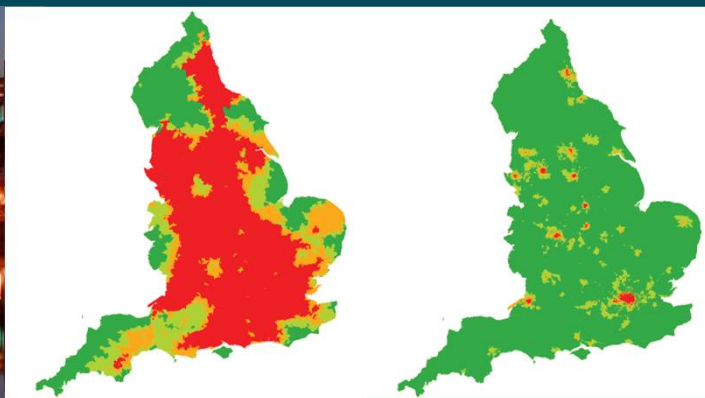


Economic Potential and Transport Investment



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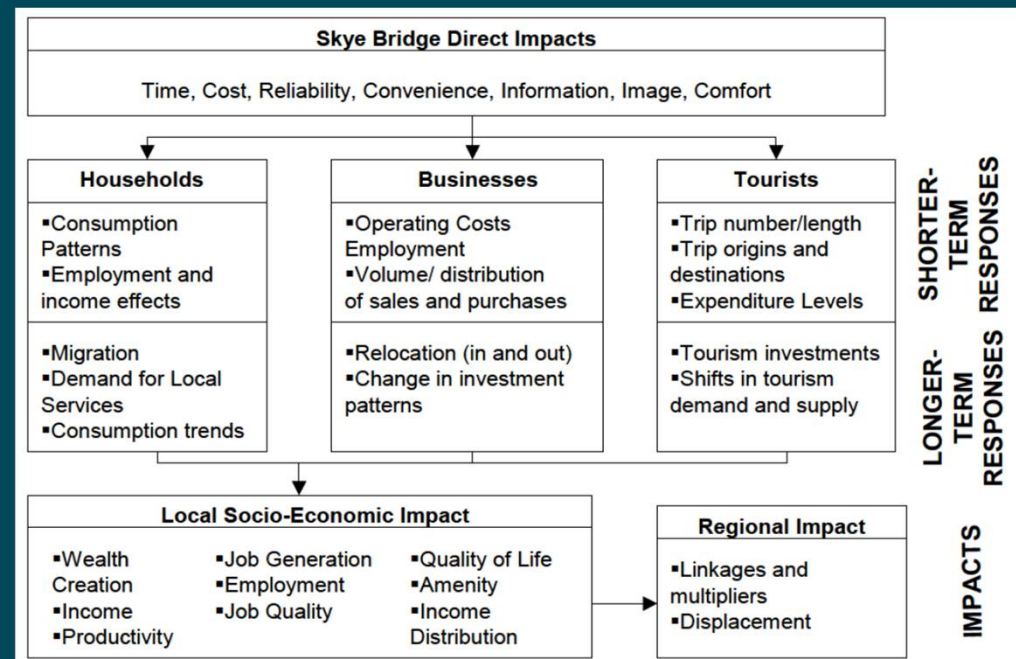
Uncertainty and the Economy

- “With so many uncertainties....the sensible course is to focus on known facts and give yourself as many options as possible” (John Kay November 2015)

