

The future of rural mobility and the “30-minute rural community”

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Future Mobility

<https://www.wsp.com/en-GB/campaigns/future-mobility>



The future

Climate
change

Societal
change

Energy mix /
needs

Global
trends

Retail
change

Skills &
education

Travelling
(or not)

Digital
access

Technology
& services



What's changing?

Open consultation
Future of Transport: rural strategy - call for evidence

Published 24 November 2019
From: Department for Transport

Summary

Invites views on mobility and transport
This consultation is open from 11:45pm on 24 November 2019 to 11:45pm on 10 December 2019.

Consultation

This call for evidence is open to all interested parties in rural transport. Following our consultation in March 2019, the evidence on rural transport strategy.

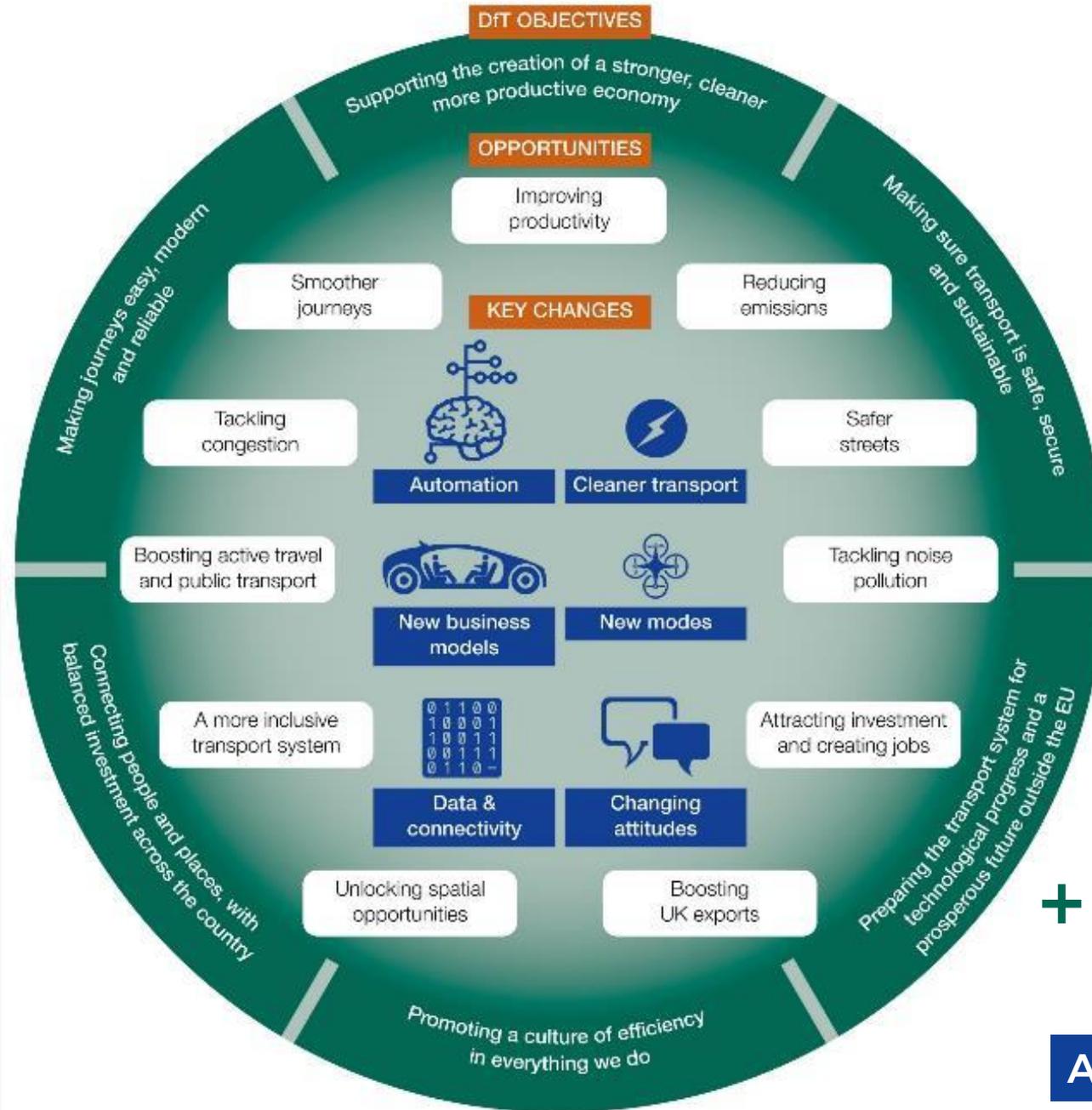
Bus Back Better

Great British Railways

The Williams-Shapps Plan for Rail



Future Mobility



Definition source: DfT Future of Mobility: Urban Strategy 2019

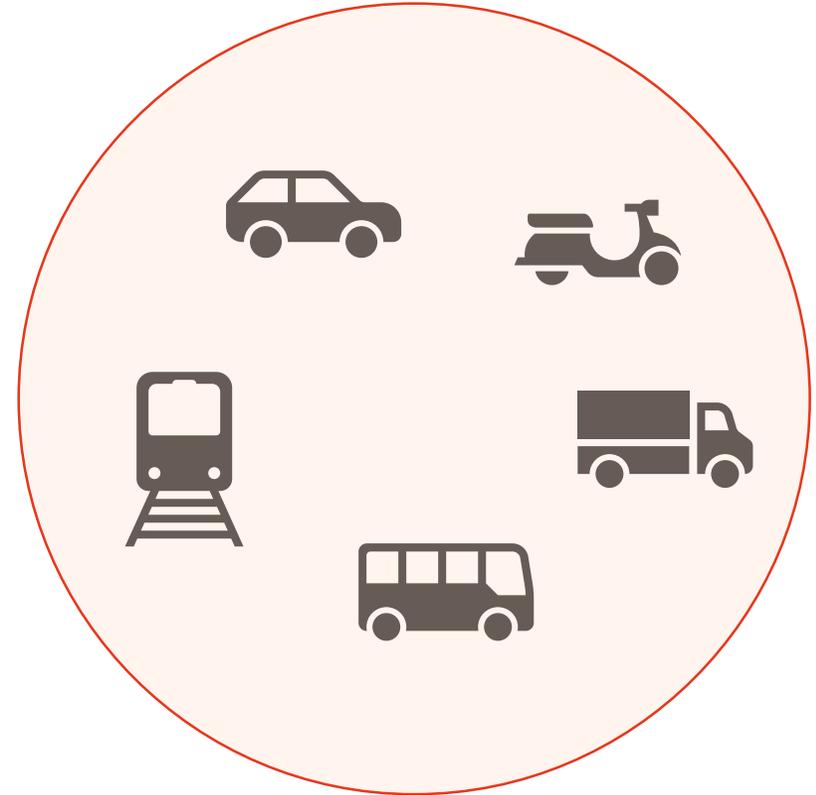


How we move (or not)



'Mobility'

vs.



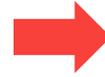
'Transport'



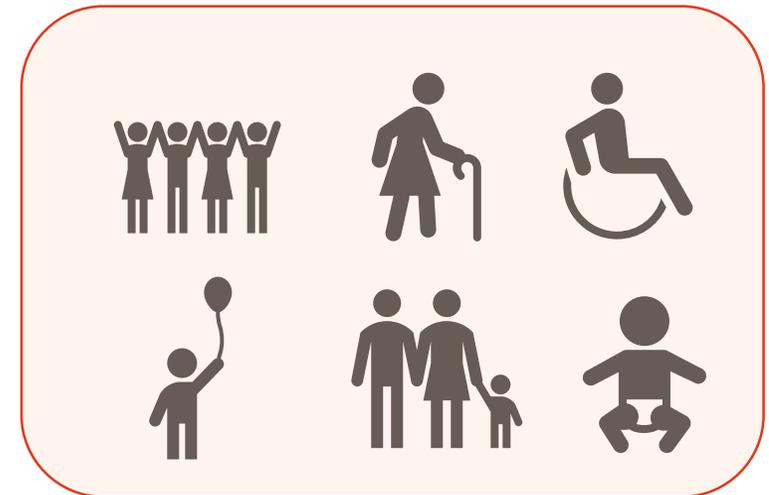
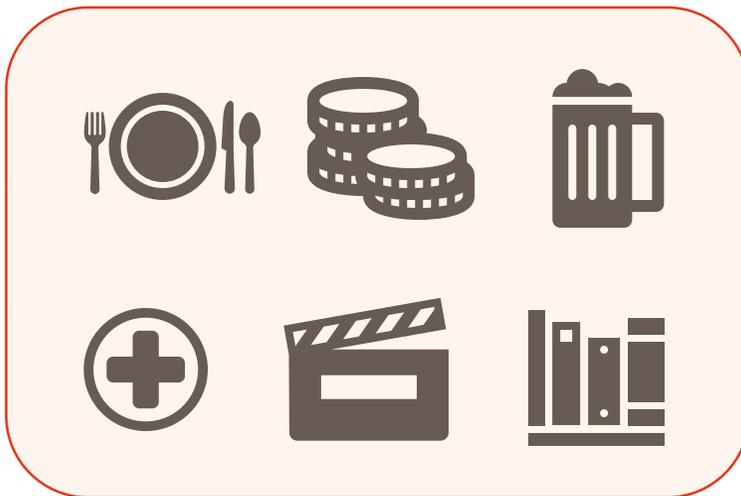
Thinking about needs and access



