Integrated National Transport Strategy: a call for ideas

Respondent details

Q1. You are responding as an:
organisation?

Organisation details

Q8. What is the name of your organisation?
ADEPT

Q9. You are:
content to continue contact via email hannah.bartram@eastsussex.gov.uk

Q10. What is the approximate total number of employees in your organisation?
2 to 9

Q11. What best describes your organisation?
Another type of organisation: ADEPT is a membership based professional organisation based in England that represents: 100+ county, unitary and combined authority members, 6 sub-national transport body members, and 2 Corporate Partner members.

Joined up working

Q15. In your opinion, how could the transport network be better 'joined-up'?

1. Integration must be built into new major transport infrastructure schemes:
New major sustainable transport infrastructure must integrate with the local transport network (i.e. local transport connectivity to new major transport infrastructure).

These schemes should also be accompanied by investment in behaviour change initiatives (to help encourage the use of new infrastructure) as well as investment in initiatives that improve the inclusivity (i.e. ensuring that new major infrastructure is attractive and accessible for all types of users).

2. Improve communication between organisations:
The transport system in England is fragmented, with different services and infrastructure maintained and operated by different organisations. These organisations often work in silos, focusing on their own parts of the network (with different ambitions and objectives ranging from commercial goals/profits and public service requirements). While there is an expectation for key transport stakeholders to communicate and collaborate, particularly in the development of new schemes, this often does not materialise or occurs later on in the design process during statutory consultations.

To help support the development of more 'joined-up' up transport networks, better communication is needed between stakeholders to ensure all stakeholders are aware of the challenges and opportunities faced by different transport organisations. This should help to identify the best case solution and fulfil the requirements of as many stakeholders as possible. It is noted that the English Devolution White Paper may bring about changes that allow for opportunities to improve public transport and active travel services.

Information sharing and joint decision-making across different organisations and government departments must be considered, especially for schemes that involve different local authorities. Decisions on transport cannot be made in isolation. For example, a decision to centralise health services could lead to impacts on transport.

3. Capitalise upon Local Authorities unique position to help coordinate and promote multi-modal journeys:
Local Authorities are area-based not mode-based. As such they are ideally placed to coordinate and promote multimodal journeys, particularly because many journeys will start on the Local Authorities network (e.g. using active travel infrastructure to access the station). However, a significant amount of transport investment is directed to national, 'mono-modal' agencies (e.g. National Highways and Network Rail).

4. Address financial, physical and digital barriers to multi-modal journeys:
In many urban areas, high-quality transport infrastructure and services already exist. However, existing transport services and infrastructure are not always well connected, resulting in a poor user experience. To better 'join-up' the transport network, there is a need to address barriers to connectivity, including:

Financial barriers (e.g., having to buy different tickets for different parts of the journey) – This can result in non-car journeys costing significantly more than car travel. This makes it more difficult for the end user to justify sustainable transport, especially with additional cost-of-living concerns.

Physical barriers (e.g., accessibility issues that make it more difficult to change modes, such as bus stops not being located next to railway station entrances or personal safety issues originating from lack of street lighting/CCTV) can result in transport services or infrastructure being inaccessible, unsafe, or unattractive. Public transport, active travel, and micro-mobility modes need to be fully integrated to

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enable seamless end-to-end journeys by all users. People living within walking and cycling catchments of major transport interchanges (e.g., rail stations) should be able to access these services. This does not necessarily require new infrastructure and could be achieved by upgrading existing routes, including the PRoW network. Mobility hubs provide an opportunity to better integrate transport services and facilitate multi-modal journeys. However Local Authorities need support and guidance to ensure these are delivered successfully.

Digital barriers (e.g., the need to use different apps or platforms to purchase tickets or manage access to services, such as different parking apps or bike/e-scooter hire apps in different areas) – This can make transport options confusing and create the perception of an inconsistent transport network for the end user. It should also be noted that some demographics are not able to access digital services such as mobile phone apps or NFC payments. Information and opportunities should ensure all users' needs are met.

5. Address Local Authority funding and resource constraints:
Local Authority funding for transport is typically a mix of short-term ring-fenced and non-ring-fenced funds, which can lead to transport infrastructure and services being squeezed due to other financial pressures.

