

Smarter Travel

What Works and Why



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Smart Transport Systems

- Connections to enable informed people, optimising transport choices and energy systems to create better places



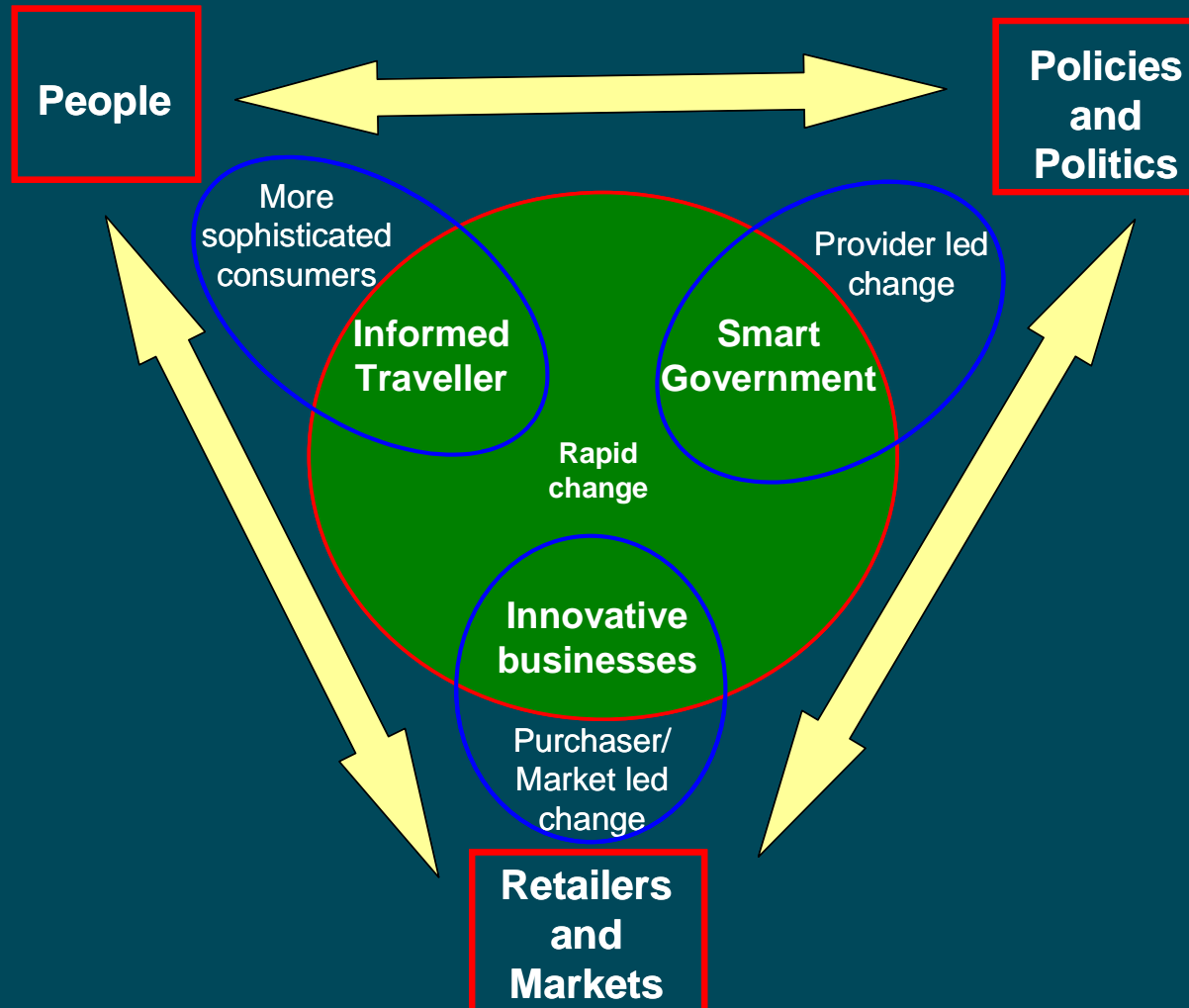
Delivering Desirable Change in an Uncertain World

With many uncertainties the sensible course is to focus on known facts and enable as many options as possible

