

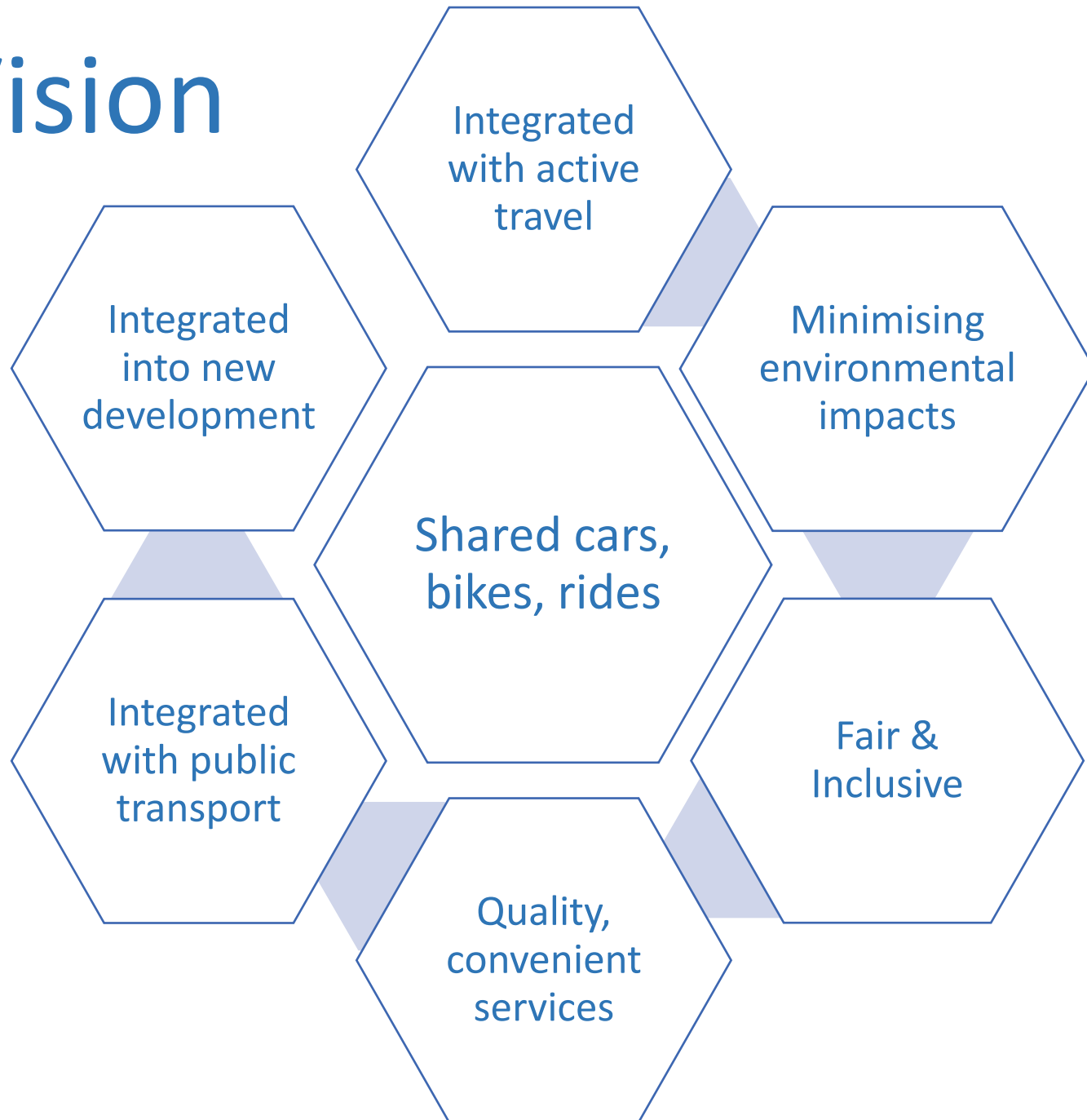
# How can shared transport open opportunities in a fairer Scotland?