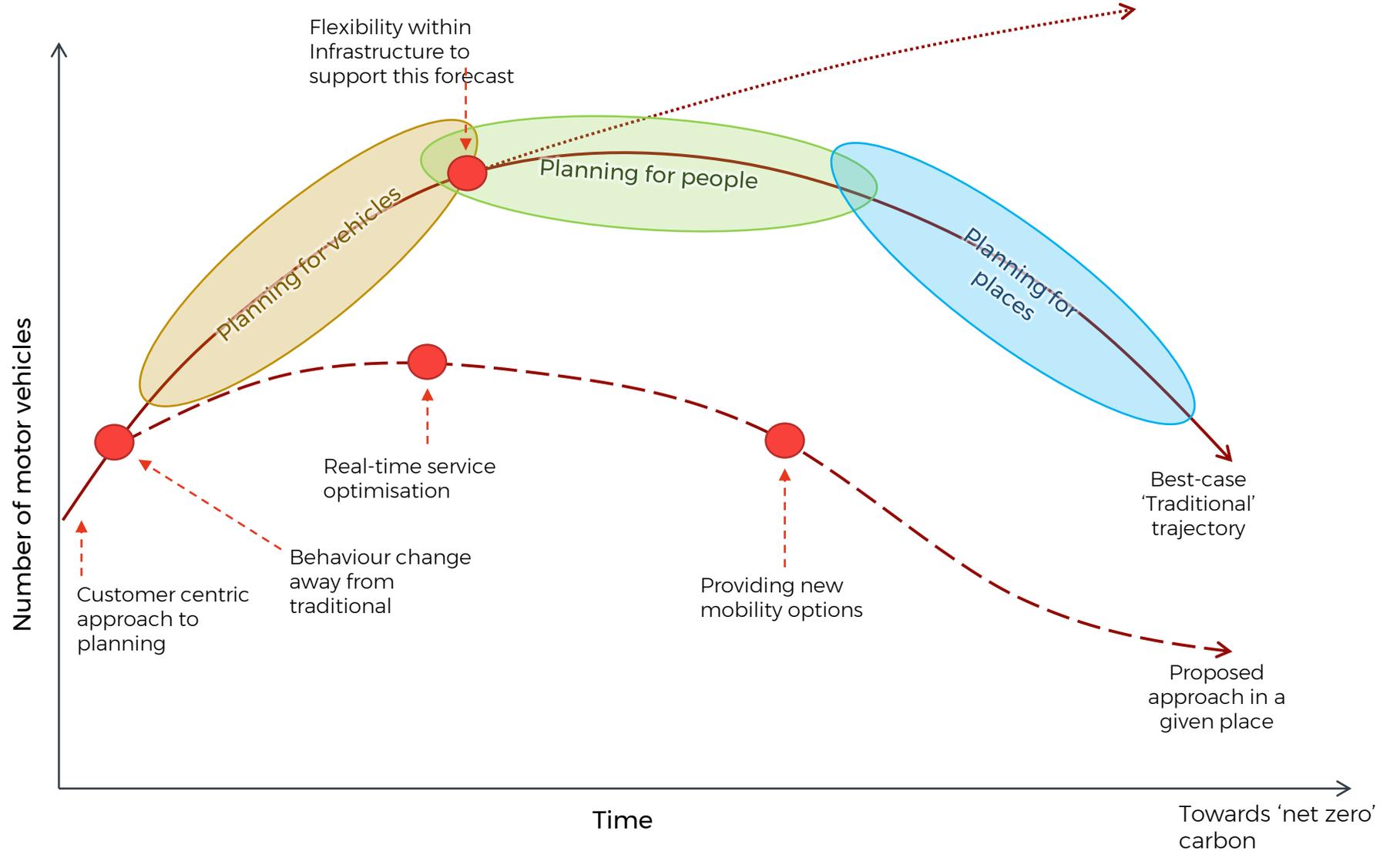
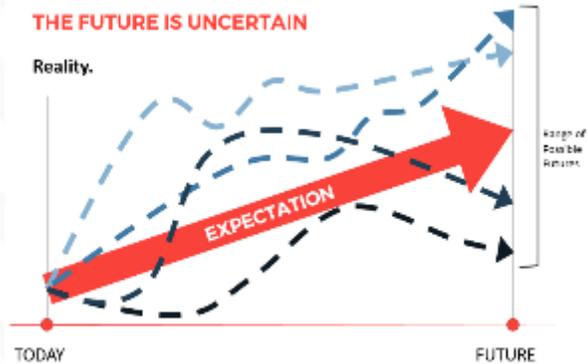
People to places (for goods and services)