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

Economic Analysis does not need to be consistent to be rational

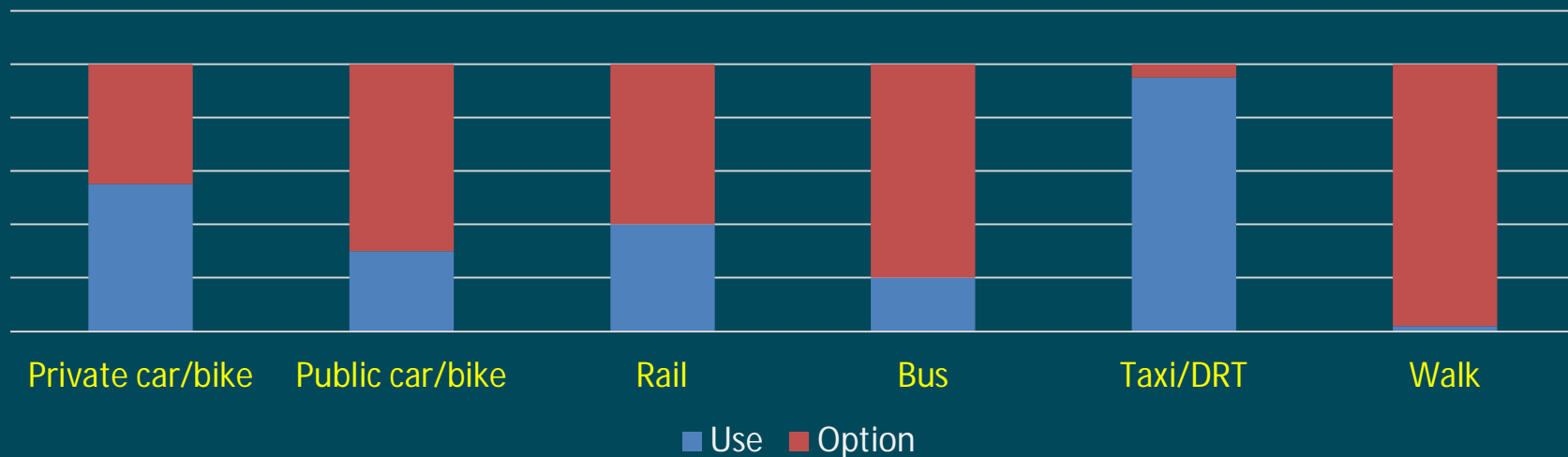
The transport economy often competes successfully with the wider economy and the net benefits of transport growth are not necessarily positive



Skye bridge socio-economic-impact study 1995-2007

Does our analysis guide us to good decisions?

Use, Non Use and Opportunity - the Value of Accessibility



- The facts
 - Travel demand – **transport statistics**
 - Travel time/cost to destinations – **accessibility/connectivity statistics**
- Business model innovation to realise potential

The National Statistics

<https://www.gov.uk/government/collections/transport-connectivity-and-accessibility-of-key-services-statistics>