Local Authorities, responsible for the majority of the highway network in England, are well positioned to improve the physical integration of transport modes (e.g., addressing pinch points in cycle networks or improving bus stops), but their ability to do this is often limited by their funding and resources.

There is a distinct lack of long-term, non-modally specific funding streams available to Local Authorities. The current process of preparing bids and receiving reward funding makes it difficult for Local Authorities to secure adequate infrastructure funding. This is often compounded by a lack of staff or resources within a Local Authority to support bidding for funding streams.

The lack of holistic funding streams available to Local Authorities (targeting an infrastructure-first approach) often leads to schemes being delivered piecemeal, making it difficult to integrate combined transport improvements.

To address this more funding should be developed to regional and local stakeholders (i.e. Strategic Authorities and Local Authorities). These organisations have flexibility and breadth of focus to allow 'joined-up' multi-modal planning, in partnership with these national agencies.

Local Authorities need funding for staff training to help support the design and delivery of an integrated transport network.

A 'joined-up' transport network is not just an engineering solution requiring capital funding. Long-term revenue funding is needed to support integrated travel behaviour and marketing activities to make 'joined-up' journeys the norm. The effectiveness of this would be maximised when coupled with new infrastructure investment.

6. Improve the sharing of information and resources:
To help ensure transport services best serve the local community in which they operate, there is a need for better sharing of information and resources. This information would support better planning of transport services in an area and create a more resilient network by enabling operators to better handle unforeseen events.

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The sharing of data that is traditionally considered commercially sensitive, such as patronage and usage numbers, should also be considered. This would enable better coordination between different transport service providers.

To maximise the benefit, data should be made freely available in standardised formats, covering both traditional modes (e.g., highway network, bus, rail) and micro-mobility modes (e.g., e-bike hire, e-scooter hire). For example, Local Authorities across the country are paying large amounts for mobile phone data to feed transport models and inform transport decision-making. This is an additional financial cost upon already financially constrained Local Authorities.

The expansion of data.gov.uk to include more analysis, processing, and presentation of large datasets could reduce resource and financial costs on individual transport operators and organisations. This would enable transport organisations to dedicate more resources to identifying and resolving day-to-day transport issues.

7. Reduce the physical, digital and temporal segmentation of transport services:
Physical segmentation -Transport infrastructure / services are often segmented based on their operator or organisation responsible for the infrastructure. Better physical integration between national and local transport infrastructure / services would help reduce severance/segmentation of different services. This will help create a clearer, more efficient, and affordable transport network for the end customer.

Digital Segmentation - The segmentation of different transport services across various digital platforms can cause confusion and hinder the creation of a truly integrated transport network (e.g., the need for multiple apps to pay for parking or to see real-time information on services). New technologies could support the development of Mobility as a Service (MaaS) and help optimise existing transport services, generating increased benefits from planned infrastructure improvements, primarily through ease of use for the consumer. However, the deployment and implementation of new technology to improve the transport network will need to be led by the Government. Without additional funding or resources, Local Authorities are unlikely to support and deliver the level of change required to create an integrated transport network.

Temporary segmentation - Transport services are often segmented based on times of the day, primarily focusing on facilitating journeys during the AM and PM weekday peaks. To create a joined-up transport network, there is a need to explore effective forms of transport for connections outside of peak working/commuting hours.

8. Work with Local Authorities to develop movement and place strategies:
Integrated transport should be considered at the earliest opportunity. To support this, Local Authorities should receive support and guidance for establishing movement and place strategies, as well as standard transport strategies, to enable vision-led transport provision. This is an approach to transport planning based on setting outcomes for a development based on achieving well-designed, sustainable and popular places, and providing the transport solutions to deliver those outcomes as opposed to predicting future demand to provide capacity (often referred to as 'predict and provide'). This will help recognise that there are different place types – there is no 'one size fits all' approach.

This should adopt a people-centric approach focused on the required outcomes. This would avoid treating 'the public' as a homogenous group and provide Local Authorities with a more detailed understanding of local populations and their travel behaviours which could lead to solutions that better

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serve target markets. This could involve developing the DfT Transport User Personas, with a clearer methodology for surveying and applying these at a local level to inform transport planning activities.

9. Support the upskilling of the workforce:
The onset of new technological solutions and datasets will require new skillsets and experienced staff to effectively implement the proposed integrated transport strategy and other future planning opportunities. National government bodies need to provide upskilling and training to enable Local Authorities to utilise these new technologies and datasets, supporting an effective integrated transport system.