Goods and services to people



Navigating uncertainty





wsp



People, activity & place led outcomes

<https://www.wsp.com/en-GB/campaigns/future-mobility>



Thinking about people



The young



The aging



Life stages and events



Gender / orientation / ethnicity



The socially / financially excluded



The disabled



Thinking about activity



Retail and leisure



Healthcare



Workplace & employment



Education & learning



Social activities



Deliveries & logistics



Thinking about places



Urban



Peri-urban



Rural



Remote rural



Coastal



Thinking about community outcomes



Friendlier



Greener



Happier



Healthier



More productive



Prosperous



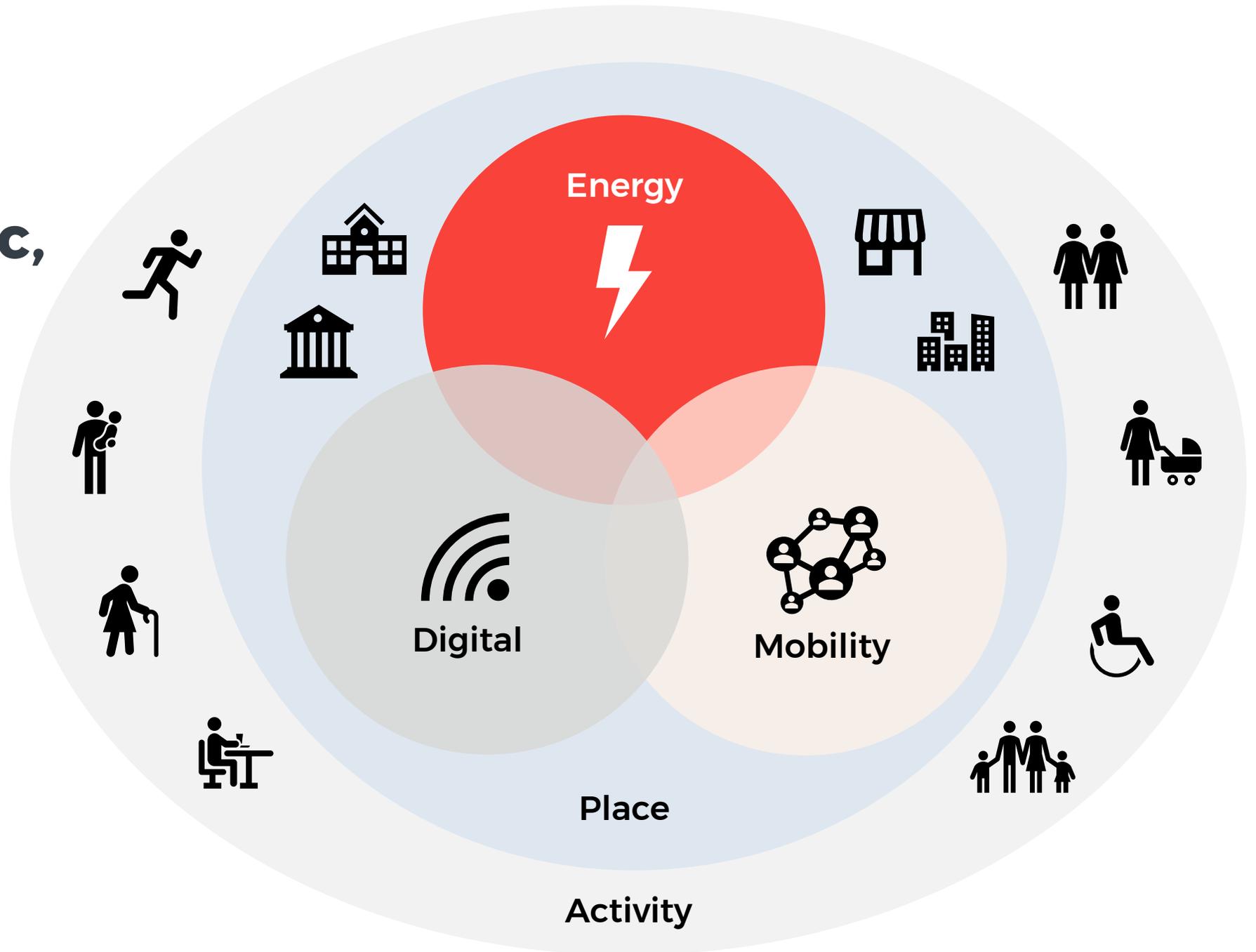
Quieter



Safer



**Within a
human centric,
place based,
eco-system**



The background of the entire slide is a close-up photograph of a hand resting on a red, textured surface. The hand is positioned at the top, with fingers slightly spread. The red surface has a fine, fibrous texture, similar to recycled paper or a specific type of plastic. There are several dark, scratch-like marks scattered across the red surface. In the bottom right corner, there is a faint, white, circular logo that appears to be the letters 'W' and 'O' inside a circle.

