



MaaS Investment Fund Consultation Workshop: Rural, Islands and Community

19th March 2019

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The context

“Transport, especially in rural areas, should be considered an essential service, equivalent to water and electricity, and the government should regulate the sector to the extent necessary to ensure that people living in rural areas are adequately served. Abandoning people to the private market in relation to a service that affects every dimension of their basic well-being is incompatible with human rights requirements”.

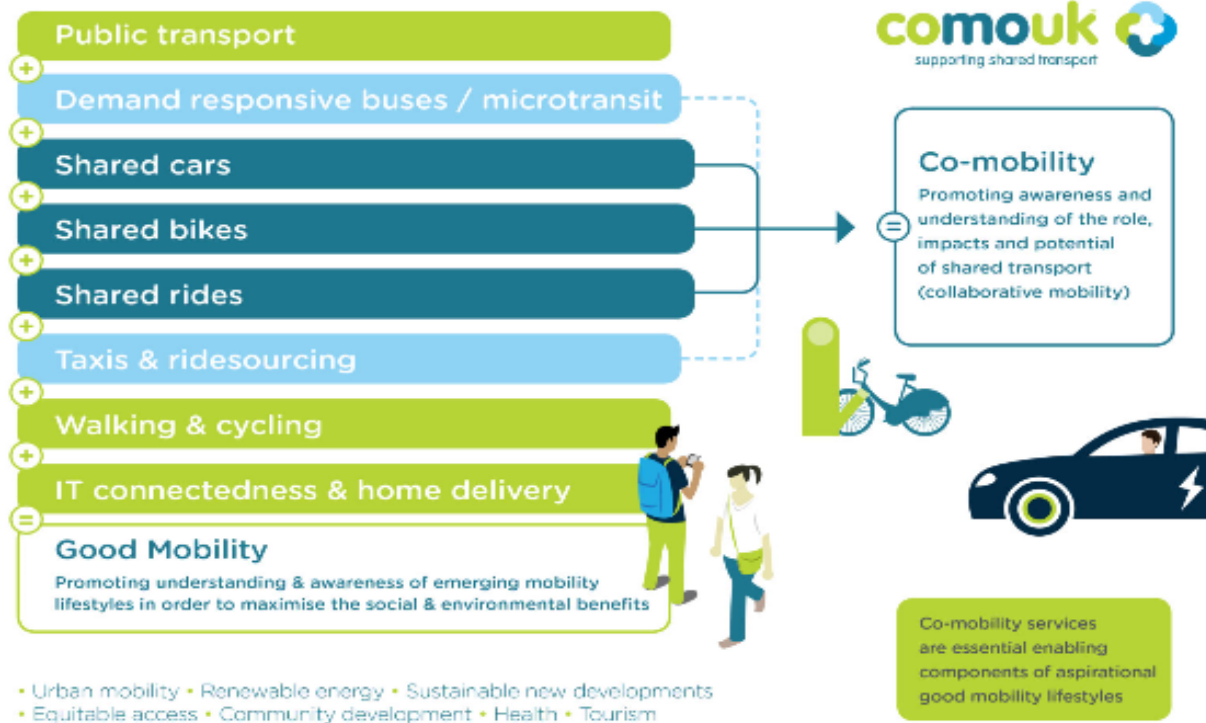


Statement on Visit to the United Kingdom, by Professor Philip Alston, United Nations Special Rapporteur on extreme poverty and human rights

https://www.ohchr.org/documents/issue_s/poverty/eom_gb_16nov2018.pdf

Introduction

CoMoUK: Making Shared Transport Work for Scotland



- MSTWfS programme investigating potential to grow shared transport in various contexts, including communities and visitor markets.
- Looking to deliver project demonstrators in 2019/2020: possibility of linking to MaaS pilot projects?