Data and technology

Q16. How could data be used to improve the transport network?

1. Reduce the cost of monitoring highway assets
Local authorities are significantly resource-constrained, and monitoring and maintaining highway assets remains a substantial challenge.

The use of new technologies and AI could help improve asset management for local authorities by enabling them to identify issues earlier, reducing the need for more costly repairs or replacements later. AI can cooperate with innovative real-time data capture to enable better integration of the transport network.

The use of mobile phone data could also support origin-destination demand modelling and help feed into potential demand responsive transport (DRT) modes.

2. Help users make informed decisions on their travel choice and improve the end user experience
The availability of routing and timetable information has already led to the development of high-quality navigation apps, such as Google Maps, that make it easier for people to plan their journeys. This data, combined with payment information from transport operators, could support the development of universal transport apps or platforms, allowing users to plan and pay for transport services from a single point of service (e.g., Mobility as a Service (MaaS)).

Navigation apps for planning journeys by car are already very accurate as they often source real-time information from users' phones. However, for some modes, such as buses, data remains unreliable. Increasing the use of technologies that collect reliable real-time information would further enhance journey planning apps and platforms (e.g., using reliable GPS on all bus services) and offer an option that is currently perfected for private car travel.

Information regarding accessibility should be easily available for all users to help inform personal transport decision-making. This should be in an accessible, easily readable format. All information available on the apps should also be available in a physical form to ensure less separation of vulnerable, less technologically literate populations from an integrated transport system.

Consistency of information to the end user is key, both in the provision of information and in the branding and promotion of transport services. If the information received by the end user appears inconsistent and lacking integration, the perceptions of the available transport network/provision will likely be the same. This is likely to reduce the attractiveness to most transport users.

3. Support future investment decisions
The free availability of high-quality data on the performance of the transport network could help better inform future investment decisions by identifying demand and pinpointing areas where the transport network is not as integrated as desired (e.g., data on current public transport patronage).

Data should also be available for person-centred travel, detailing the types of populations present in given locations. This would help guide decision-making for effective and commercially viable forms of transportation, especially for identifying improvements to accessibility or personal safety.

4. Analyse Health benefits of transport
An integrated transport system is likely to bring benefits to healthcare through improved air quality with reduced emissions, increased physical activity, and reduced collision risk from private vehicles. Data regarding the benefits to healthcare should be readily available and monitored to strengthen the case for

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an integrated transport system. Healthcare data could also be used to inform transport provision decisions (e.g., introducing active travel improvements to areas with low physical activity).

5. Help identify road safety improvements
Safety performance indicators (SPI) can be used to help identify improvements to road safety in the transport network. Certain datasets, such as 85th percentile speeds, vehicle flows, emergency service arrival times, connected vehicle data, and roadside quality data, should be assessed.

6. Increased data standardisation across administrative boundaries
Data consistency needs to be improved to ensure standardised datasets, with data easily available for all users where possible.

Increasingly, the National Street Gazetteer and Find My Place are being used by government and the public, while the legal record, List of Streets, has a very variable standard of upkeep across Highway Authorities. With the advent of D-TROs, autonomous vehicles, and more efficient responses to property searches, there is increasing logic to look at single standardised datasets across the country. Having accurate and up-to-date datasets is crucial for ensuring accuracy in journey planning and traffic information.

Data used in the decision-making process remains static and segmented across different administrative boundaries, with little communication and collaboration between organisations. This is either the direct cause or a symptom of this phenomenon.

Consistency in data collection processes will require guidance to support the procurement of consistent datasets that can bridge the gap between different authorities and organisations. This should be consistent across different modes of travel to make meaningful comparisons between the challenges and benefits for more than just private vehicles.

7. Support better collection of data on freight movements
Limited data is currently available on freight due to commercial viability/sensitive reasons. Increasing the availability of freight movement data will allow for better integration of freight movements into the transport network and support the development of Freight Strategies by Local Authorities.

Q17. How could technology be used to improve the transport network?

1. Support the transition to net zero:
The continued advancement of electric vehicles and other zero-emission technologies will help support the decarbonisation of the transport system (e.g., with the use of hydrogen or electric vehicles), particularly within sectors that have not yet seen the mass adoption of zero-emission technologies (e.g., freight, aviation, and maritime). In addition to zero-emission vehicle uptake, car sharing and car club schemes can also provide affordable approaches to the net zero transition.