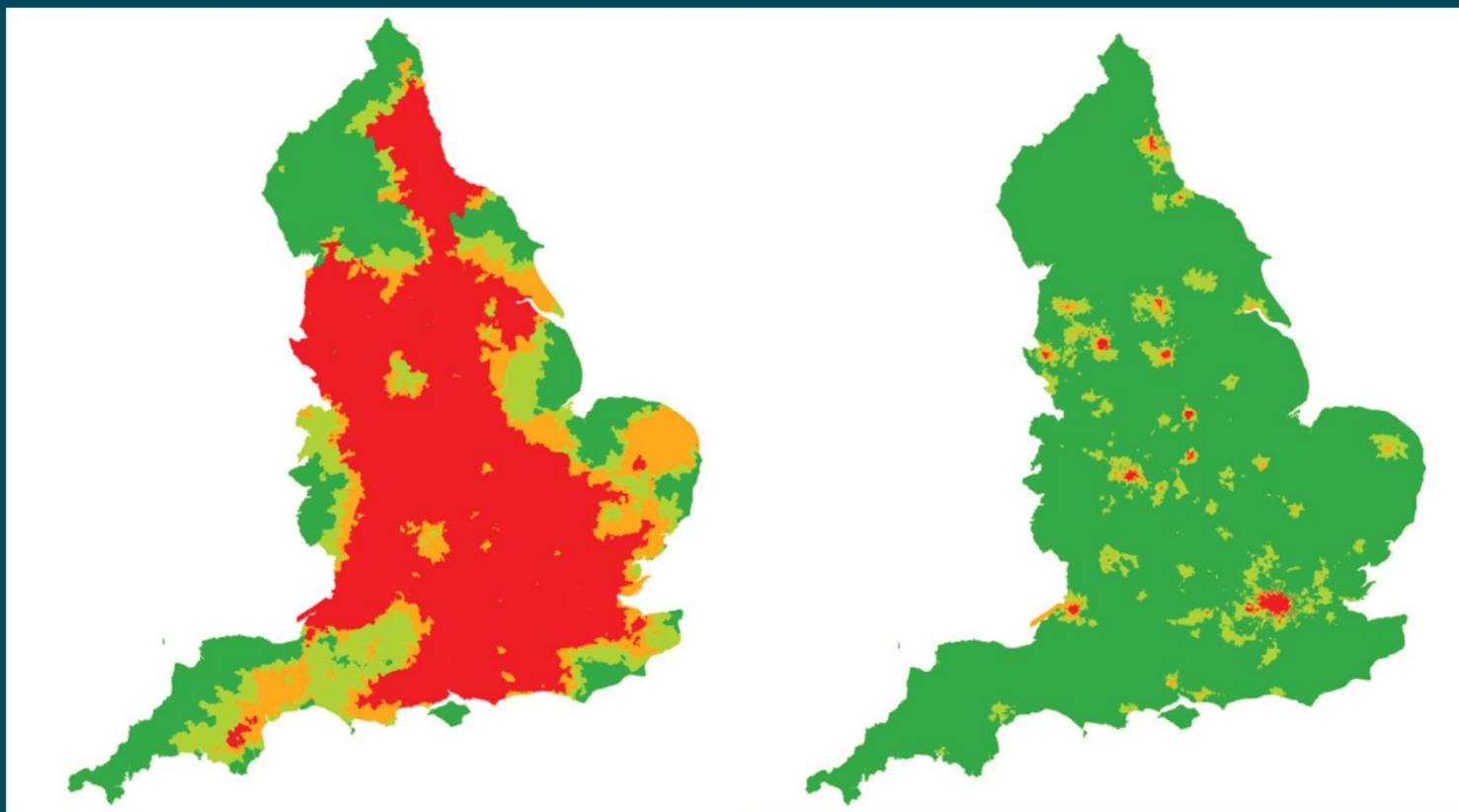
- 11 destination types and 7 population types at LSOA
 - Origin – opportunity/choice
 - Destination – people catchments
 - Utility – total time
- Accessibility (connectivity) to:
 - Transport – Airports, stations, junctions
 - Education – PS, SS, FE
 - Work – no. jobs, catchment of employment (job centre)
 - Health – GP, Acute Hospital
 - Retail – Grocers, town centres, (post office)
- By car (observed), bus/rail/tram(timetabled), walk/cycle

$$A_i = \sum_{j=1}^{j=J} O_j * f(c_{ij})$$

$$A_i = \sum_{j=1}^{j=J} P_j * f(c_{ij})$$



Who has a Choice of More than 50,000 Jobs?



