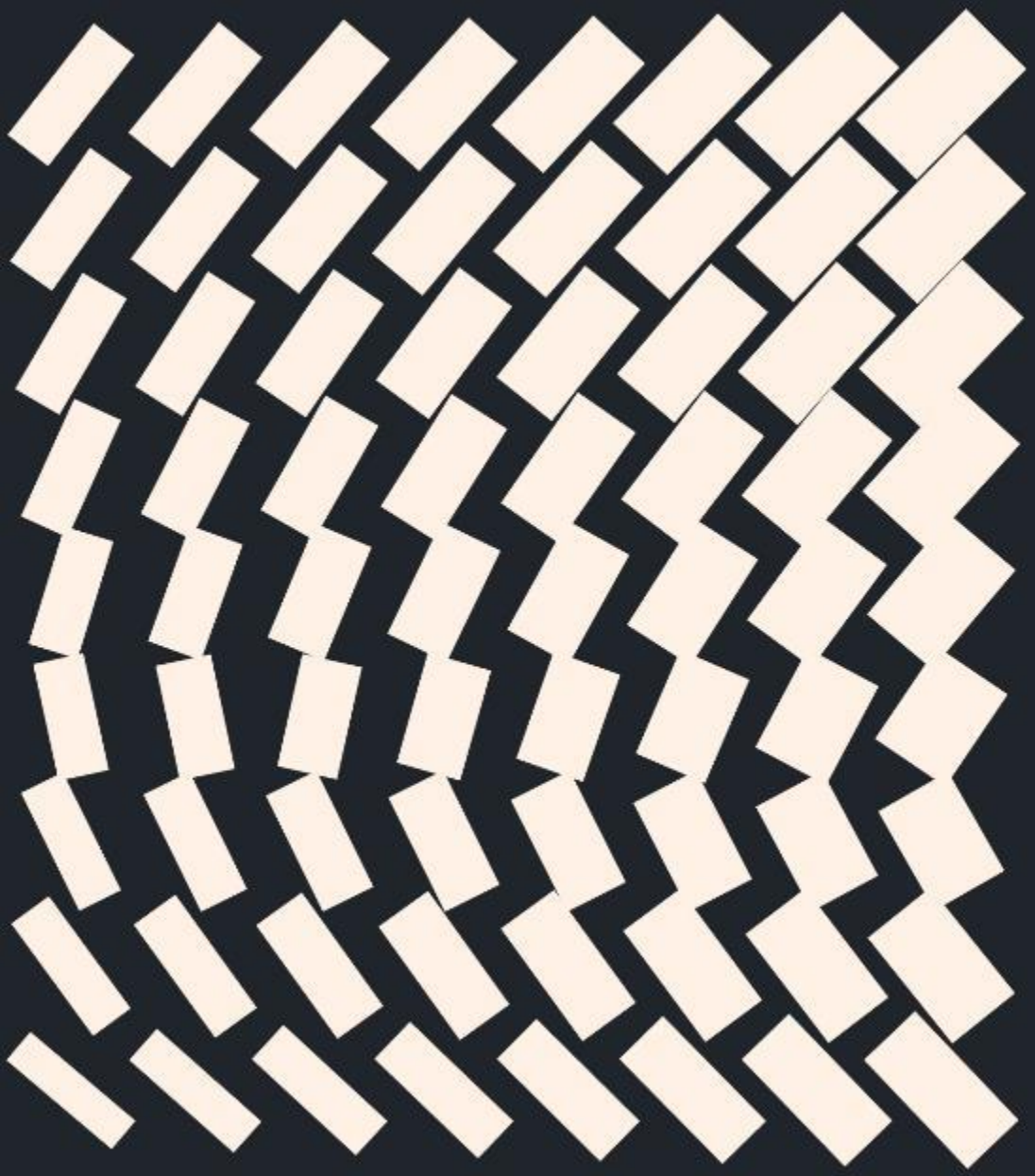

Mobility Hubs

The Future Mobility Offer for Development Planning

November 2021

Future Mobility

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The Future Mobility Offer for Development Planning

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Future Mobility

Introduction

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

Mobility Hub Landscape

Against the premise of the global climate crisis and national targets to mitigate further negative effects of the way people and goods are transported in our societies, there is an urge to rethink how we plan the built environment. The Department for Transport's recently published document, *Decarbonising Transport: A Better, Greener Britain*, calls for 'place-based solutions' and recognises that different places and locations will require different solutions.