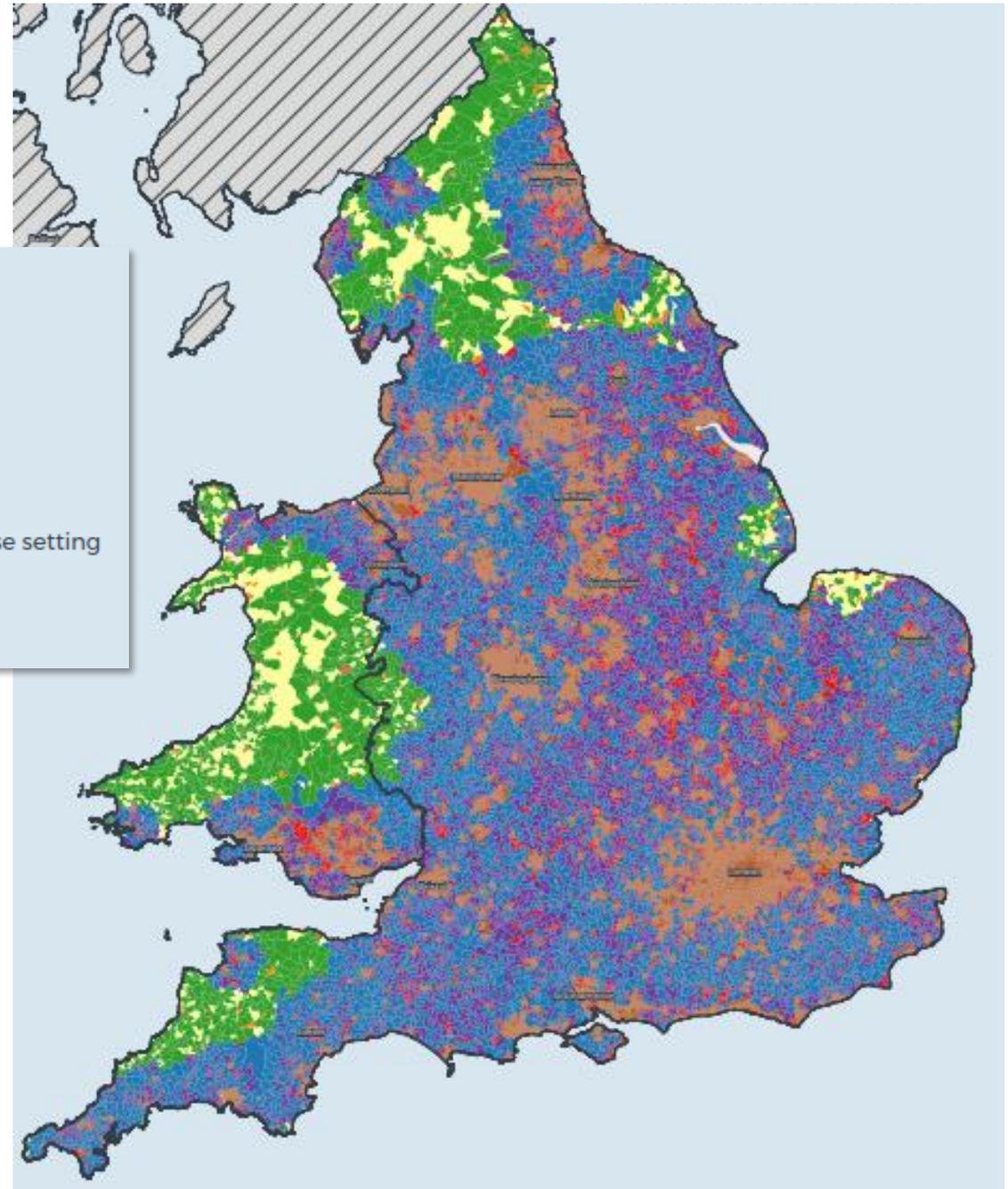
Considering Rural needs



Rural typologies

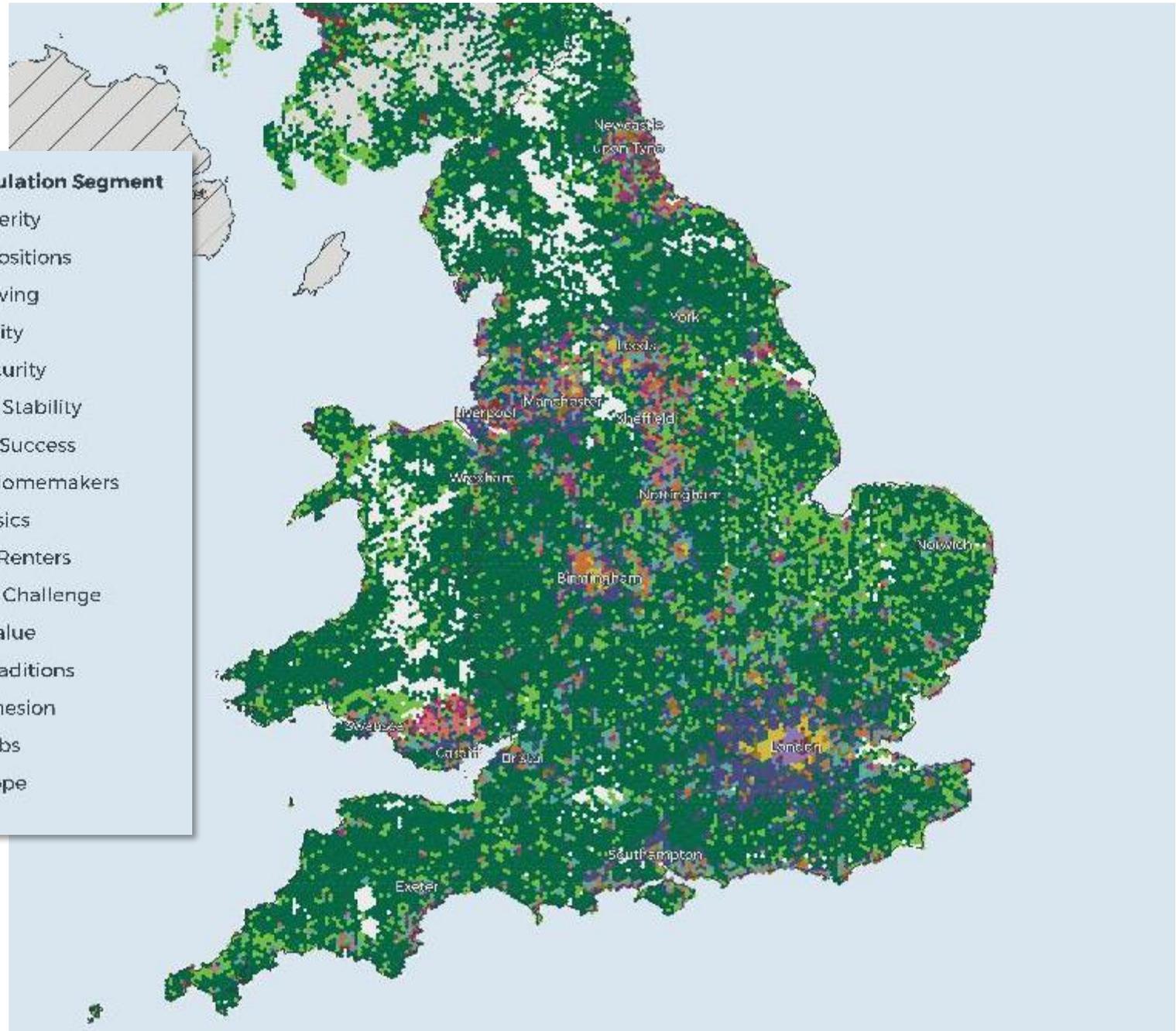
2011 Rural/Urban Classification

-  D1 - Rural town and fringe
-  D2 - Rural town and fringe in a sparse setting
-  E1 - Rural village
-  E2 - Rural village in a sparse setting
-  F1 - Rural hamlets and isolated dwellings
-  F2 - Rural hamlets and isolated dwellings in a sparse setting
-  Urban (A1, B1, C1, C2)
-  Out of Scope





