?
- Community / shared transport
- Funding is hard to justify in rural areas
- Use vs. Ownership is different
- Change management is hard – people will need to be helped to change behaviour.
- Rural is hardest – services vs. Infrastructure

Urban

- Mindset change about how and why we travel
- Demand needs to be balanced
- Safety on smaller roads
- Investment and innovation

Flip chart notes:

- 30year – integrated services
- 30year – Autonomy
- 30year – Very similar to today
- Supply vs. demand
- Rural opportunities- solar?
- Rural mitigations for journeys
- Demand management- time
- Funding
- Community transport- ownership sharing
- Behaviour change
- How to incentivise change?
- Reliability of PT between towns
- Safety on smaller roads
- Charge for road usage
- Congestion zones
- Tourism

Table 5

Rural

- Viable, Affordable PT
- Rail and Bus connectivity- and accurate up to date information
- Digital connectivity
- Biggest challenge: Joined up thinking and people's mindsets
- Poor investment in rail
- Multi-modal ticketing
- No to road pricing from ½ the group
- More vital than urban

Urban

- Same as Rural- one discussion

Flip chart notes

- Viable/ affordable PT
- Bus and rail end to end connections- IE Timetable Sync
- PT info- up to date and accurate on App

- Park and ride
- Better facilities for families
- Peak/ off peak fare
- Reduce the need to travel- digital connectivity- dr. appointments, rural community services (library vans and add on existing facilities)
- DRT App- Katch 50% booking were by App
- Competitions market- inhibitor – red tape for community transport
- Road networks don't work, rail connections are poor
- Poor investment in rail
- Multi-modal ticketing
- Devolution would help
- East region always seems to lose out on Govt. Funding.
- How do we generate funding
- Biggest challenge- joined up thinking- thinking ahead.
- Peoples mindset
- No road pricing
- Sizewell- what is means for the east
- Innovation- takes time, need decarb on HGV, speed up technology- batteries from China- what happens to batteries?
- Blue sky thinking: 30 years- Hover boards and flying cars, put back Beeching and coastal lines, cargo bikes charge as you go, safe and integrated PT

Table 6

Rural

- Information sharing based on the user experience what we already have i.e. Travel Essex Multi-model
- Changing rural methodology BOR/Value for money i.e. LTN120 – Xrural
- Regularity of service and think more broadly about connectivity
- Net zero money and political appetite for both.

Urban

- Single voice – broader than Transport East – influence and lobby
- Devolution and funding – deliver 'feed the beast'
- Whitehall realignment with transport funding.

Flip chart notes

- Quality information sharing- single voice, travel Essex app- bus checker
- Single voice influence joined with EEH
- Devolution- funding, 'feed the beast'
- Severance including water/ marine
- Connectivity- need to avoid social isolation
- Whitehall realignment and lobbying

- ROW- network
- LTN120 2020 note – not rural.
- Challenge re. net zero – cost and political appetite
- Regularity is important
- Better using what we've got
- Evidence based user-centric modelling- multi-modal, can members use model?
- BCR to rural areas
- Ely, Haughley, Trowse

Table 7

Rural

- Social networking
- Information
- Local delivery
- Rural areas- people like the rural nature, do not want lots of local services.

Urban

- Key capacity for public transport
- Subsidised priority routes
- Accessibility
- PT costs and availability

Flip chart notes:

- 15 minute neighbourhood
- Priority for public transport on strategic corridors
- Meet Personal needs
- Co-ordinated approach to CIL
- Car based EV strategy works against PT
- Subsidised Priority routes
- Accessibility
- Co-ordinated regional approach to road user charging
- Revenue vs capital
- Digital connectivity
- Information travel choices
- Information how to secure transport services
- Local delivery
- Sharing of journeys
- Supporting communities to create solutions- eg. Parents taking children to school locally owned mini-bus.
- Lift sharing/ booking technology to have shared journeys on rural areas.

Table 8

Rural

- Introduce Mobility Hubs in villages and edges of towns
- Change expectation of instant/ easy choices
- Employers taking more responsibility for the commuting of their workforce- MidSuffolk example

Urban

- Educate people on other costs associated with car travel- not always cheaper than the other options
- Make park and ride etc. free to use.
- Where rail service doesn't exist – create Bus service that replaces rail. Eg. Direct line.

Flip chart notes

- Nationalise the buses. No need for commercial viability where is the subsidy
- Govt. to make car driving the worst option.
- Educate people on multi-modal options and increase these
- We need to change peoples expectations
- Mobility hubs- based in villages and on the edges of towns
- Centralised delivery model
- The employer taking more responsibility.
- Educate people on carbon footprint of EV from a young age
- Make park and ride buses free
- Govt. policy dictates rail fares so would need a change there
- Educate people on the other costs involved in car use- insurance, MOT, car cost etc.
- Increase car clubs etc.
- Station car parking is far too expensive
- Cost will always be the key
- Where rail network doesn't exist- create bus services that replicate rail services- e.g. direct services.