Physical transport infrastructure can also support the transition to net zero by adopting the use of low carbon materials, decarbonising energy sources (e.g., solar or low-energy LED lighting), delivering carbon sequestration through appropriate verge side management – the DfT funded Live Labs 2 programme is exploring how to decarbonise roads (see www.adeptnet.org.uk/livelabs2 for more information).

It is important that new transport infrastructure embraces new technologies from the onset, similar to how electric vehicle charge points are rapidly becoming expected in new developments. This can make sure new transport infrastructure future ready.

2. Reduce the need for the car for short and medium distance journeys:
Micromobility modes such as e-bikes and e-scooters present a real opportunity to reduce the need for short and medium distance journeys by car. However, the current legal status of these modes (only e-scooter hire in trial areas is legal) and lack of infrastructure are barriers to their use.

The government should continue and expand existing e-scooter trial areas, exploring a permanent solution for the use of e-scooters across England, based on safety data collected in the trial areas. The importance of e-mobility should not be underestimated, as it can make active travel more attractive to most transport users and introduce longer distances to most users' cycling habits.

At present commercial viability and local funding remain barriers to implementation and roll-out of e-scooter and e-bike schemes and should be addressed to provide more public micromobility schemes for first mile/last mile movements.

3. Facilitate the roll out of new transport services that improve the efficiency of the transport network
New technologies will help improve the efficiency of the transport network. This could include the roll out of Connected Autonomous Vehicles, Mobility as a Service (MaaS), and drones.

4. Support the creation of a more efficient, reliable, and resilient transport network
New technologies can support the planning of journeys, mitigate the impacts of disruption (e.g., rerouting users via different routes or modes), and monitor the performance of the transport network so that action can be taken earlier.

5. Digital Twins
The concept of 'digital twins' has significant potential as a powerful tool for modelling and evaluating transport interventions, including those aimed at behaviour change. Consistent and comprehensive data strategies will be needed to support the development and use of digital twins.

6. Support the identification of non-mapped active travel routes
Technology could also be used to help identify non-highway active travel routes. Many multi-user routes and cycleways are under lease agreements or owned by local councils or other bodies such as National

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Parks, Forestry England, National Trust, etc., and won't necessarily be recorded as highways. These routes need to be mapped as they can be effective transport options complementing journeys on the public highway network.

Call for ideas

Q48. How, if at all, would you improve the way decisions are made about the transport network?

1. Reform of the planning system
Transport planning and urban/spatial planning are often segmented and, at worst, in conflict with each other. This segmentation leads to constraints on the amount of development and building (especially new housing) that can take place, leaving existing and new urban areas without adequate transport links. Transport should be inextricably linked with urban development to reduce barriers to implementing new developments and transport provision, and to mitigate adverse transport impacts.

There is a need to consider whether the planning system can be simplified to ensure better coordination and unified decision-making. In some areas, different transport and highways elements are managed by different tiers of government. For example, the district council may be responsible for parking, while the county council is responsible for the highway network. The Devolution White Paper seeks to address this issue, but there is still a risk of different decisions on transport and highways matters being made by different organizations. It is important that all issues associated with transport are considered collectively.

The planning system restricts development and construction with lengthy and time-consuming processes for implementing Development Consent Orders (DCOs). This increased length of time (and subsequent cost involved) introduces risk, as the system cannot adapt to changes in demand, market conditions, or local and national political pressure.

2. Review of the business case process
The business case process is time-consuming and costly, and the methodology applied within Transport Assessment Guidance (TAG) is traditionally skewed towards elements such as journey time reductions. There is a need to improve guidance on developing effective modelling tools for forecasting the impacts of growth, sustainable transport interventions, and external factors.

The integrated transport strategy should support amendments to transport appraisal and business cases to encourage a vision-led, integrated approach to options identification and value for money assessments. For example, the journey time implications of transfer times between public transport modes are often captured as a disbenefit in appraisal, but the walking time from a car park to a final destination is not often similarly captured.