Rural populations





Rural communities



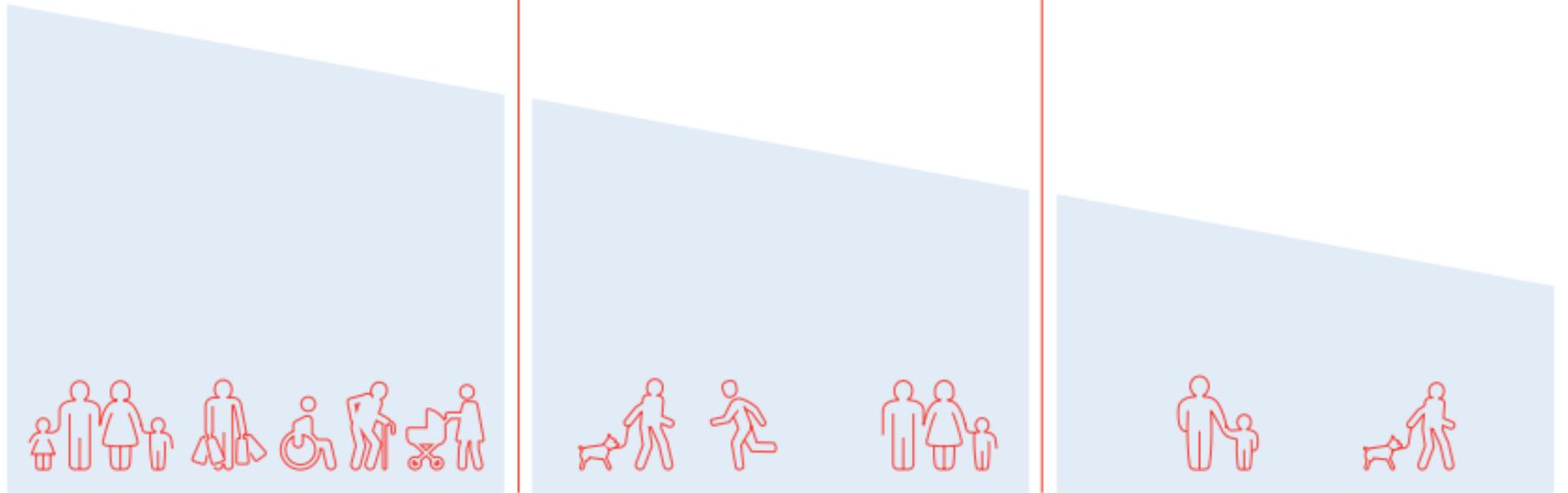
Town & Fringe



Villages



Hamlets and isolated dwellings



POPULATION DENSITY



Key issues for mobility



1. Limited public transport
2. Costly bus services
3. Transport deserts
4. Car dependency
5. Fuel poverty
6. Limited active travel infrastructure
7. Social isolation
8. Logistics eco-system
9. Siloed budgets
10. Energy capacity and resilience



Social and economic challenges



- 1. Wealth variation**
- 2. The employment web**
- 3. Housing market**
- 4. The brain drain**
- 5. Loss of 3rd places**
- 6. Rural decarbonisation**

A close-up photograph of a blue, curved plastic or rubber component with small protrusions along its edge, resting on a silver, metallic surface that shows signs of wear and discoloration. The background is a plain, light gray.

Thinking differently about Rural

<https://www.wsp.com/en-GB/campaigns/future-mobility>



The “30 minute rural community”



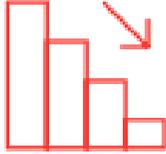
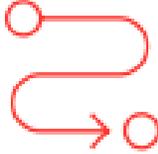
“everyone should have access to the key amenities and opportunities, at whatever life-stage, within 30 minutes (ideally by sustainable modes of conveyance) of their doorstep”

- Improve the baseline level of social and community infrastructure in rural communities to maximise ‘day-to-day’ opportunities across their diverse populations using clusters of settlements working together as an eco-system rather than individual settlements;
- Localise the layer of social infrastructure through community / public / third sector partnerships to maximise the potential to capitalise on fixed, moving and human resources;
- Improve physical and digital access, and energy provision to the next layer of services that are not available within in those community ‘clusters’ by improving connectivity to local market towns and cities.



The “30 minute rural community” objectives



 <u>REDUCING</u>	 <u>CHANGING</u>	 <u>IMPROVING</u>
The need to travel through the alternate provision of sustainable services.	Sole-occupancy private car behaviours through the provision of viable, applicable alternatives.	The quality of life and experience for all in our rural communities.
Car dependency and the financial burdens that it brings.	The perceptions of “public transport” through the re-imagining of what rural publicly accessible transport could be.	The economic gap between rural areas and neighbouring conurbations.
The impacts of vehicular movements on rural communities.	How under-utilised fixed and moving assets are used to deliver improved and sustainable outcomes.	Access to life’s opportunities and essential services for all.



The “30 minute rural community” – putting it into practice



Future Mobility



ENHANCING

Physical access through improved, decarbonised transport connectivity.

Communications and digital alternatives for those who are able to, or wish to use such technologies.

Access to opportunities through physical “mobile” services coming into communities.



AGGREGATING

Highway, public transport, energy and digital assets to provide better functionality focused on community needs.

Place based assets and functions to make the most of existing facilities to provide a focus for services.

Available vehicular assets, both public and private, within the community to enable ‘Public Transport v2.0’.



HARNESSING

The sometimes-siloed transport and place-based budgets across the public and private sector to facilitate new revenue streams.

Local skills, experience and resources to help develop and deliver new models of operation tailored to local needs.

The energy and enthusiasm of people, businesses and landowners in rural places who together would benefit.



