

Report to: Transport Committee

Date: 5th November

Subject: **Future Mobility Strategy**

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Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To present the West Yorkshire Future Mobility Strategy for consideration and discussion.

2. Information

Background

- 2.1 West Yorkshire Combined Authority has been working with partner councils alongside academics, transport operators and industry to explore how technology and innovation in transport can help meet our wider goals. The West Yorkshire Future Mobility Strategy is the result of this work and sets out how new forms of transport and mobility services can help us to build a more prosperous region, improve people's quality of life, and reduce carbon emissions (see Appendix 1).
- 2.2 The Future Mobility Strategy has been developed to support the delivery of the West Yorkshire Transport Strategy 2040 and Connectivity Infrastructure Plan, which was consulted on by the Combined Authority earlier this year.
- 2.3 The West Yorkshire Bus Service Improvement Plan (BSIP) also sets out the vision for buses in West Yorkshire which the Future Mobility Strategy will help

to deliver. In particular, the BSIP objectives of *delivering clear and simple fares* and *developing a radically enhances, gender neutral and more cohesive bus and transport network* are central to the development of the Future Mobility Strategy and delivery of the action plan within. The Bus Service Improvement Plan was submitted to the Department for Transport on the 31st October 2021.

2.4 The Future Mobility Strategy sets out how the Combined Authority can support the hardest to reach communities and groups that could be left behind as transport technology moves forward. The Future Mobility Strategy will support the delivery of the Mayor's pledges by:

- *Tackling the Climate Emergency* – modal shift, zero carbon and low emission, sustainable transport are at the heart of the Future Mobility Strategy, which seeks to bring together and enhance existing modes with new technologies to create a more attractive and more efficient public and shared mobility system.
- *5000 New Homes* – the delivery of new estates is often challenging for traditional modes until a suitable density to support bus and/or rail links is achieved. Future Mobility (car clubs or shared micro-mobility, Demand Responsive Transport and mobility hubs have a key role to play in making transport more sustainable for both new build developments but also traditional housing and employment areas.
- *Improve Bus Services* – shifting short journeys from car to shared, active and public modes through better joining up and enhancing existing services will **improve bus journey times and reliability** through reduced congestion and broaden the ridership potential of our existing bus network. Furthermore, Mobility as a Service and Demand Responsive Transport offer new opportunities to grow ridership and extend the reach of the bus network in combination with the work being undertaken as part of the Bus Service Improvement Programme.
- *Keeping Women and Girls Safe* – enabling women to travel safely by offering a viable public/shared option ends reliance on mini-cabs and friends in areas without quality, regular or 6pm – 6am bus provision, **granting freedom of movement** more generally.
- *Skills for Young People* – other cities which are adopting ambitious Future Mobility plans are generating significant upskilling benefits across their workforces, including in terms of apprenticeships and university qualifications for young people (e.g. West Midlands and Greater Manchester).
- *Creative New Deal* – travelling sustainably and fully leveraging the benefits of technology is important to **attracting and retaining creative talent**.
- *Reducing Crime* – as a result of “more eyes on the street”, modes other than the private car (e.g. e-scooter, walking, DRT, bus, etc.) have a **strong**

deterrent effect. This has been noted especially in London where reducing car dominance on streets **has lowered crime** without negatively impacting response times

- *Support Local Businesses* - Better links to our town and village centres will enable **more economic activity and creativity** to take place across West Yorkshire, and free up space that is currently used for motor vehicle movement and storage to instead be used more productively e.g. for markets, events or further development and expansion.
- *Inclusivity* – Future Mobility offers the chance to enhance the reach of our existing networks to cover more people, more often, through a seamless, joined up journey experience. This is in stark contrast to “car based” mobility (20% of men and 30% of women don’t hold a driving licence). Only one-third of households in the lowest income decile have access to a car or van and half of single parent families with children don’t have access to a vehicle. Enhancing and extending a sustainable alternative that is accessible to all is at the centre of our Future Mobility Strategy.

2.5 New technology also provides the opportunity to tackle some of the equality, diversity and inclusion issues that have been highlighted through consultation with key interest groups whilst developing the BSIP. *An example of this would be – through the development of better journey planning and mobility as a service apps there will be less need for people to wait for their bus at a bus stop – instead being able to wait inside or at a well-lit location. This removes some of the safety concerns that particularly affect bus passengers travelling later at night or early in the mornings when it is dark.*

2.6 The objectives for Future Mobility in West Yorkshire have been defined in line with our wider regional priorities:

- Supporting and enabling inclusive growth and contributing towards productivity.
- Contributing towards the region’s objectives of becoming zero carbon by 2038 with significant progress by 2030.
- Helping achieve modal shift targets for bus, rail, walking and cycling whilst reducing reliance on private car use as outlined in the West Yorkshire Transport Strategy 2040.
- Helping to reduce transport related emissions to make a positive contribution towards tackling the Climate Emergency.
- Helping to better plan and manage all of our transport networks to transform the affordability, ease and experience current and future users.
- Contributing towards the Region’s recovery from the COVID-19 pandemic.

