



Future of Rural Mobility Study

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“Midlands Connect is the strategic **transport partnership** of our region. We **turn evidence into investment** for long-term projects that will deliver **real economic, social and environmental benefits** for the Midlands and the UK”



The Future of Rural Mobility Study



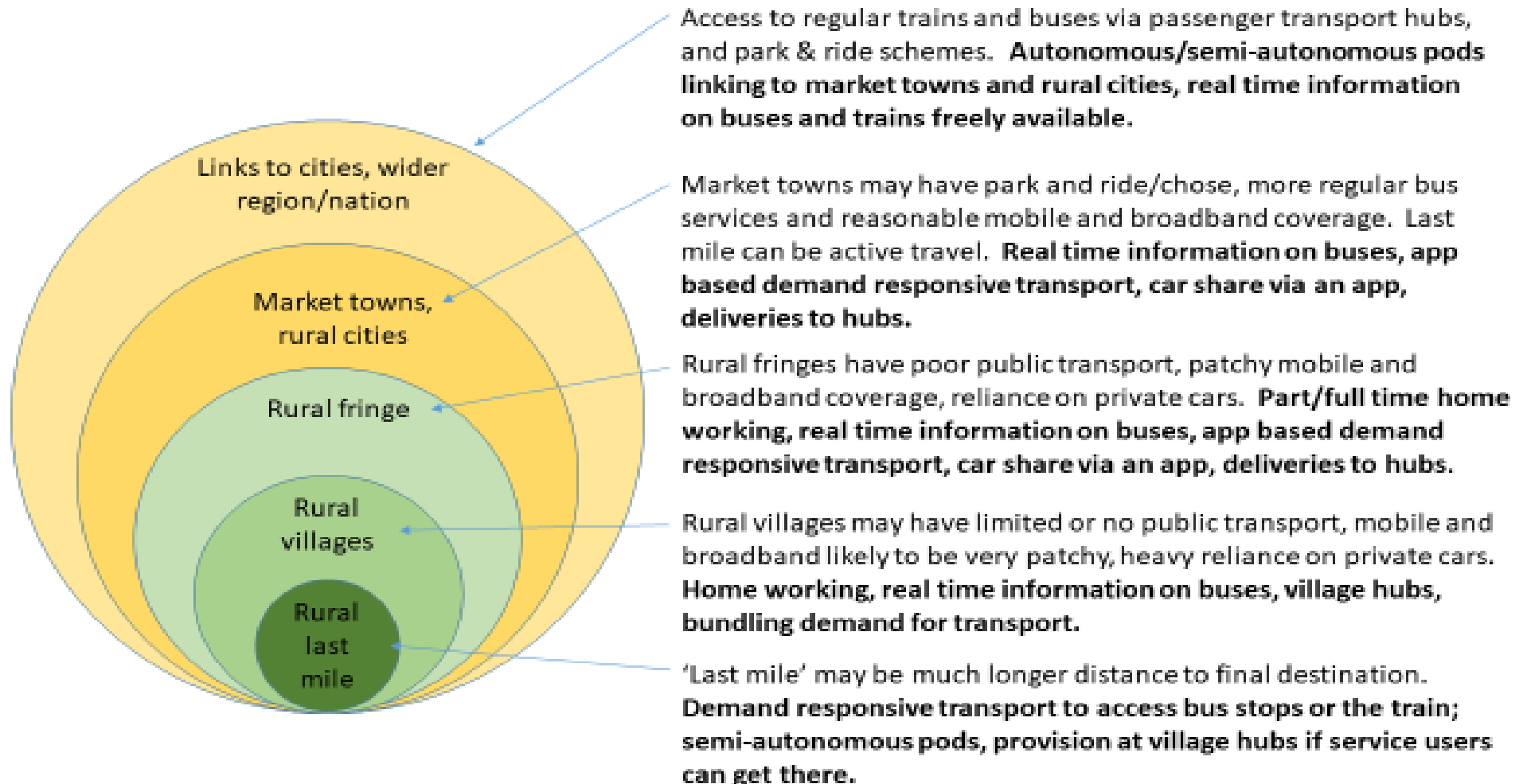
- Commissioned the University of Lincoln on behalf of our partners
- Focused on the human and business needs of rural areas
- Assessed new and future mobility tools
- Toolkit/menu of options including technical and non-technical

Rural areas are different



- Not homogenous
- Varied economy
- Ageing population
- Reduced bus services
- 'Last mile' concept

Geography of need



Three broad options of serving rural mobility needs

- Taking people to places
- Taking goods and services to people
- Replacing transport with communications