Chris Slade, Scotland  
Director



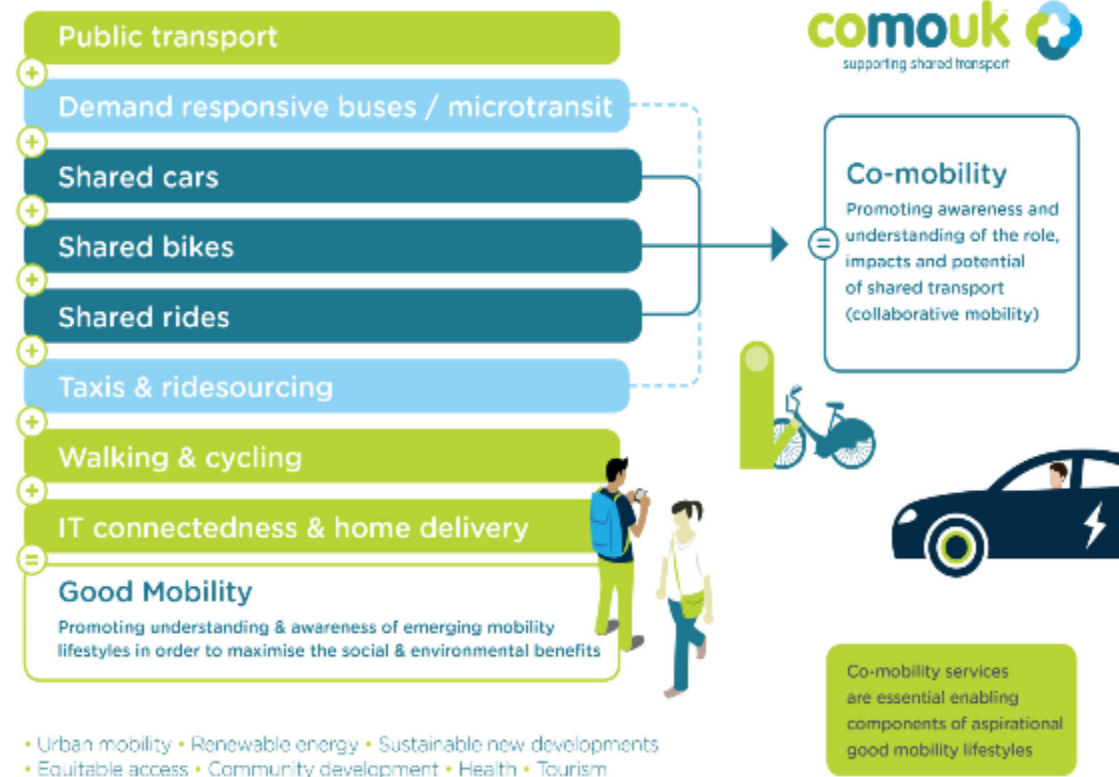
# Vision



Our vision is to use **shared mobility** to attract people away from the private car to **help our journeys, environment, health and communities**.

# Introduction to CoMoUK

- Measuring impacts and outcomes of bike share and car club sector through annual surveys
- Co-mobility Forum
- Annual collaborative mobility conference – Birmingham, November
- Accreditation for operators
- Launch projects – Bikes for All, GO e-Bike and Shared Electric Bike Programme
- Advice and guidance to various organisations



# Car Clubs in Scotland

Car clubs have a fleet of 544 cars and 19,872 members in Scotland.

## CARBON EMISSIONS



**48%**

Less CO<sub>2</sub> from tailpipe emissions compared to the average UK car

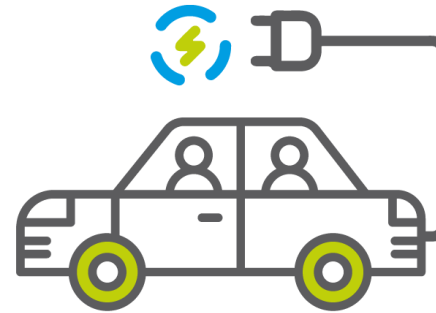
## CARBON SAVING



**490 t**

Up from 300 t last year

## ELECTRIC OR HYBRID VEHICLES



**48%**

Up from 36% last year

## MEMBERS

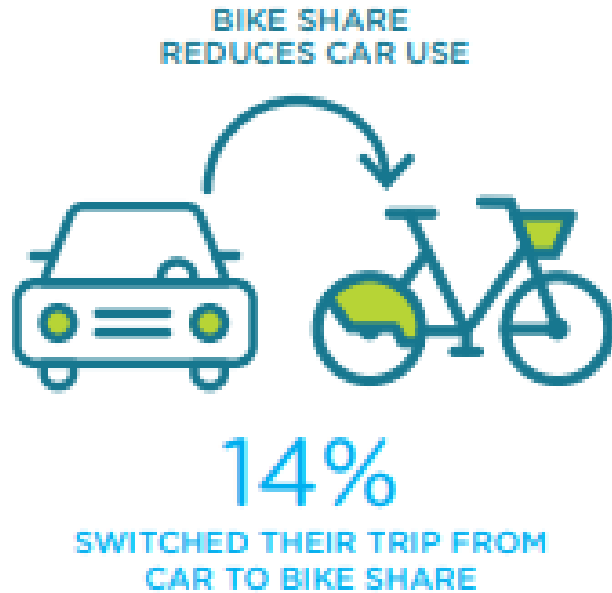


**40%**

Increase in members from last year

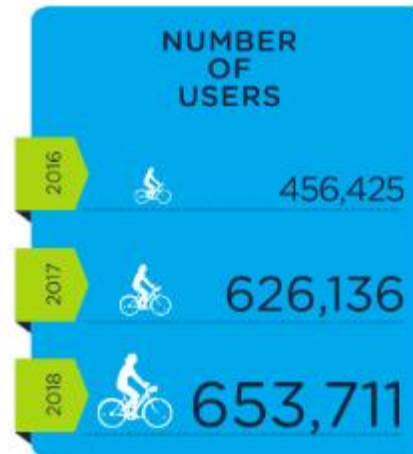
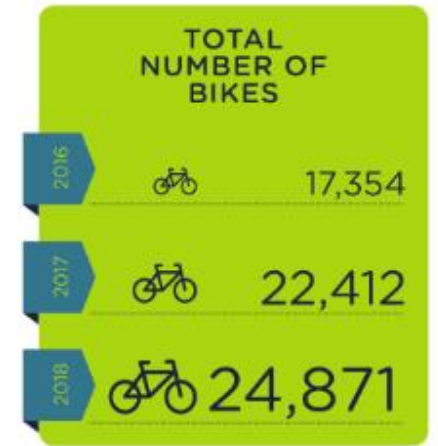