The mobility hubs concept is gaining significant traction across the UK, and are one such a solution. Hubs can provide easily accessible spaces integrating a variety of transport modes and promoting sustainable travel. They are designed to direct mobility away from privately owned vehicles towards shared ownership models, electric vehicles, bikes & scooters (micromobility), and public transport options.

They also, importantly, hold a community function, and may include the provision of parklets, benches, retail and workspace units, and even dark kitchens for increased food delivery options. Hubs are modular and can be implemented at different scales, can accommodate a range of different components, and will require different operating models depending on local need.

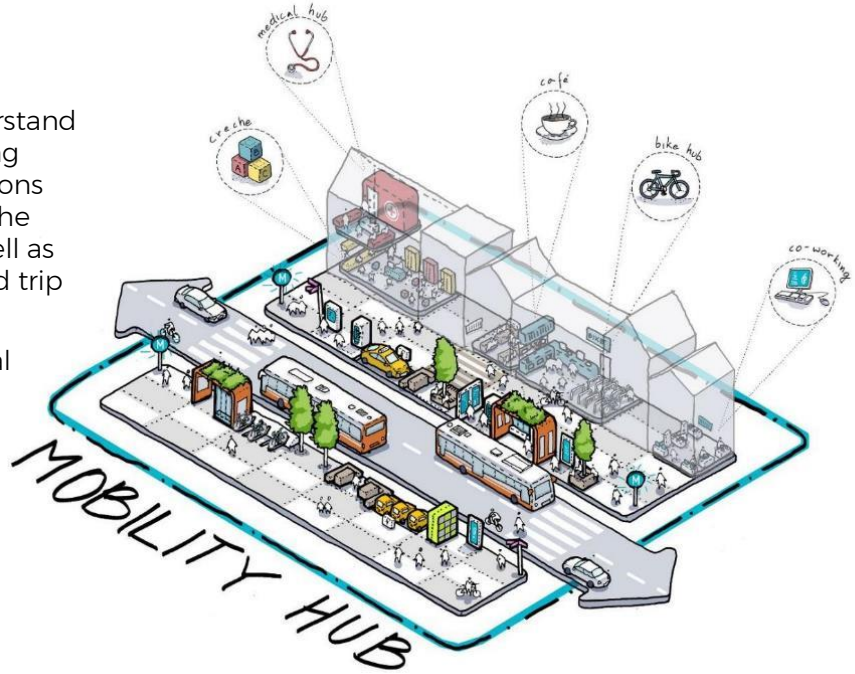
Future Mobility Approach

We have worked with a range of private, public and third sector clients on the conceptualisation, design and implementation of Mobility Hubs. Given the unique nature of hubs, each presents a different set of challenges and opportunities, requiring tailored approach. Our approach is user-centric, and focuses on understanding *people, the places they frequent and the activities* they undertake there.

With that said, our works can be broadly categorised as follows:

- **Strategy:** exploring local needs to understand necessary hub components, undertaking spatial analysis for identifying key locations and detailing delivery prioritisation for the implementation of mobility hubs, as well as quantifying the potential modeshift and trip generation benefits to the scheme.
- **Design code:** providing indicative spatial requirements for different hub typologies to inform masterplan development.
- **Viability:** supporting the development of viable business models for hubs.

In what follows, we provide some examples of our mobility hubs work. Please note, this is not exhaustive.