Some challenges

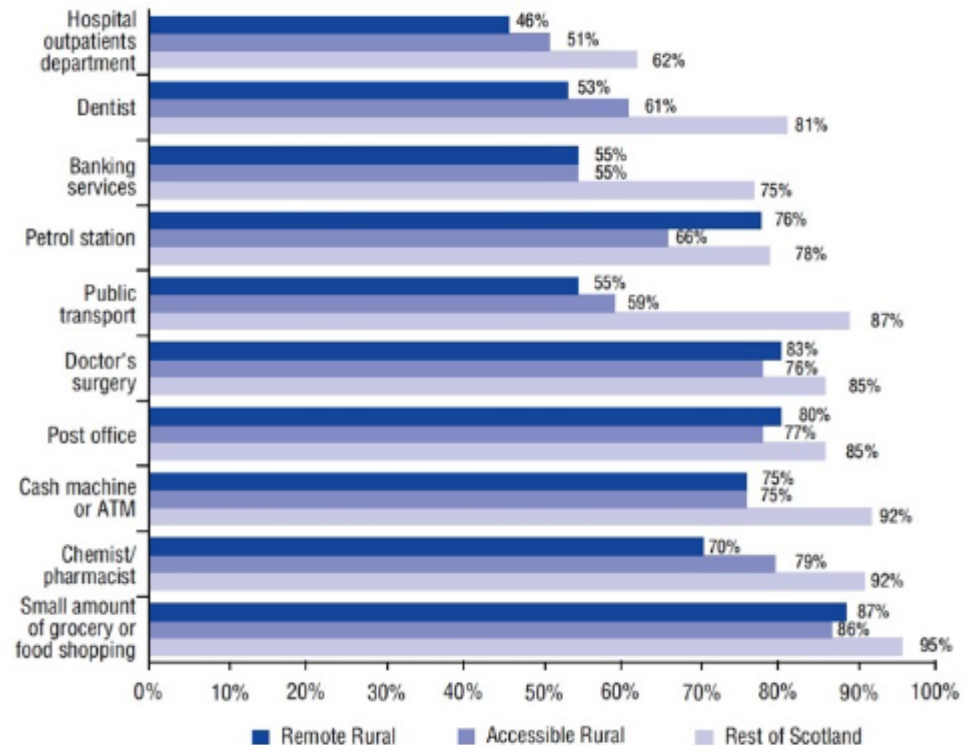
- Small and dispersed population
- Loss of village services over time and centralisation of some services
- Ageing population:
 - General ageing in society
 - Retirement into rural idyll
 - Loss of young people
- Austerity leading to cuts in subsidised services and in provision of local services
- High car dependency and car ownership masking access challenges felt by some



Some challenges

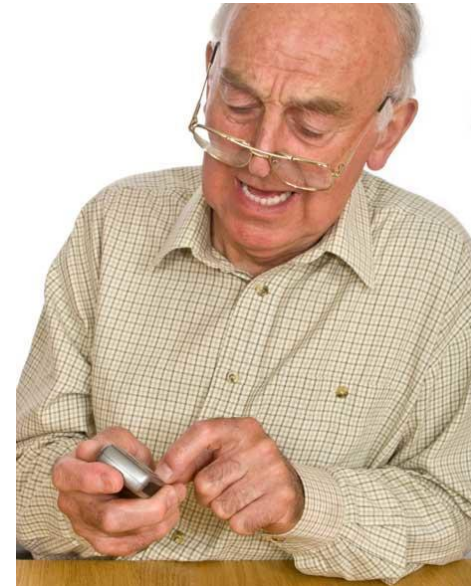
- Vicious circle of declining services and passenger numbers
- Specific access to challenges to some sections of community: e.g.
 - older people to hospital appointments;
 - visiting friends/family in hospital;
 - pre-school children to early years;
 - young adults accessing employment / training.