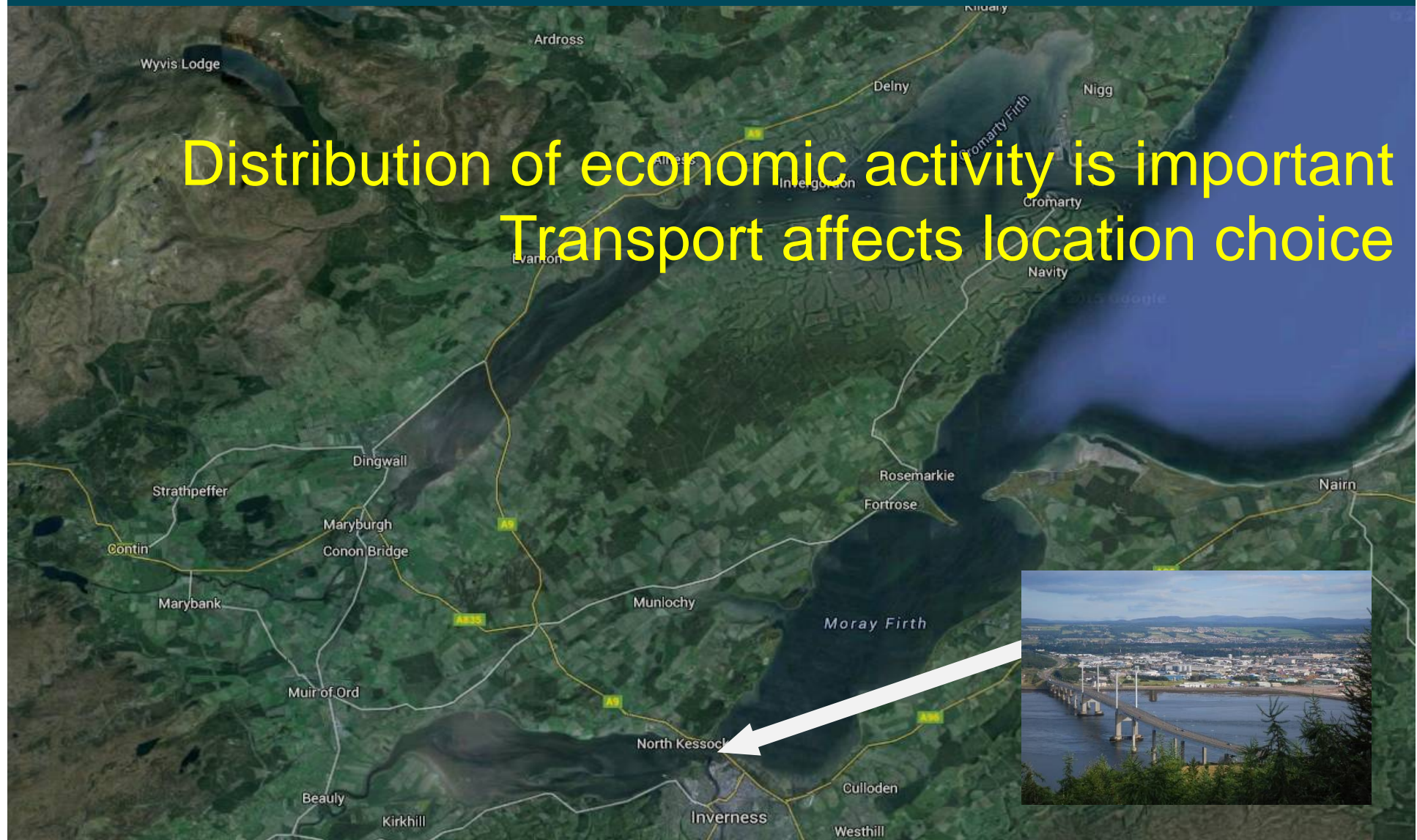
If you want a big choice of jobs then you need to live near a city or have a car