Policy and Strategy development

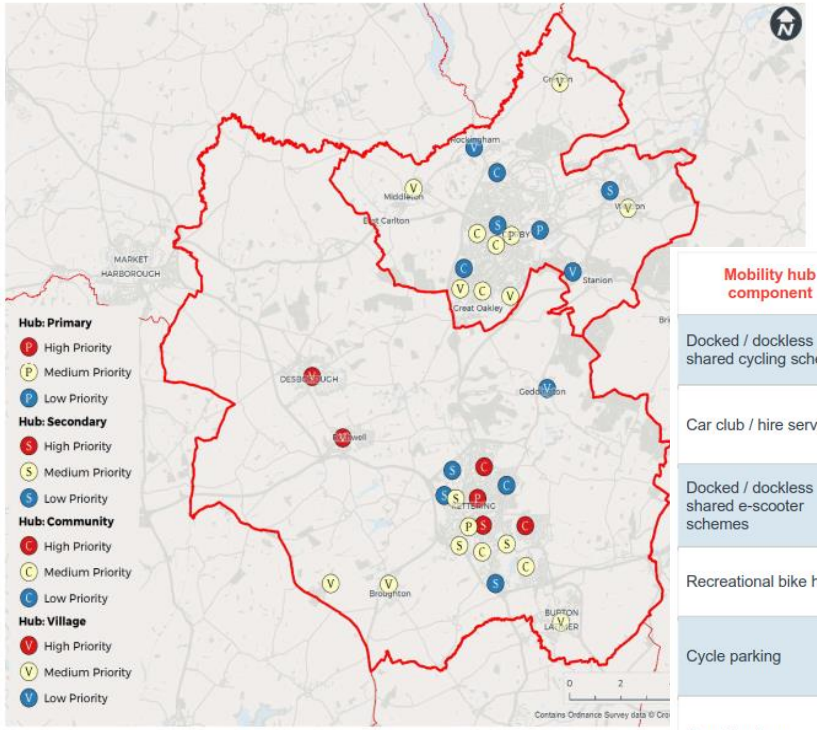
What role can mobility hubs play in supporting a local economy?

Project Premise

WSP was appointed to develop an Intelligent Transport Systems Strategy in Corby and Kettering, for which the Future Mobility team devised a Mobility Hub Strategy.

This entailed a **multi-criteria analysis** of the study area, including socio-demographic data, proximity to key land uses and indices of multiple deprivation, to identify suitable locations for hubs. The strategy also outlined **indicative high level costs** for the hubs, and prioritised which should be delivered first.

There was also **stakeholder engagement** undertaken to identify potential delivery partners and stakeholders, including micromobility service operators, landowners and Local Authority officials, which provided valuable insights into the local opportunities and constrains of mobility hub delivery.



Mobility hub component	Potential suppliers
Docked / dockless shared cycling schemes	Lime, swiftmile, Smoove
Car club / hire services	zipcar, enterprise, ubeeqo
Docked / dockless shared e-scooter schemes	kroot, bikeep, DASH, voi.
Recreational bike hire	bike-rent, C&D CYCLES, RICHARDSONS CYCLES
Cycle parking	turvec, cyclehoop, broxap
Parcel lockers	InPost, cubee, amazonlocker
Digital wayfinding totems	nimway, signbox, xsign
Solar canopies / car port	ineco ENERGY, environmentalenergies
EV charging facilities	bp pulse, FREEWIRE, pod POINT, CONNECTED KERB

Design Code

How do we design mobility hubs to be of most convenience to users?