3. Improved involvement of the community and stakeholders in scheme development
Decisions on the delivery of new` local transport infrastructure are often made at a local level by local councillors. The political positions of local councillors can sometimes conflict with the political direction of national policy, resulting in delays for schemes that align well with national policy. To address this, it is important to enhance stakeholder and community involvement in scheme development. Public engagement should also be improved and made more consistent, allowing for increased co-production and inclusivity.

4. Greater consideration of rights of way network
There needs to be a far greater consideration of the public rights of way network and other green infrastructure routes when making decisions about the transport network. Public rights of way/ public access currently come under DEFRA. Greater collaboration between DfT and DEFRA is required to ensure a holistic approach is taken when it comes to decision making. A good example of this is D-TROs. There is an expectation that TROs for public rights of way will need to use the D-TROs format, yet there has been minimal consideration of public rights of way in the development of the platform and the impacts/burdens this could have on local authorities.

Final comments

Q49. Any other comments?

1. The strategy must include demand management measures:
An integrated transport strategy must include demand management measures. This is critical for creating attractive urban environments that are not dominated by private cars, have good air quality, and are safe and appealing spaces for people to work and live. To achieve this, there is a need to encourage a shift to sustainable modes of transport, particularly in densely populated urban areas with high-frequency public transport services. Historically, demand management measures have focused on pull measures such as bus priority. However, these have had limited success in encouraging significant mode shifts, as they often do not reduce the cost or attractiveness of traveling by modes with the worst environmental impact. More ambitious demand management measures, including road user charging schemes, need to be considered.

Historically, it has been challenging for local authorities to gain public and political support for implementing impactful demand management measure and as such strong Government support and leadership will be required.

2. Impact of EV Adoption on Funding and Congestion:
The adoption of EVs could reduce the real-world cost of driving, potentially leading to reduced funding for other modes of transport. This could make it more difficult for transport operators and organisations to create and deliver integrated transport networks.

There is a risk that the transition from an internal combustion engine (ICE) powered transport fleet to a zero-emission vehicle (ZEV) fleet could reduce the real-world cost of driving. This could result in EVs being used more frequently than ICE vehicles, particularly for short and medium-length journeys or when active or public transport might be more appropriate. This could lead to increase congestion and worsen road user safety.

The adoption of EVs may reduce government revenue (due to reduced fuel duty and lower taxation rates on EVs). While this revenue is not ring-fenced, it could result in less government funding being available for investment in transport services and infrastructure.

3 An integrated transport network must be inclusive for all users:
It is important that the Integrated Transport Strategy considers the inclusivity of the transport network. Different types of users will experience the transport network in different ways, and the experience of one type of users may not represent that of another.

An integrated transport network should identify that the core of the network is people, public health should be a priority with public realm, greenspace and personal activity levels to help improve overall wellbeing. Road safety should also be a priority in forms of health benefits, along with personal safety for everyone, including vulnerable users.

4. Maintenance of transport infrastructure
Public infrastructure should also ensure maintenance is incorporated into operation and financial viability in regard to funding. Continuous maintenance has the opportunity to enhance benefits and offer not only improved services, but also affordability for providers and end users (with more attractive and safer transportation).

5. Importance of marketing and promotion
Marketing and promotion is an important element in encouraging mode shift and sustainable travel

Q49. Any other comments?

behaviour. It is important that Local Authorities and other transport organisations have the funding to promote sustainable travel options.

6. Investment in new modelling services / technologies:
Investment into new modelling services / technologies should be investigated to identify the effects and opportunities of behaviour changing to sustainable and integrated transport modes.

7. Use of user centric data to understand existing travel habits
Existing data sources tend to fail in identifying the demand for travel in some instances, with no information on what barriers may exist between origins and destinations. More information on demand, and what inhibits demand with certain modes (e.g., unsafe active travel routes reducing walking and cycling) should be identified for a larger picture

Door-to-door and user-centred data would allow for a better understanding of existing travel habits as well as the existing barriers to sustainable transport uptake. However, these types of datasets are not readily available to all authorities and remain inaccessible due to high costs.

8. Publication of transport scheme costs
Better availability of scheme costs could help guide the development of cost estimates for new transport schemes using best practice at a national level.

9. Promotion of under supported modes
Car sharing and car clubs are an under-rated and under supported option across much of the country. These should be promoted and enabled through the Integrated Transport Strategy.

10. Realtime data capture and AI must play critical roles moving forward to enable better integration but will require upskilling in the sector.