

South West Rural Mobility Strategy

22nd May 2024





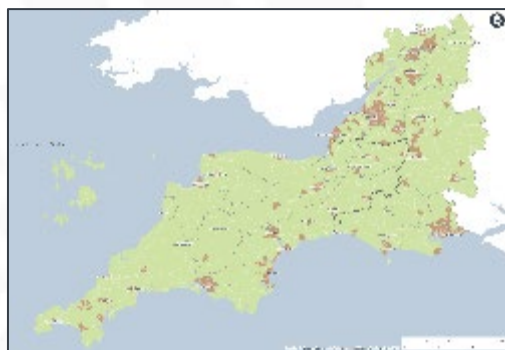
The Rural Challenge



- **Third of population** are 'rural' in South West – almost 50% in Peninsula
- Highest proportion of its population living in villages or smaller settlements – **19%**
- **Less accessible public transport network** - 60% fewer bus stops in rural areas with less services per hour than urban areas
- **Lower rural affluence** - higher proportion of population in lower affluence percentiles in rural areas
- Those living in the most rural areas made **87% of their journeys by car**, compared with 67% of those living in the most urban areas
- Diverse rural needs – **23 rural placetypes** identified with differing needs and characteristics
- Important to devise strategy for the SW that reflects this



Overview



- **Single unified approach** but recognises differences
- Focus on **rural and coastal** considering remoteness
- Aim to support **levelling up** agenda
- **Place, people and activity** based approach
- Areas most in **need**
- **Major changes** and **new technologies** in rural context
- Identification of **bundles of mobility** interventions
- High level business cases for **pilots**



Overview – technical analysis



- **First sub-national rural mobility strategy** in England
- Analysed **1,400 rural places** across the South West
- Four supporting technical documents amounting to 400 pages of analysis
- Talked to a selection of **rural businesses and residents** to understand their needs
- Identified **best practice** in the South West, UK and globally
- Identified six potential **future rural scenarios**
- Identified and assessed over **100** different potential proposals
- Developed **new thinking** for our rural areas



Vision



“By 2040, rural mobility will have transformed physical and digital connectivity and accessibility, levelling-up our countryside and coastal communities.”

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Our targets for net zero will be being met through reducing the need to travel through improved digital and local services, better active, publicly-available and shared travel and the decarbonisation of transport. Our communities and economies will be stronger with better connectivity between rural places as well as with our major urban centres.

Communities will be working with public and private sectors to deliver operationally and financially sustainable commercial models which provide practical, and affordable mobility.

This transformation will be leading towards a basic universal level of accessibility for our countryside and coastal residents and visitors.”



Rural mobility framework



Rural mobility should be underpinned by **strong digital connectivity** supporting e-commerce and online services, enabling more to be done without the need to travel



Realistically, car and vans will remain vital to many journeys in rural areas but the **sharing and electrification of cars and vans** need to be priorities to support those without access to them and meet net zero targets.

Settlements to support **more local services** where people need them to strengthen communities and economies and reduce the number and length of journeys



Strengthening larger rural settlements should provide stronger drivers of socially, environmentally and economically sustainable rural development through greater investment

Integration of activity and mobility, including rural hubs, should be central to our future rural mobility system bringing together better interchange with local community and commercial activity.



When needs cannot be met locally within rural areas, there should be **better strategic connections** to larger urban centres by inter-urban bus, coach and rail. These should be connected to local areas by active and shared modes.

Adapting the 15-minute city concept, networks of settlements should work together, sharing facilities, services and resources to form **30-minute rural communities**, supported by improved intra-rural connectivity



Operationally and financially sustainable delivery should be supported through **cross-sectoral partnership and funding** across the public, private and community sectors.

Decarbonised, active, publicly-available and shared transport should be central to improving rural mobility, increasing choice and affordability and providing alternatives to single occupancy private car journeys



Increasing resilience of mobility networks including generation and security of energy.