Figure 9: Percentage finding services very or fairly convenient by geographic area, 2016



Some challenges

- Connectivity in some rural areas and older demographics present challenges for smart solutions
- Awareness of services is low
- Registration for membership services often difficult for users



Some island challenges: the case of Mull

- Maintaining population and services in the communities.
- Resident population 3,000.
Tourist visitors 350,000?
- Road Equivalent Tariff makes it difficult for residents to access ferry in visitor season.
- And visitor traffic clogging up island in summer.



Opportunities: improve access to services and amenities locally

- Expand services offered by village shops / Post Offices
- Mobile services / crowd-sourced services
- Getting on-line: e.g. on-line towns, training, digital health services etc.
- 'Market day': co-ordinate provision of services in village on certain day and provide transport



Opportunities: getting community transport providers to offer more services

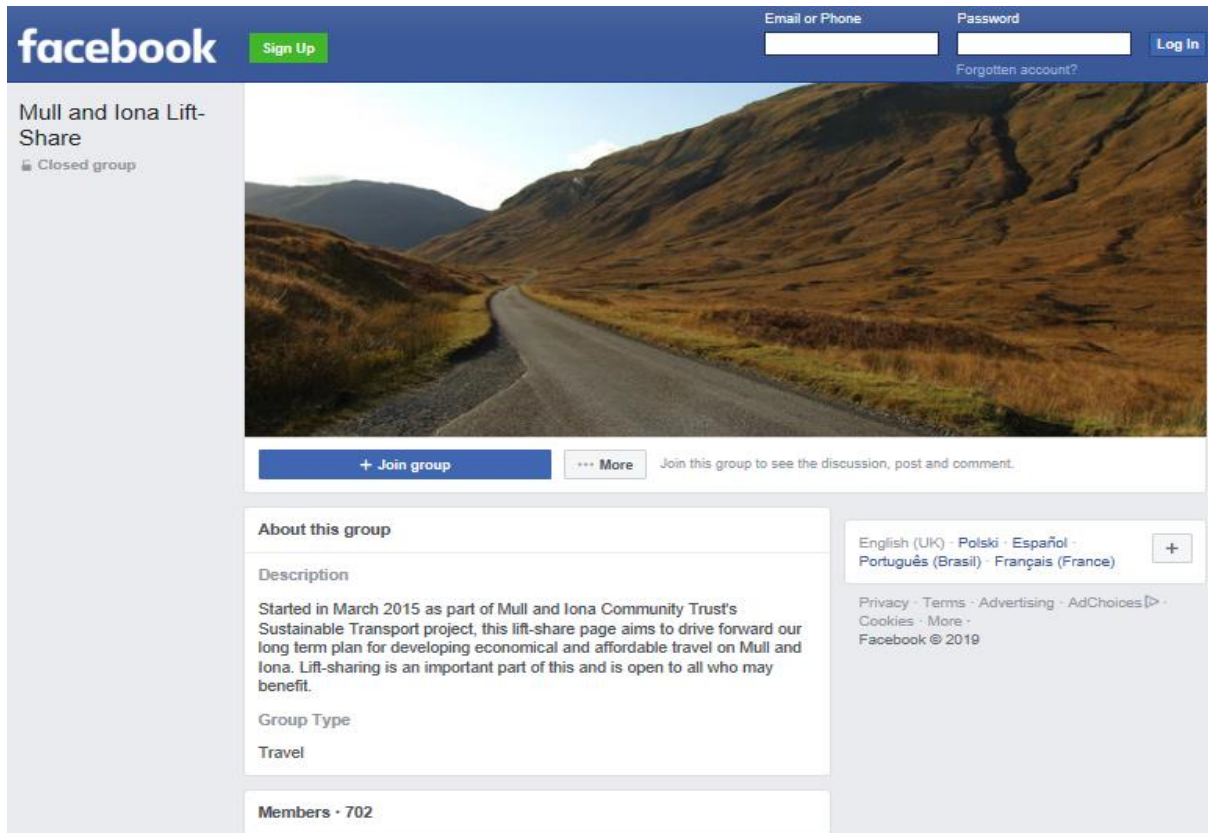
Potential to deliver or co-ordinate delivery of a range of services:

- Lifeline services for people with additional mobility needs
- Bus feeder services / on-demand bus services
- Community car clubs
- ‘commercial’ services for wider market, such as visitors



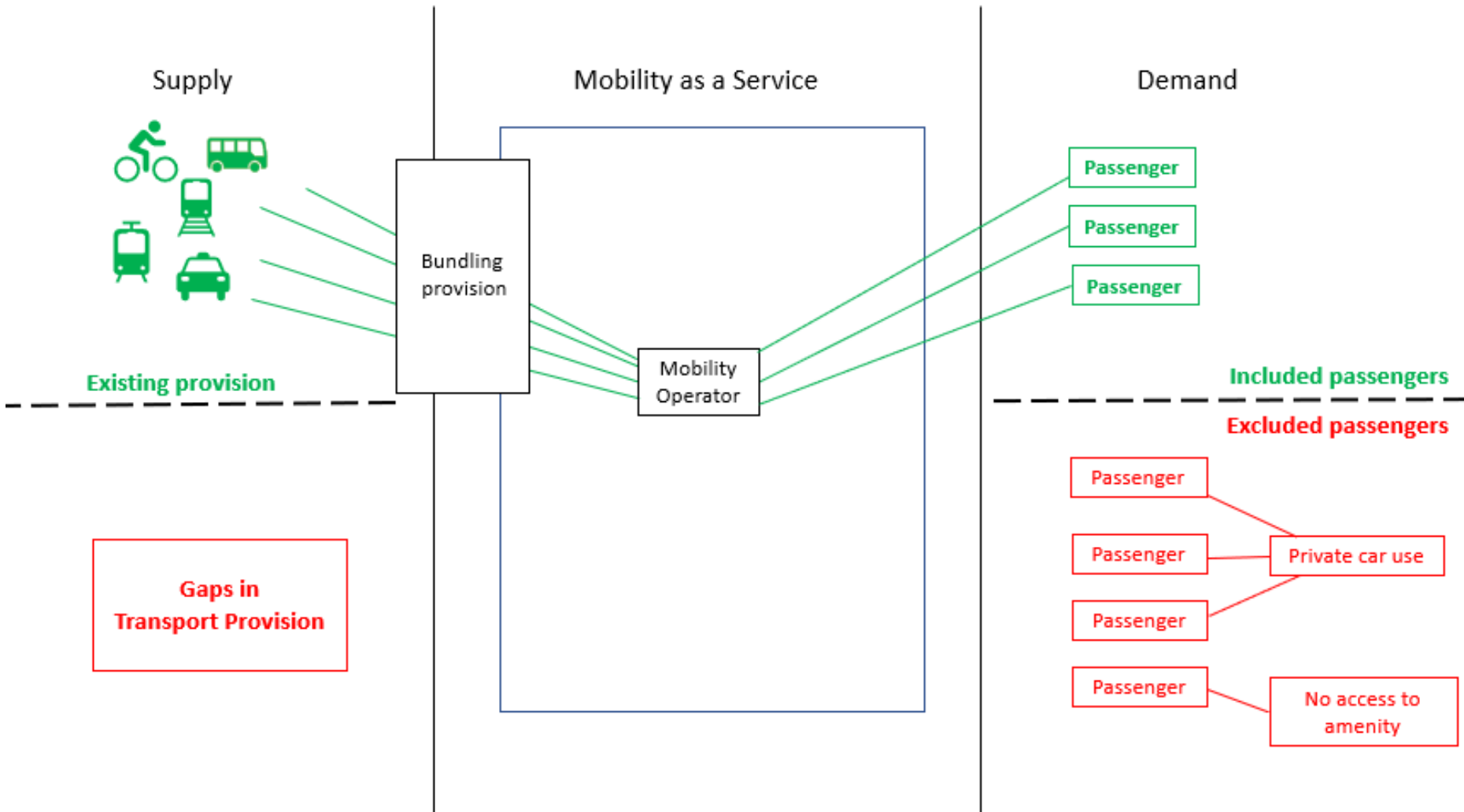
Opportunities: getting communities to provide / commission their own services