Key

- | | |
|------------------------------|---------------------------------|
| 1 Multi-use hub | 15 Real time bus timetable |
| 2 Last mile delivery pods | 16 Electric car charging points |
| 3 Telephone triage | 17 Co-working space |
| 4 Online education from home | 18 Village/Town hall clinics |
| 5 Car sharing | 19 Multi-use space |
| 6 Drone deliveries | 20 Rail freight |
| 7 Autonomous tractors | 21 Park and ride/transport hub |
| 8 Demand responsive bus | |
| 9 Road traffic sensors | |
| 10 Local businesses | |
| 11 E-bike hire | |
| 12 Autonomous vehicles | |
| 13 Public WiFi | |
| 14 Delivery lockers | |

Phase 2: exploring rural hubs

FoRMS phase 2 aims to:

- Develop guidance for local authorities
 - Identification of hub locations and requirements
 - Commercial considerations
- Identify broad hub opportunities within Midlands Connect area

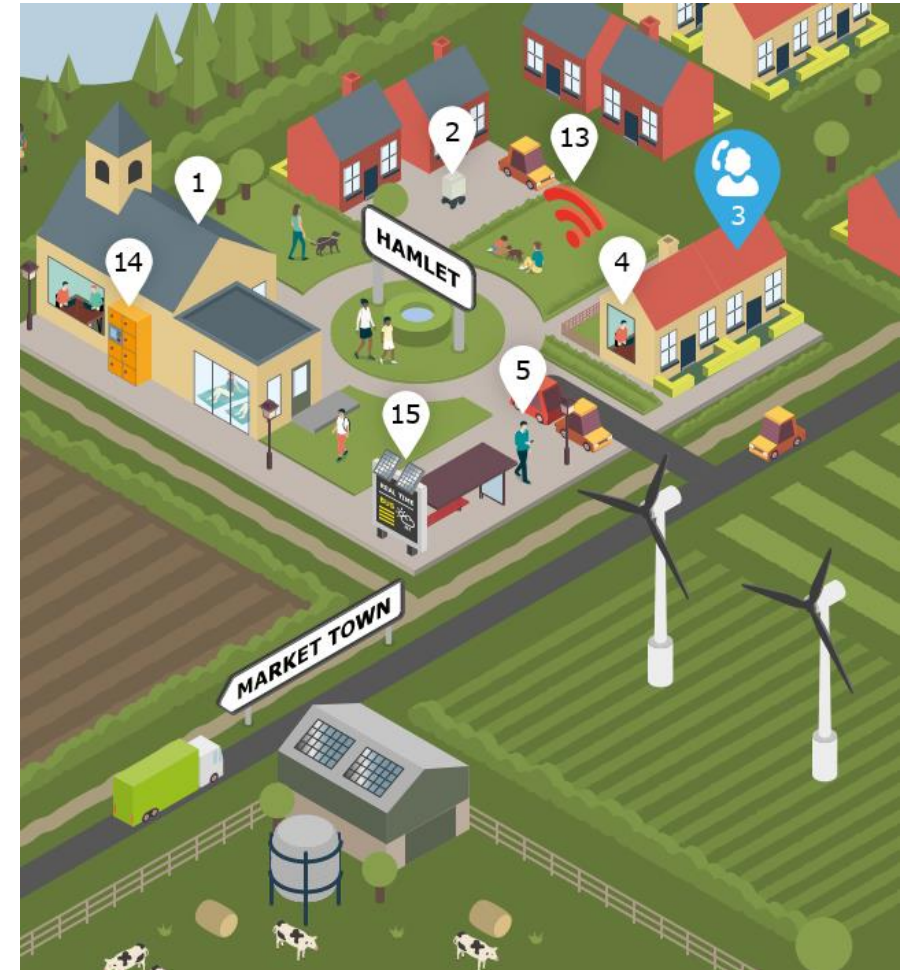


What are hubs and how do they improve rural mobility?

A local hub is a public space which is designed to accommodate multiple local level activities, and to provide transport services, supporting access to nearby communities

Benefits:

- Reducing length of the “Last Mile”
- A public space with many potential activities



Phase 2: developing guidance on rural hubs



Typology and
characteristics

Commercial
considerations

Application of
technology

Typology and characteristics identification

Broad steps:

- Case studies
- Rural typologies
- Rural personas
- Hub components and concepts



Phase 2: developing guidance on rural hubs



Typology and
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Next steps

- Just commented the draft guidance
- Guidance applied in four pilot areas
- Share it!



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