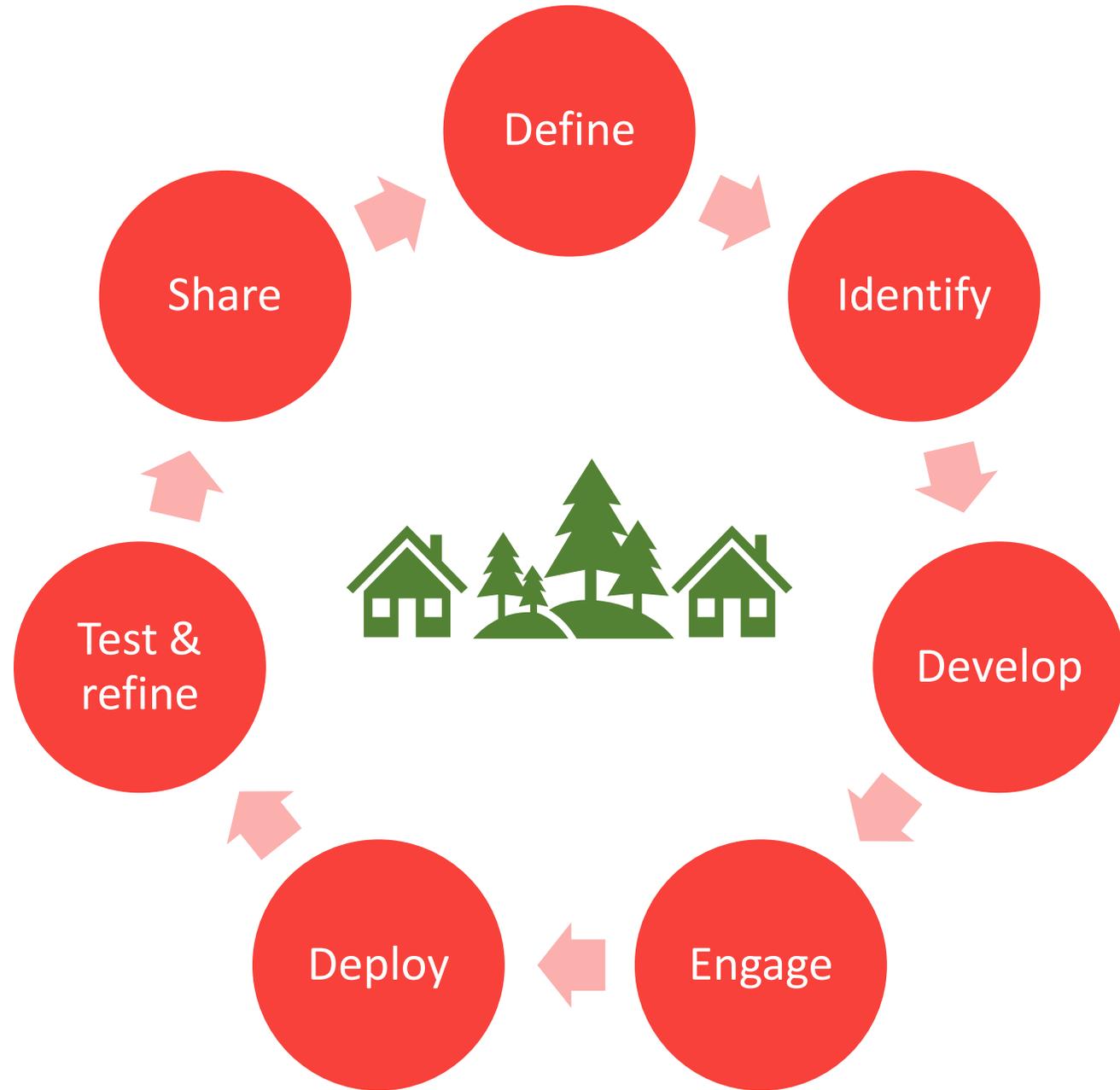
Seven ways to using existing structures



- 1. Building upon existing operations and emerging solutions**
- 2. Using community places to better effect**
- 3. Putting people and communities at the heart of decision making**
- 4. Engaging with and encouraging our parish councils**
- 5. Capitalising on community interest / energy companies and transition towns**
- 6. Utilising community land trusts**
- 7. Baking in revenue generation**



An action plan for the “30 minute rural community”