- E.g. Lift share schemes
- E.g. 'Micro' car clubs
- E.g. taxi shuttles

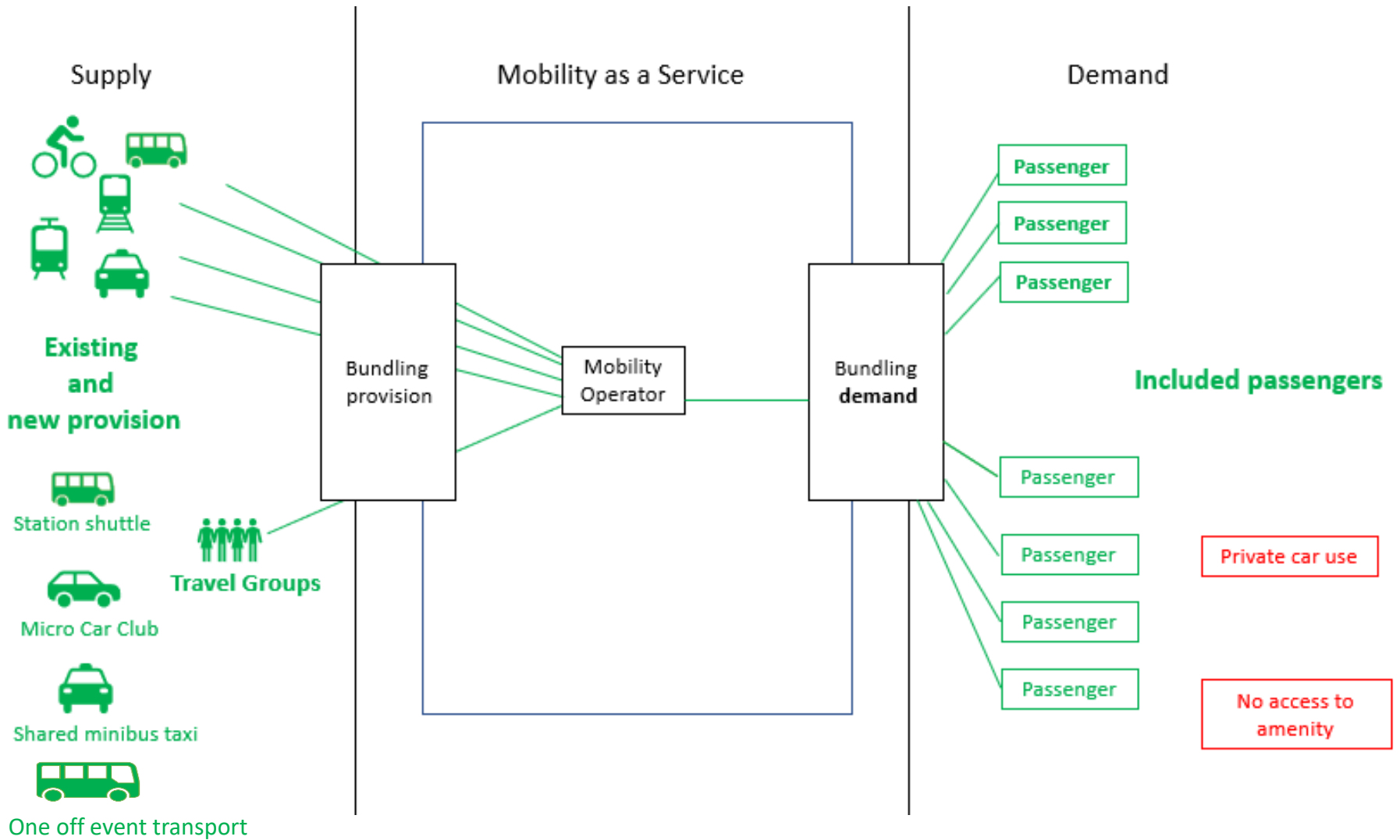


The image shows a screenshot of a Facebook group page for 'Mull and Iona Lift-Share'. The page is set to a 'Closed group'. The main header features the Facebook logo, a 'Sign Up' button, and login fields for 'Email or Phone' and 'Password', with a 'Log In' button and a link for 'Forgotten account?'. The group's cover photo is a scenic landscape of a dirt road winding through rolling hills. Below the cover photo is a '+ Join group' button and a 'More' button with the text 'Join this group to see the discussion, post and comment.' The 'About this group' section includes a 'Description' stating the group was started in March 2015 as part of the Mull and Iona Community Trust's Sustainable Transport project, and a 'Group Type' of 'Travel'. The page also shows language options (English (UK), Polski, Español, Português (Brasil), Français (France)), a '+ More' button, and footer links for Privacy, Terms, Advertising, AdChoices, Cookies, and More, along with the text 'Facebook © 2019'. The member count is listed as 'Members · 702'.