Main Uses of Accessibility Statistics in Europe

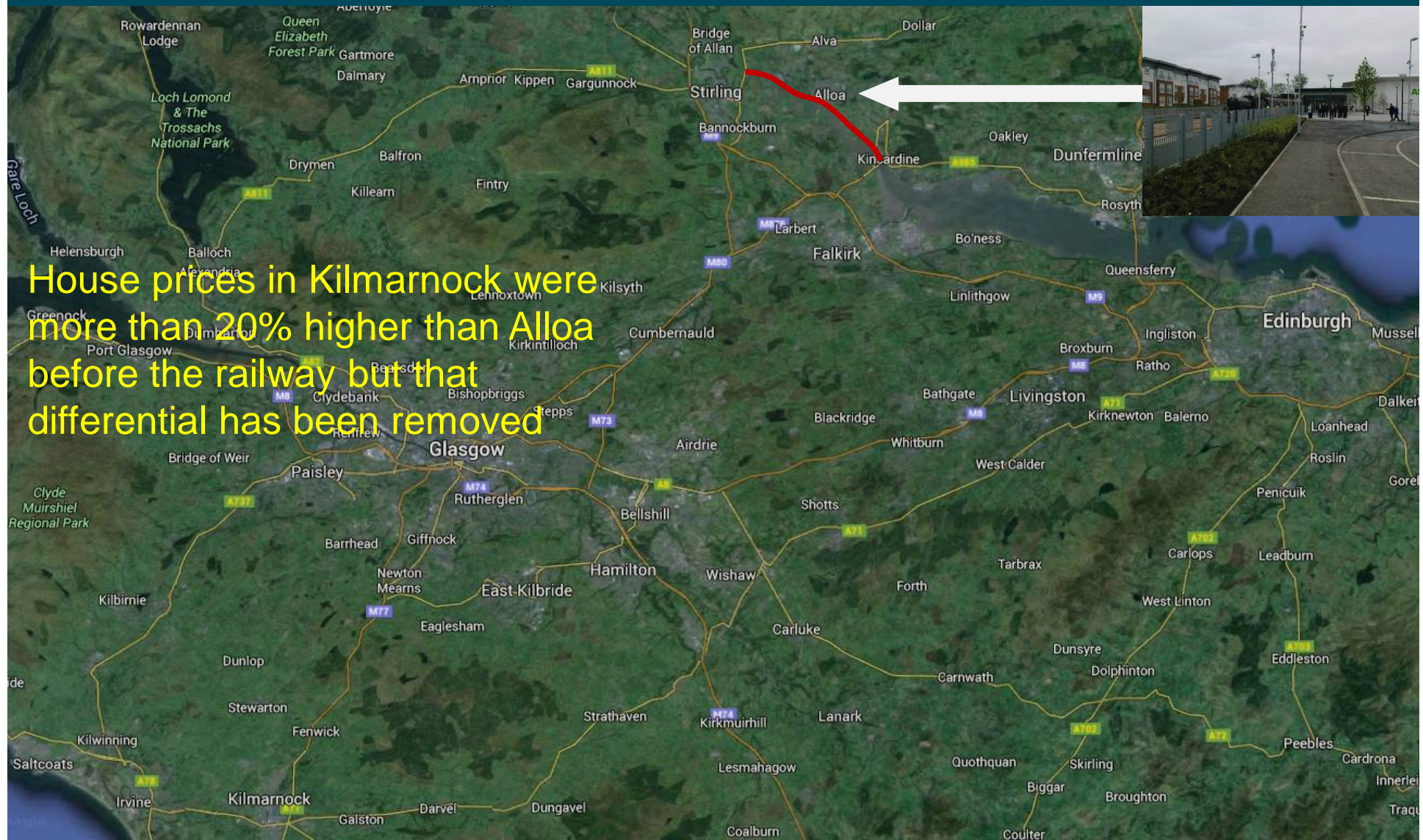
- Commercial catchment/market analysis
- Spatial policy/regional development
 - Indicators used to identify eligibility for Government investment (Germany)
 - Deprivation indices often also linked to investment
- Transport and planning policy
 - Development planning (Netherlands)
 - Development control
 - Social inclusion and opportunity for all (UK)
 - Transport appraisal

Case Study – Employment and Retail Catchments Inverness

Distribution of economic activity is important
Transport affects location choice



Case Study – Rail Network Coverage



Case Study – Transport for Regeneration



Managing Uncertainties to Maximise Potential

- Statistics that help us to make informed judgements in an uncertain world are often concerned with the value of connections
- Informed people, optimising transport and energy systems to create better places