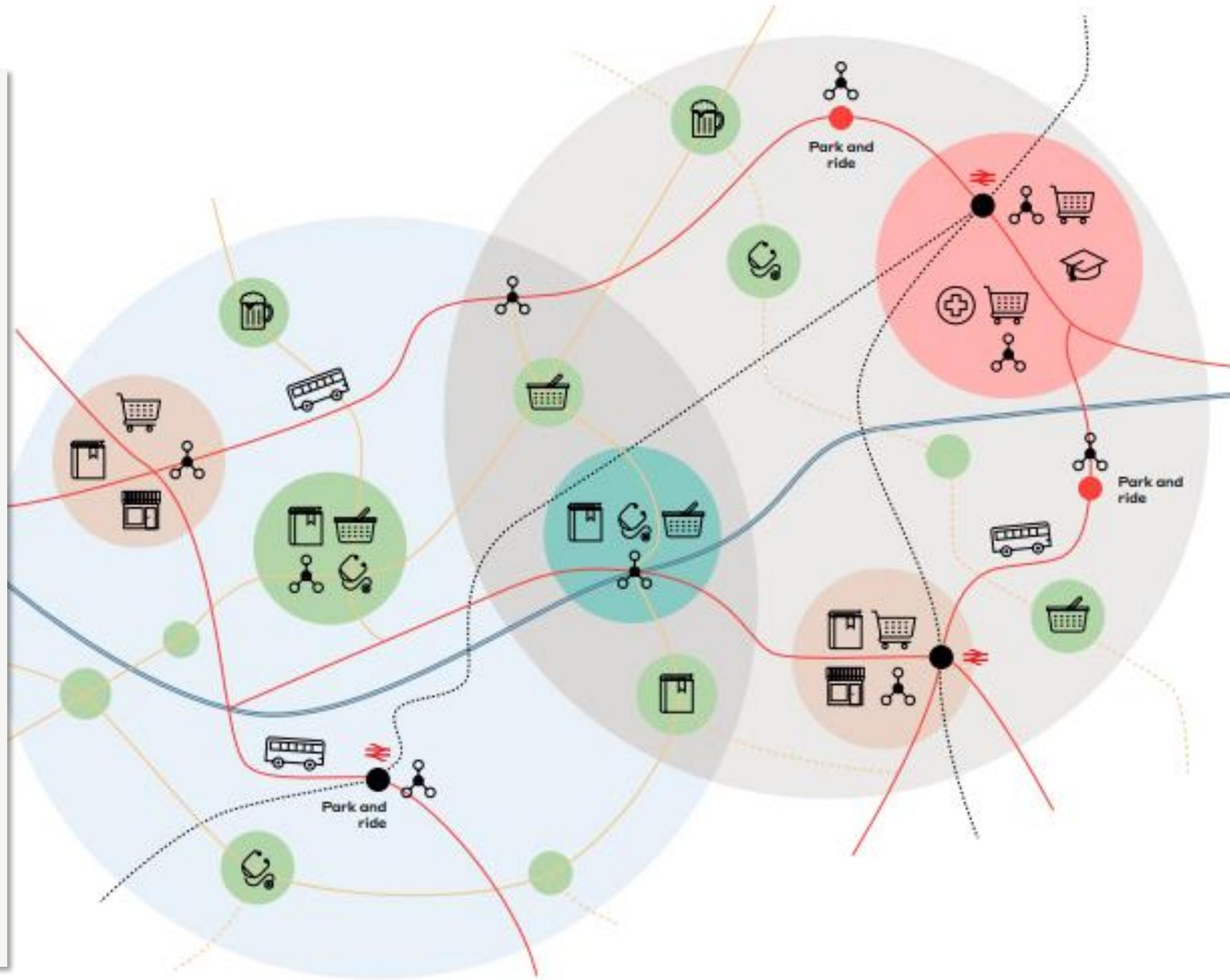


A typical location



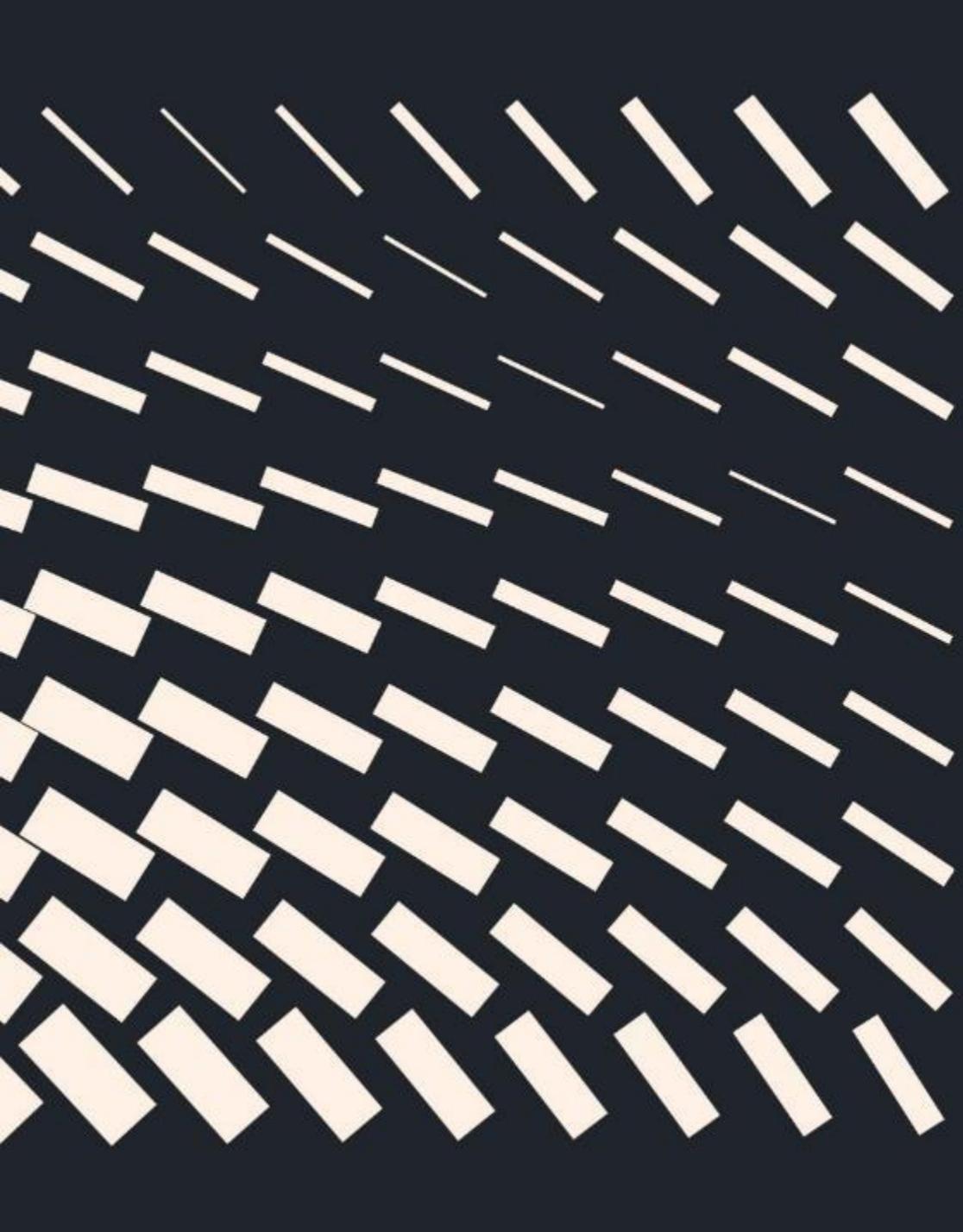
Future Mobility

- Village
- Planned garden village
- Town
- City
- Mobility hub
- Rail station
- Bus route
- 30 minute rural communities
- School
- Local shop
- Market
- Village pub
- Supermarket
- University
- Hospital
- Doctor's surgery





**Let's change the
way we think. *Let's
create change.***



Thank you

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Future Mobility

<https://www.wsp.com/en-GB/campaigns/future-mobility>