Table 9

Rural

- Rural transport hubs
- Integrated transport systems
- Overcoming perception of bus
- Relative cost of PT

Urban

- Decarbonisation and congestion
- Fragmented decision making – need for single guiding mind
- Economic outputs aligned to decarb objectives.

Flip chart notes

- Relative cost of PT
- Overcoming perception of PT- particularly Bus
- Evidence led approach to decision making
- Identifying locations for rural transport hubs
- Confidence of availability of cycle parking/security/spaces on PT
- Integrated transport systems – linked to service provision and need and LTA ambitions
- Technological development, integration and deployment
- How do we make best use of infrastructure and challenge car dependency
- Systems thinking – need for guiding mind? Lots of different actors
- Collaboration/ co-planning/ co-designing
- Decarbonisation and decongestion
- Fragmented decision making = challenge
- Economic outputs aligned to decarb objectives

Table 10

Rural

- Urban centres/ conurbations have the (unfair?) advantage of the best broadband, public transport and job opportunities
- Is (central) government being determined enough post-COP26?
- What real effect has the Localism Act really had?

Urban

- Rail freight viability is a very marginally profitable business – typically 1-2%
- Convenience and real time information is key – particularly in relation to new digital information formats
- Home working is a reality but for those who do commute, people are prepared to pay for quality – reliable and fast journeys.

Flip chart notes

- Rural: Good wifi for rural areas
- Facilitating rural journey that start and end in rural places? – all modal pass eg. Oyster
- Run events near transport hubs- rail station
- How can we buy a pint of milk?
- What rural? Village dweller, some distance from town versus 'suburb' village

- Lack of buses- commissioned services by dial up (from LA funds) v. cuts.
- Mobile banking/ libraries – better use of public buildings/ assets
- Young people leave for work/ opportunities
- Need Govt investment in large infrastructure and reliability
- Freight can flip modes – rail/ truck or add to consumer prices – inflation
- Remove barriers – ‘Transport for humans’ – book.
- Rural isolation – ageing population
- Enhance rural broadband
- Towns: Growth of deliveries (often old vans) – influence corporate objectives
- Young people like lectures online- technology allows innovation/ behavioural change
- Employers to pay for employees commute costs
- Meet unmet needs – integrate public transport eg. Holland/ Scotland
- S106 Viability comes before sustainability
- Developments cannot effectively plan for infrastructure first
- Constant policy change at govt level business disincentive

Table 11

Rural

- Non- commuting journeys esp. schools re location/ parental choice
- Opportunities around village clusters
- Funding traditionally focused on urban areas
- Health funding- evidence around savings and take money from across allocations
- People choose easiest option- make PT/AT easier
- Digital improvement
- Jobs and Skills

Urban

- Level of finance risk for LTAs on major infrastructure – construction inflation
- Competitive for bidding with no guarantee of output
- Viability with low land values.

Flip chart notes

- Schools allocation and location and parental choice
- Village clusters- impact of school travel plans, needs subsidy, safe routes – footpaths/ lighting
- Age of convenience – both schools and other journeys
- Funding traditionally focused on urban areas
- Impact and options for demand led solutions
- Health funding vs transport, development vs transport – Staving off long term demographic impacts

- New development linked through transport strategies
- Growth located in transport corridors
- Where is the money coming from?
- People go for easiest option- make it difficult to drive? politically difficult
- Pandemic impact – mindset shift
- Digital
- Jobs/skills
- Rail- leisure above pandemic, commuter esp. London still 75%, EoE strongest of London Radial
- Level of financial risk for LTAs on major infrastructure as a blocker
- Competitive environment for bidding with no guarantee of output – reframe it according to PT
- Viability with low land values
- Learning from other countries- Holland etc.
- Speed of delivery for major projects- construction inflation

Table 12

Rural

- People in rural areas 'have' to travel to access nearly all services and facilities
- There needs to be a range of options, not just anti-car.
- Less vilification of the school run as the root of all evil

Urban

- More charging for residents
- Equality in transport for all road users
- Will we need to move/ travel as much in the future- if past 2 years is anything to go by?

Flip chart notes

- Allocating resources- urban areas = suppliers of services
- Better opportunities to change modes at rural/ urban interchanges eg. Park and Ride
- Consolidating services eg. Mobility service hubs
- All weather solutions
- A package of viable alternatives – to choose from, not 'forced' to use, education and behaviour change
- Flexible working – flexible services- but how does this affect other services eg. Use of public transport?
- Quantifying value for rural investment
- Challenges of securing private investment
- Electric mobility (scooters)
- Re-use of railway lines for multi-modal uses
- EV Smart charging (batteries)

- Better/ clearer transport information for users
- Pricing of vehicle usage/ movement
- Quick win hydrogen (green generation) and storage
- How to achieve equality across society?
- Moving as much? – rise of online and remote services reduces travel requirements
- Competition between modes- best modes for each corridor – what is best to achieve investment
- Cars / buses/ trains have become a far more diverse experience eg. Mobile office/wifi.