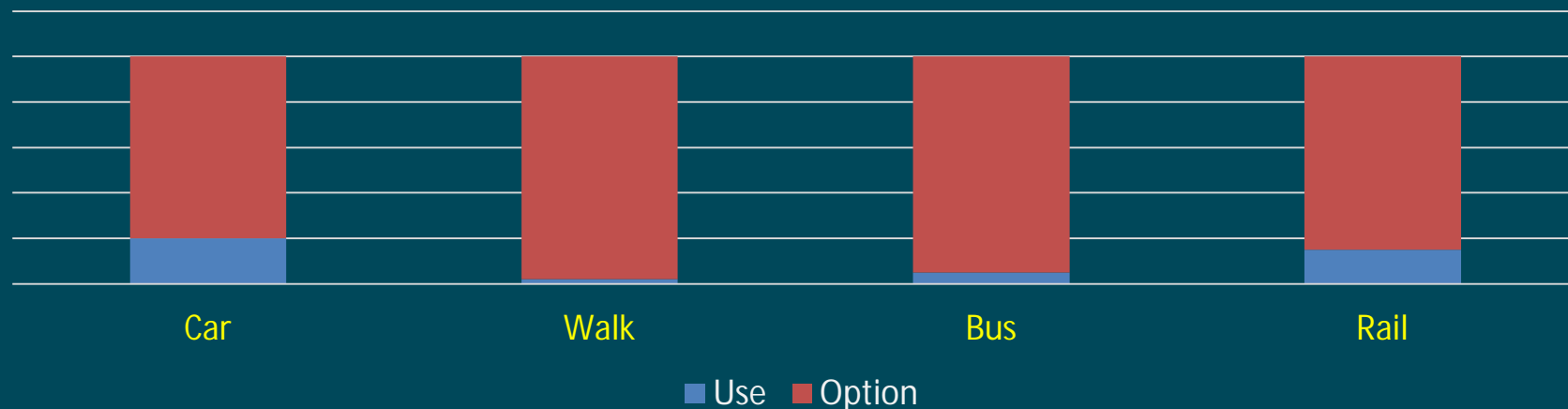


Making the Most of Our Potential



- Joint development
 - New business models to manage value creation from transport investment
 - Taking on more functions, deriving added value and securing the revenue through contacts
 - Designing packages that attract investment
- Managed accessibility
 - Transport benefits are valued differently spatially and temporally and more direct charging is needed

Focus Less on Use and More on Opportunities Transport can Enable



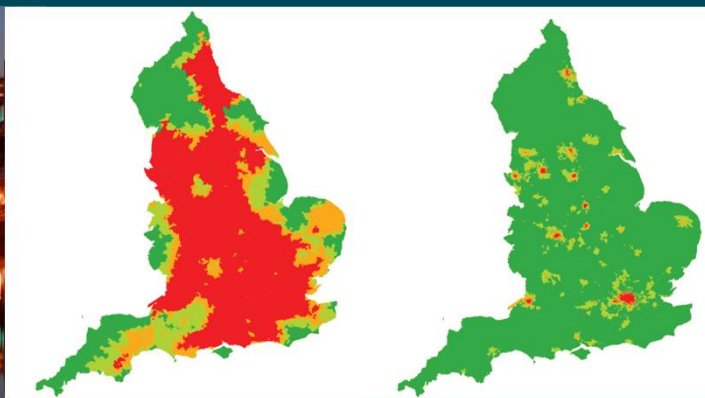
Transport use is only a small part of transport's role in the economy. Offering accessibility and mobility as a service will deliver sustainable economic development by shaping rather than just predicting value

Developing a circular economy harnessing economic, social and environmental potential

- Accessibility as a service
- Making more of our data to bundle wider benefits with transport
- Smart customer relationships with simpler technologies



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