What are the facts and what are our options?
Making the most of our potential

Start with evidence and build delivery partnerships

Smarter Travel with Shared Aims and Responsibilities



Planning for Possible Future Scenarios

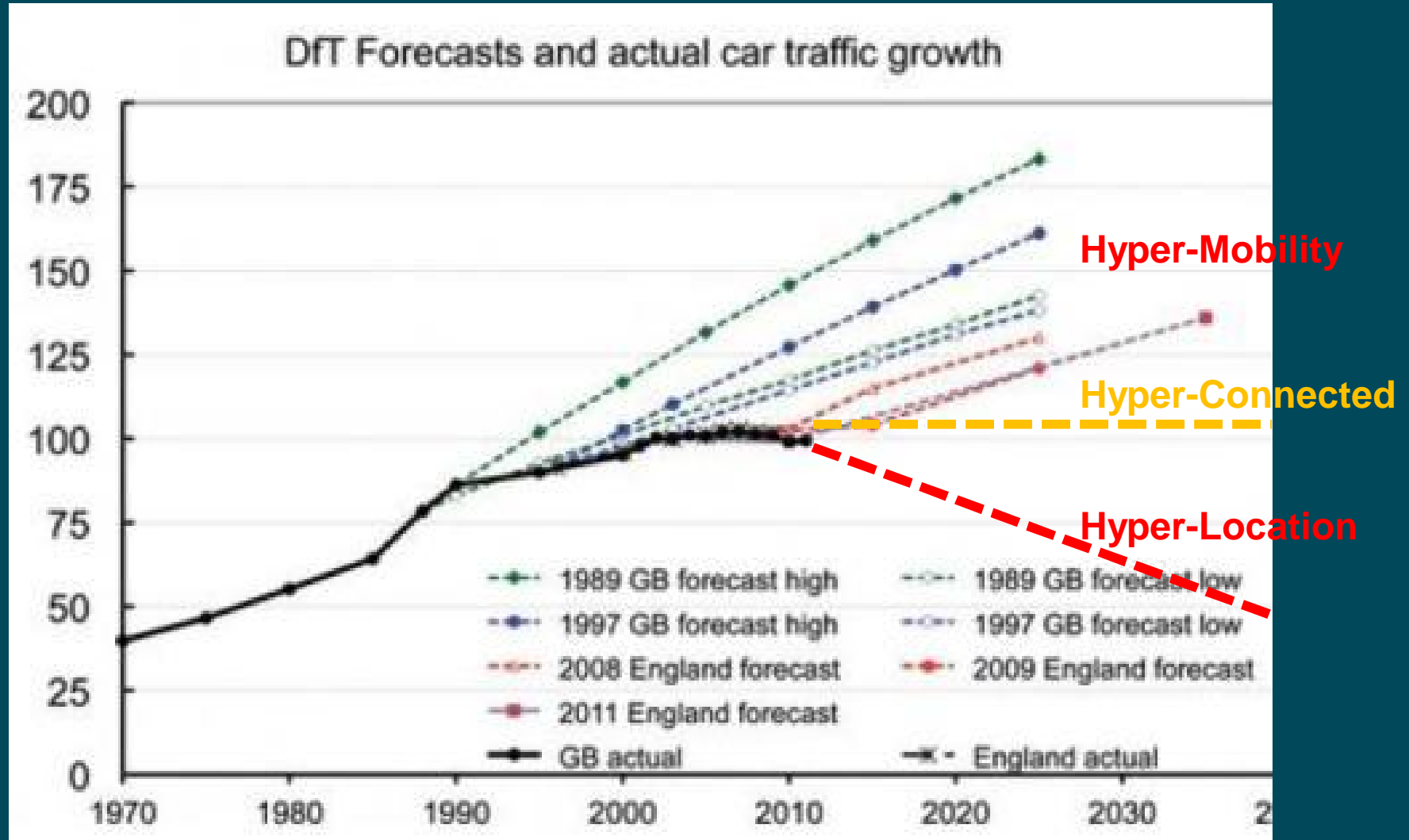
Hypermobility

Localism and
place making

Resilient and
adapting

Hyper-
connected

What Changes are Needed to Infrastructure



Going

Delivering

Smarter



Travel Choices

Place Making

Place making investment programmes

- Work with local people and businesses
- Shared investment programmes in urban realm



Social Trends for Smarter Choices

Buying mobility
as a service

Clean and
green

Wanting it
all

Healthy
lifestyles



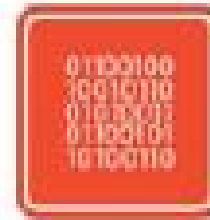
CONNECTIVITY

Consumers are more connected.
"Using the internet is so easy and sometimes it can be cheaper too!"



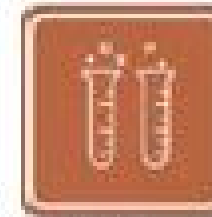
POST MATERIALISM

Consumers think beyond products:
"I like to know the shop I am buying things from is reputable and fair to its workers"



ABUNDANCE

Consumers have more stuff:
"Nowadays we have a television in almost every room. We would have never dreamed of that when I was younger"



WELLNESS

Consumers are health conscious:
"I think it's important not just to look good but to feel good, to feel healthy inside"



PRESSURED

Consumers are time poor:
"We just don't have the time to fit everything in these days - sometimes you feel as if you just want to escape"



DISTRACTED

Consumers are distracted:
"Shopping isn't always fulfilling - there is more to life than buying stuff"



LIMELIGHT SYNDROME

Consumers seek identity:
"Being fashionable and in tune with the latest trends is important to me; I like to keep up with the celebrities"



DEMANDING

Consumers expect more:
"I'm much more likely to complain than I used to"

Connected
convenience

Experimental
experiential

Cyclist, driver,
football fan?

Value,
quality,
reliability

Augmenting the Reality of Citizens with new “Windows on the World”

A New Industrial Revolution

Glasgow was an engine of the 19th century industrial revolution of shipbuilding and manufacturing. Some people call the transition to a smart clean city the new 21st century industrial revolution.

Instead of economic growth from more consumption, we can live and work smarter. An economy of new experiences is replacing the economy of more goods.

In Focus

Have You Considered?

Find Out More

The knowledge revolution depends on what you know about your neighbourhood. Thinking about all of the stages of your journey today try completing the feedback form for each stage at www.glasgowsmart.info

Check how much money you could save by travelling more cheaply. How could you spend the money instead?

Measure the carbon footprint of your travel. Complete the online calculator at www.glasgowsmart.info

What could you change to reduce the carbon you use when travelling?

Scan the code



Many Barriers to Smart Working

- Inconsistency and loopholes in policies and legislation -Transport, health, education, social work, employability/regeneration
- Accountability and funding – More service level agreements and performance management needed to turn aspirations of plans into funded programmes



The enabling framework from Scottish Government

- Nationally enabled...Locally promoted
 - Funding – transport change investment
 - Tools/technology/publicity
- Bend spending
 - Planning and development
 - Delivering systems and network
- New types of payments and accounts
- Community Empowerment
 - Participation and asset transfer



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