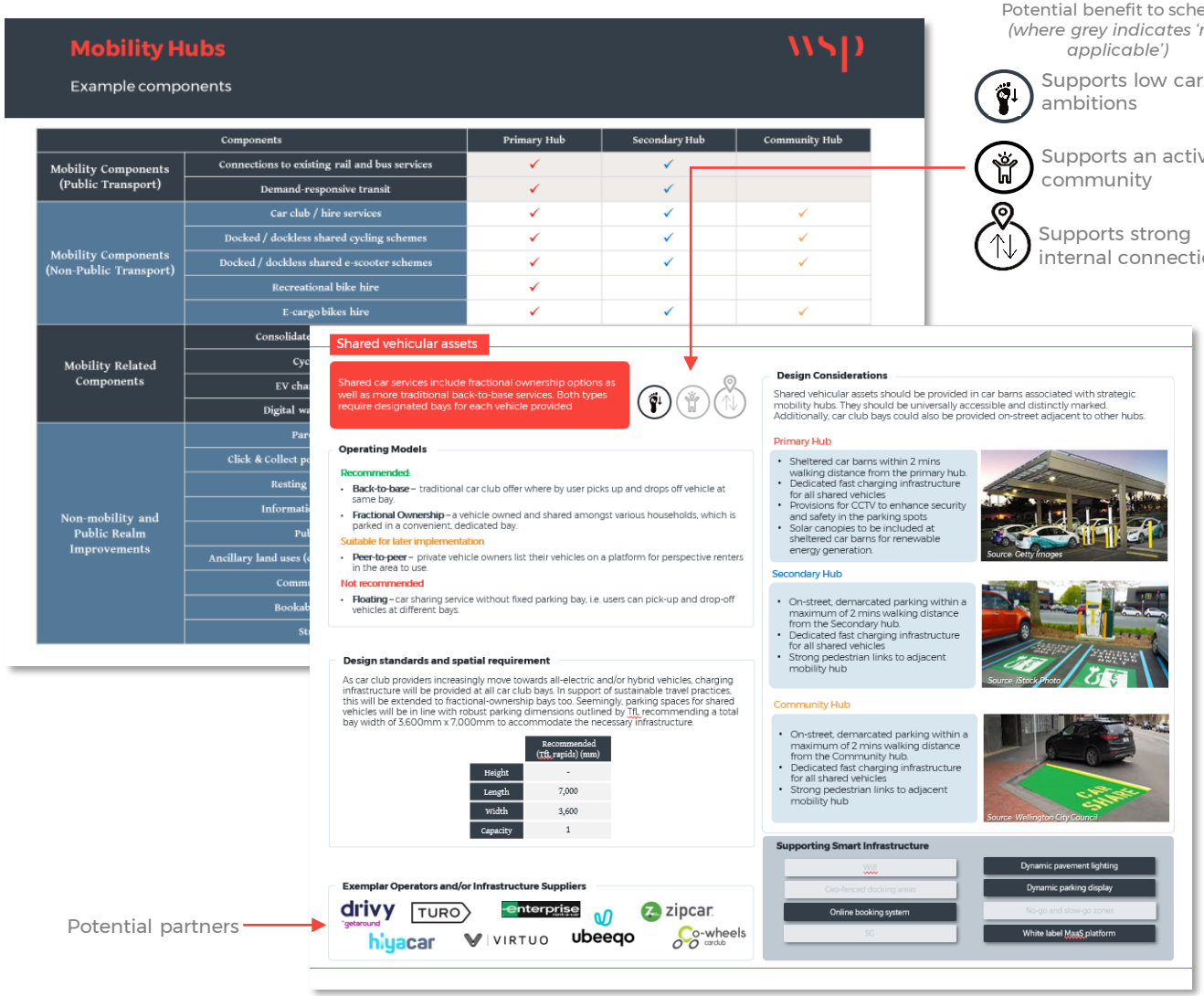
Project Premise

Otterpool Park is a proposed garden town near Folkestone, that will provide up to 10,000 new homes and jobs. WSP's Future Mobility team led the development of a user-centric mobility strategy to support this exemplar Garden Town envisioned to enable people to live affordable, happy and healthy lives in high-quality homes.

The user-centric mobility strategy was an evidenced based approach to developing alternative trip generation and mode share scenarios. It included the proposal of layered mobility investments and interventions to support the aspirations for a 'net zero carbon' and 'car-lite' development, which centred around a mobility hub offer.

