



Department
for Transport

Future of Mobility Grand Challenge New Anglia LEP Transport Board





The Industrial Strategy



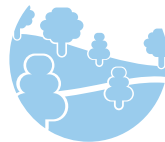
The Industrial Strategy established Grand Challenges to:

“...put the UK at the forefront of the industries of the future, ensuring that the UK takes advantage of major global changes, improving people’s lives and the country’s productivity”



Future of Mobility

We will become a world leader in the way people, goods and services move



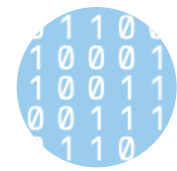
Clean growth

We will maximise the advantages for UK industry from the global shift to clean growth



Ageing

We will harness the power of innovation to help meet the needs of an ageing society



Artificial Intelligence

We will put the UK at the forefront of the AI and data revolution.

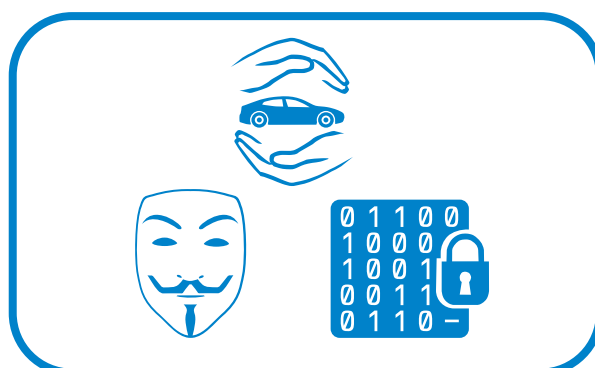
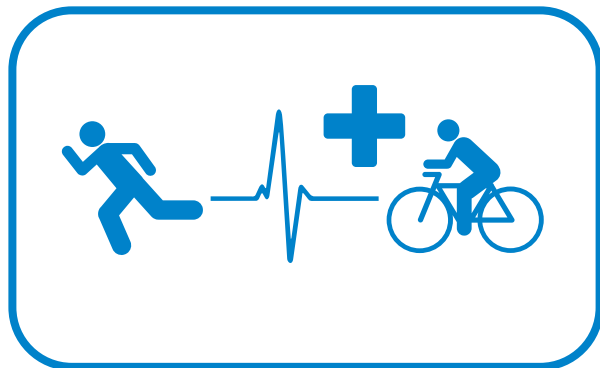
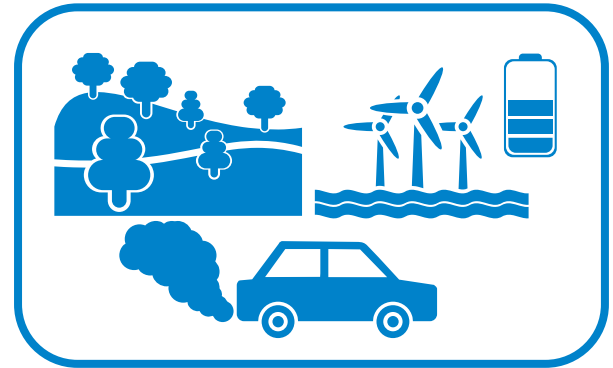


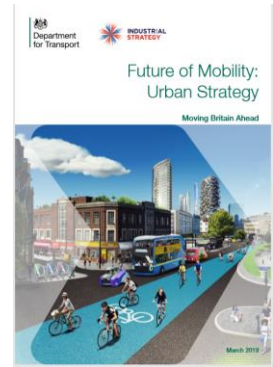
Transport Trends - What is Changing?

1. Data and Connectivity are transforming journeys
2. Transport is becoming increasingly automated
3. Transport is becoming cleaner
4. New modes are emerging
5. Travel demand is rising overall but falling at an individual level
6. The population is ageing and travel choices show clear generational differences
7. Consumer attitudes are changing
8. New digitally enabled business models are emerging
9. Shared mobility is becoming more prevalent



Where is this leading us - Utopia or Dystopia?





Future of Mobility - Guiding Principles

In facilitating innovation in urban mobility for freight, passengers and services, the Government's approach will be underpinned as far as possible by the following Principles:

- 1 New modes of transport and new mobility services must be safe and secure by design.
- 2 The benefits of innovation in mobility must be available to all parts of the UK and all segments of society.
- 3 Walking, cycling and active travel must remain the best options for short urban journeys.
- 4 Mass transit must remain fundamental to an efficient transport system.
- 5 New mobility services must lead the transition to zero emissions.
- 6 Mobility innovation must help to reduce congestion through more efficient use of limited road space, for example through sharing rides, increasing occupancy or consolidating freight.
- 7 The marketplace for mobility must be open to stimulate innovation and give the best deal to consumers.
- 8 New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.
- 9 Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system.