2.7 The strategy sets out the principles and priorities for the Combined Authorities work on future mobility over the short, medium and long term (0-2 years, 2-5 years and 5-10 years) and is focussed around thematic areas. These themes have been developed to reflect the Combined Authority’s priorities in response to our wider ambitions. An action plan has been developed covering each thematic area (see Appendix 2). However, it is likely that these priorities will

evolve over time as to technology developments and new trends emerge and the action will be reviewed regularly to reflect these changes. Delivery of the action plan sits alongside the BSIP and City Region Sustainable Transport Settlement (CRSTS) which will potentially provide routes to fund the actions identified.

Strategy Development

- 2.8 Ongoing engagement with stakeholders, elected members and the wider public has been vital to the development of the strategy to identify opportunities to develop the region's capability to deliver our future mobility priorities and action plans.
- 2.9 A series of thematic workshops were held with our partner councils alongside academics, transport operators, technology providers and the wider industry between November 2019 and February 2020. These sessions were used to identify opportunities, develop an understanding of current and future innovations, and test priorities and actions for future mobility in West Yorkshire.
- 2.10 The workshops supported the development of technical notes for each of the thematic areas as an evidence base for specific aspects of Future Mobility. These technical notes helped to support the strategy development and will inform future policy, strategy and decision making on funding going forward.
- 2.11 The Combined Authority has also been observing with interest the ongoing national e-scooter trials being led by DfT and awaits the publication of the results to help shape our own approach to this technology.

Public consultation

- 2.12 Public consultation on the Future Mobility Strategy was undertaken during 2020 and it was also included in the public consultation on the draft Connectivity Infrastructure Strategy which was undertaken via the Your Voice platform between January and June 2021. The consultation was designed to seek views on the draft strategy from partners, advocacy groups, academics, transport operators and wider industry, alongside those who live, work and visit West Yorkshire. 593 responses to the full survey (including the Future Mobility Strategy) were received. Full details of the consultation and its outcomes will be published in due course. The consultation outcomes were used to shape the final version of the Future Mobility strategy.

Next Steps

- 2.13 Once the Future Mobility Strategy is approved, work will commence in collaboration with partners to deliver the Future Mobility Action Plan. Where additional resources are required to support the delivery of actions, existing funding streams will be explored alongside potential external funding sources. This will build on the proposals included as part of the Bus Service Improvement Plan.

- 2.14 As yet it is unclear what the longer-term impacts of the recovery from COVID-19 will be, there is a level of uncertainty about how quickly some of the actions identified in this strategy can be delivered. The actions identified within this strategy will be reviewed in six months' time and if any changes to the timing or priority level of each action is required it will be made at that time.

3. Tackling the Climate Emergency Implications

- 3.1 The Future Mobility Strategy puts in place a series of actions to support carbon reduction in transport and will help to deliver our climate change ambitions by increasing sustainable alternatives to the private car use, that are easy to use, convenient and responsive to travel needs that support the behaviour change needed for significant model shift.

4. Inclusive Growth Implications

- 4.1 The strategy supports our inclusive growth goals through accessible alternatives to the private car that will help to tackle air quality issues and help provide access to jobs and education, especially for people currently less likely to access these opportunities. The strategy also considers how to ensure how we can support the hardest to reach communities and groups that could be left behind as transport technology moves forward.

5. Equality and Diversity Implications

- 5.1 Enhancing the inclusivity of the transport system is at the centre of our Future Mobility Strategy, by improving the mobility network so as to be a seamless and attractive alternative to car-based mobility. An Equality Impact Assessment has been undertaken as part of the Strategy. The Future Mobility Strategy will improve the transport links to opportunities, skills, education and employment for all. Enhancing provision and access to e-bikes, for example, not only offers access to enhanced mobility across age and disability, but also improves opportunities for improving health outcomes. These are being explored through our partnership work with the West Yorkshire & Harrogate Integrated Care Service.
- 5.2 The strategy supports our inclusive growth goals through accessible alternatives to the private car that will help to tackle air quality issues and help provide access to jobs and education, especially for people currently less likely to access these opportunities. The strategy also considers how to ensure how we can support the hardest to reach communities and groups that could be left behind as transport technology moves forward.
- 5.3 New technology also provides the opportunity to tackle some of the equality, diversity and inclusion issues that have been highlighted through consultation with key interest groups whilst developing the Bus Service Improvement Plan. *An example of this would be – through the development of better journey planning and mobility as a service apps there will be less need for people to wait for their bus at a bus stop – instead being able to wait inside or at a well-*

lit location. This removes some of the safety concerns that particularly affect bus passengers travelling later at night or early in the mornings when it is dark.

6. Financial Implications

6.1 There are no financial implications directly arising from this report.

7. Legal Implications

7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 As outlined above, the strategy has been consulted on extensively with stakeholders and put to the public as part of the Connectivity Plan consultation.

10. Recommendations

10.1 That the Transport Committee discusses the West Yorkshire Future Mobility Strategy as part of the wider West Yorkshire Transport Plan suite of documents and recommends it for discussion at the Combined Authority (for their approval).

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1 – Future Mobility Strategy

Appendix 2 – Action Plan for each Thematic Area