Our analysis **included identifying potential hub components** to meet future travel and community needs, as well as outlining the indicative provision and where these would be best placed across the masterplan.

Mobility Hub Dashboards where also developed to showcase the indicative spatial requirements of the potential mobility elements, outline operating models and provide high level design considerations, as an initial resource for informing detail design plans.



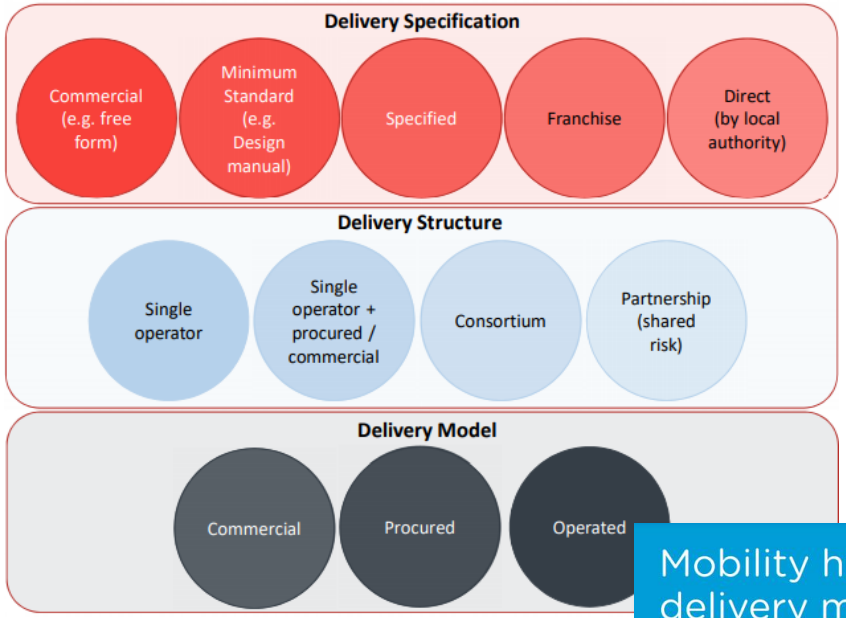
What are the key considerations for delivering commercially viable mobility hubs?

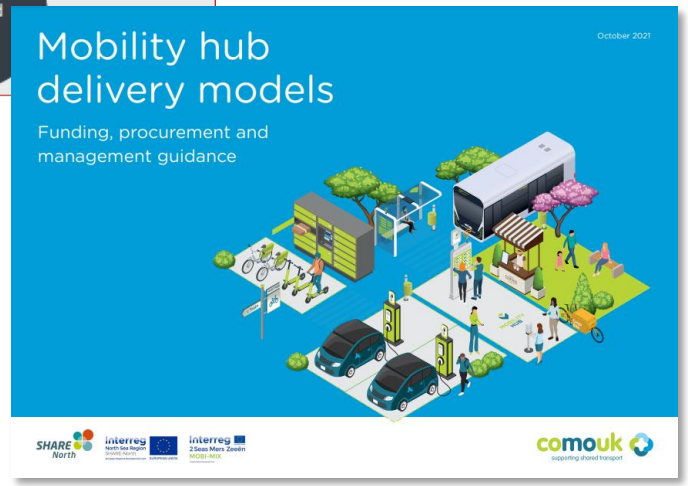
Project Premise

WSP's Future Mobility team supported CoMoUK (Collaborative Mobility UK) to develop research on the key considerations for viable mobility and community hub business models. This included:

- Recognising the local need for both **mobility and community services** to develop five typical combinations of components across different hub typologies used to formulate potential **business models**, **management approaches** and **revenue packages**.
- Investigating the key criteria for **assessing the viability of shared modes** and how they are interlinked with users and the hub concept.
- **Soft market testing** with key mobility operators and wider stakeholders through the **Mobility Hub Forum**.

This culminated in a published piece of work providing new guidance on the funding, procurement and management of mobility hubs, which can be found here.





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