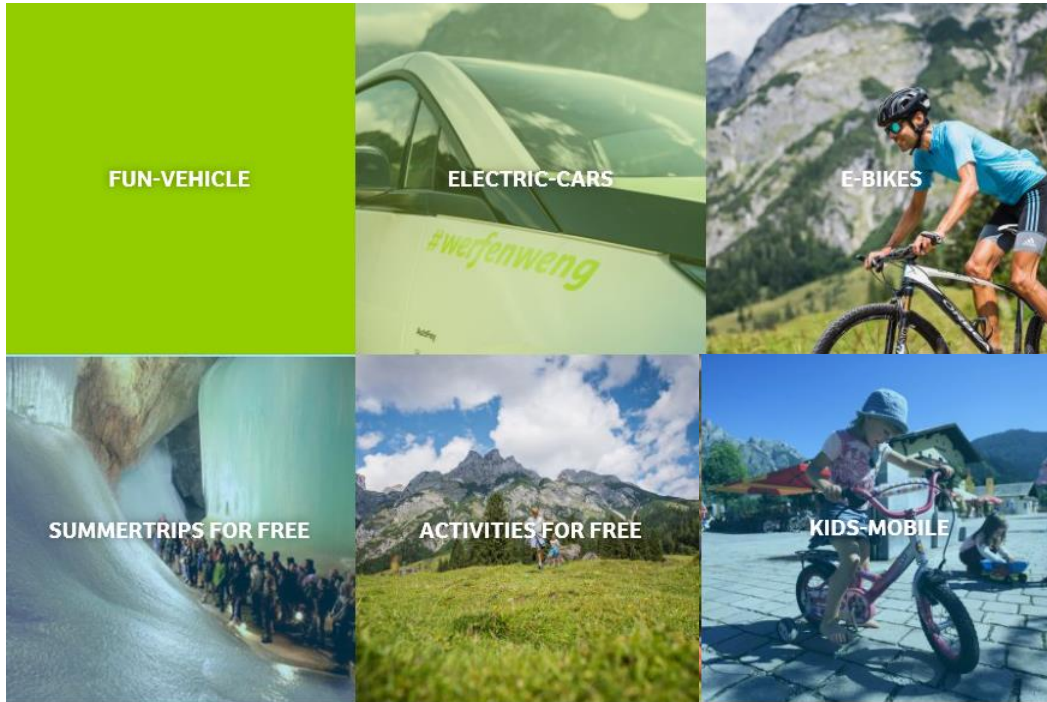
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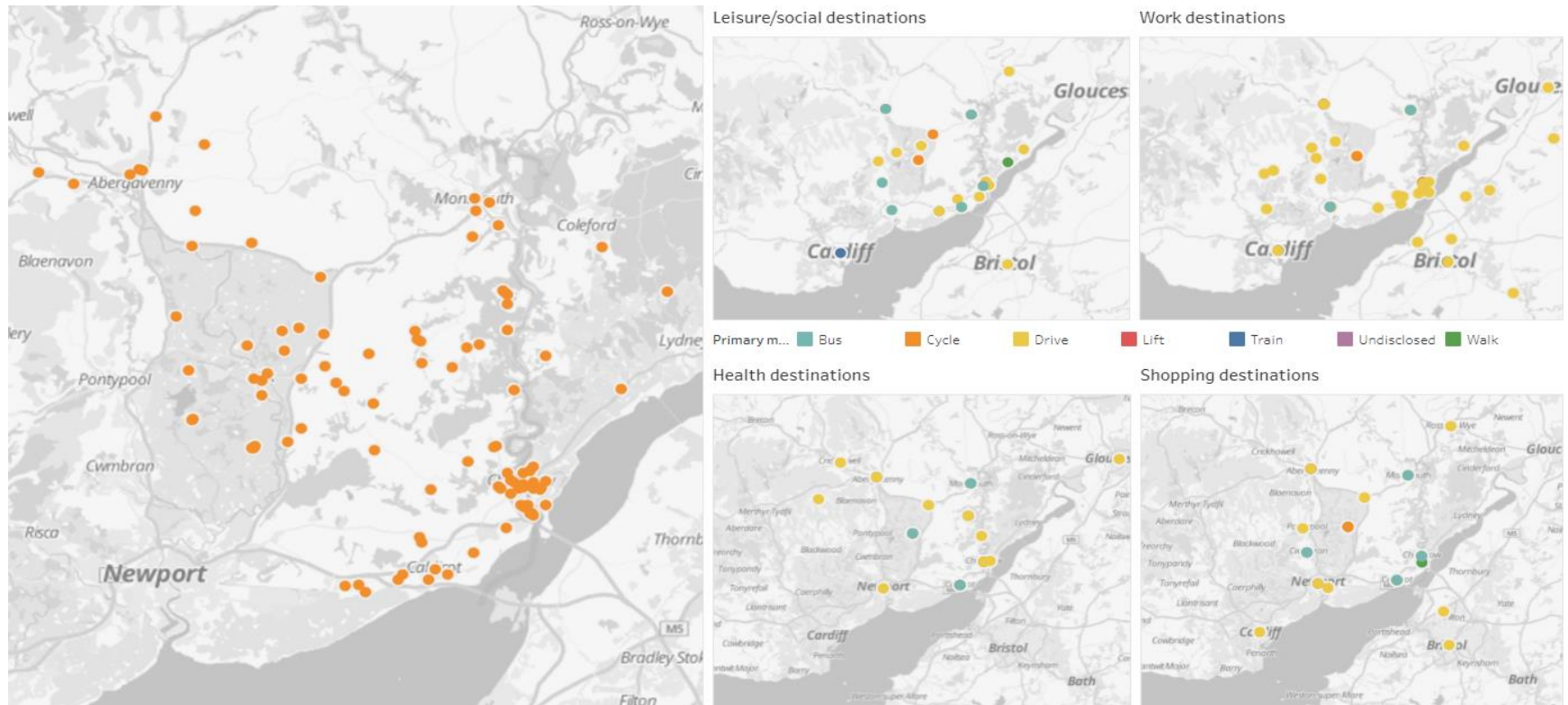
A MaaS example from Austria: Werfenweng



<https://www.werfenweng.eu/EN/>

Developing a better understanding of travel needs

- Monmouthshire GovTech Challenge: tackling rural isolation and loneliness
- Zipabout project to cache journey planning info to build up picture of demand



Business Case

- No commercial case
- But invest to save?
- Lots of money being spent in silos: subsidised services, concessionary travel, schools, transport, health transport
- And what are the costs of poor transport access?
- Income from commissioning bodies?
- Income from 'commercial' offerings – e.g. visitors
- Income (or lower costs) through locally generated renewables
- Huge investment in private transport





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