Liveable rural communities

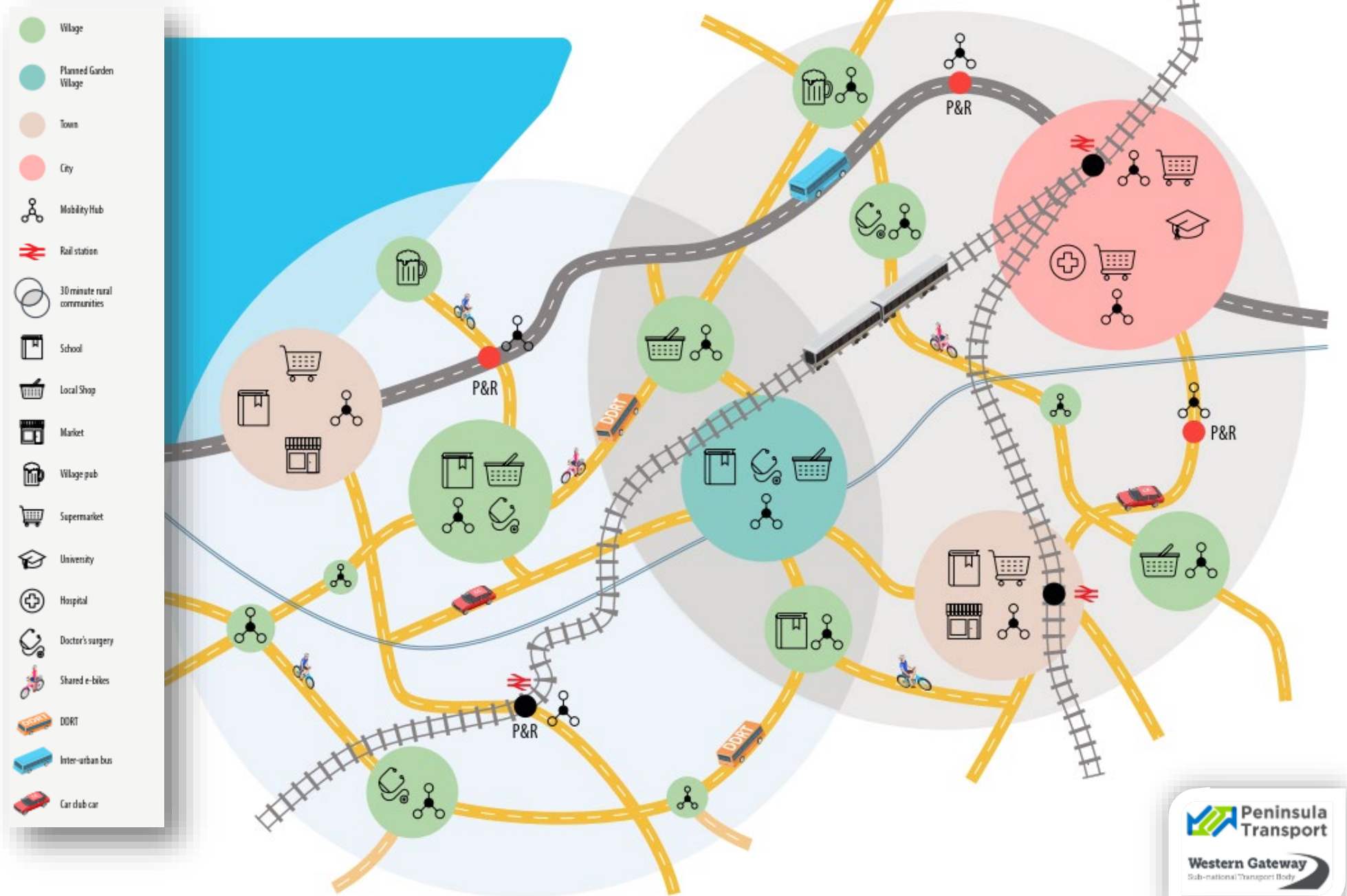
- Moving beyond consideration of transport alone
- Wider focus with spatial, economic, environmental and community planning
- Focus on:
 - Meeting residents' and visitors' needs locally
 - Improving connectivity within rural areas
 - Delivering Net Zero in rural areas
 - Delivering through cross-sectoral and community partnerships and funding



Rural Mobility Vision concept



Future Mobility





Rural Mobility Pilots: Six Grand Challenges





Rural Mobility Pilots: Vision

Delivering liveable rural communities through the effective use of a programme of pilot projects in South West England

Our vision for a programme of rural mobility pilot projects in the South West is to develop thriving, connected and sustainable, liveable rural communities, enabling residents and visitors to the region to access their daily needs locally, affordably and reliably.



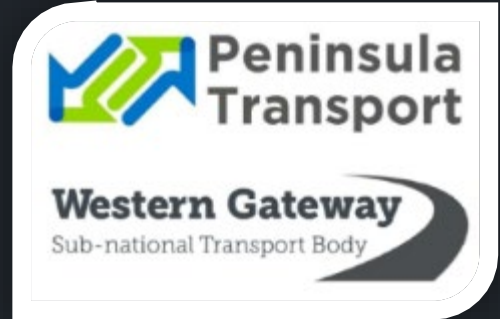
Rural Mobility Pilots: Developing the proposals

- What's changed
- Engaging with local stakeholders - workshop
- Seeking initial pilot proposals
- Confirming the scope
- Developing concept pilots
- Defining the route map
- Understanding monitoring and evaluation
- Publishing our prospectus



Rural Mobility Pilots: The Prospectus

- Setting out our ambition for South West
- Providing the detail behind our proposals
- Seeking funding opportunities and routes to securing
- Seeking further engagement with stakeholders, operators and community groups
- Setting out our path to delivery of pilots and potential long term interventions



Thank you