# Bike share data










Over 250,000 bike share trips made in Scotland  
in the past year

Source: [Bike Share Annual Survey 2018](#)



# Ride Sharing

-  BLABLACAR
-  CARBON HEROES
-  GOCARSHARE
-  LIFTSHARE
-  JAMBUSTERS
-  CARSHARE ONLINE
-  FAXI



Partnership between Liftshare and Stagecoach leads to business park growth



# Emerging multi-modal lifestyles

BIKE SHARE USERS ARE LIKELY TO USE OTHER SHARED MOBILITY SERVICES



65%  
EBIKES



22%  
RIDE SHARE



41%  
MOBILITY AS A SERVICE



28%  
CAR CLUBS



32%  
SHARED TAXIS



Bike Share Users Survey 2018

# What role can shared transport play in equitable transport?

## Fairer Scotland policy agenda:

A fair, smart, inclusive Scotland, where everyone can feel at home, where fair work helps businesses to thrive and create jobs, where poverty rates are amongst the lowest in Europe, and where there is genuinely equal opportunity for all.

## Social inclusion addresses:

- Barriers to access
- Accessibility to key services; health, education and employment





# What opportunities does MaaS present?



- Reduced price or free for specific demographics
- Offers vary depending on peak or off-peak services
- Embed active healthy transport in transport packages and platforms

# Bikes for All – Offer tackling barriers

Three elements:

- £3 memberships offered to community organisation affiliation
- Free phone number
- Cash payments
- Waived damage payments
- Community engagement  
1:1 Confidence boosting activities: Road skills, route navigation and sign up sessions



# Bikes for All engagement of hard to reach groups

- Participants come from across Greater Glasgow with most (91%) living in a 50% most deprived data zone in Scotland.
- 90% don't have access to a working bike
- 45% of participants female.
- Over 50% from an ethnic minority group
- 23% in full time employment, 28% unemployed and 23% in education



# How did we make the offer inclusive?

What if you have;

- No smart phone or mobile data?

Solution: A mobile number and code to access bikes

- No credit or debit card? As often the case for refugees.

Solution: Smart cards offered with minimum requirement of photo ID. Smart card meant no need for bank details with cash payment in store.

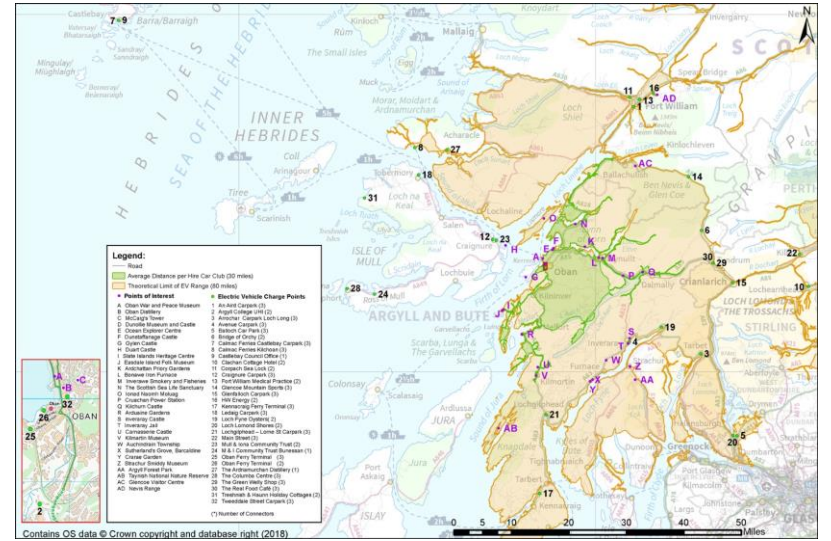
Promotion and tailored offer critical. Understanding needs, e.g. 1 hour instead of half an hour ride time



# Rural offer – different question of accessibility

- Community transport ride share platforms
  - Simple as a community facebook page
  - Liftshare platform
  - Could bike leasing or pools extend the bus network?
  - Shore cars and P2P car sharing?

Exploring options in Oban Demonstrator.



# Emerging landscape for MaaS solutions

- Low Emission Zones – Likely to impact on poorer residents who typically own more polluting vehicles
- Workplace Parking levy
- Can we use these to reduce car ownership? Car clubs can help this without fear of losing access to a car when needed
- Question of platform ownership for public benefit

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