

ITC NEWSLETTER

RESEARCH UPDATE

CUSTOMISED MOBILITY PRICING: WHAT ARE THE OPPORTUNITIES?



The ITC is committed to exploring how new technologies will affect transport and mobility. As a result, we have commissioned a new project exploring the impacts of changing how we pay for mobility. The prospects for fully customised mobility pricing across all modes of transport are greater than ever before. There is an urgent need for policy makers to understand more clearly the opportunities that this presents as well as the possible unintended consequences.

For the first phase of this research project, the ITC commissioned technology expert Neil Ridley to explore the technologies that will enable customised mobility pricing and the opportunities this will offer. This phase of work has involved workshops, interviews and desktop research, and the findings have been released in a new report published this March. The report provides the groundwork for the

second phase of the study by giving an overview of the technologies that will enable customised mobility pricing and how this is likely to develop.

The findings from this introductory study are of keen interest. First, it is clear that customised mobility pricing is not a single offering, but rather an operational model that allows a proliferation of new services to be developed. Second, customised mobility pricing provides an exciting new opportunity to create a rational and logical pricing mechanism across all modes. It is possible that other major policy objectives, whether social, economic or environmental, could also be aided by this new approach to pricing which could, for instance, take account of the costs and benefits of travelling at certain times or by certain modes and nudge behaviours accordingly. However, there is still much about the impact of customised mobility pricing that we need to discover. In particular, it will be important to understand public attitudes to these new systems and ensure that this technology best serves the common good. Will the take up be hampered by concerns about privacy, cost and ease of use, or will public attitudes be much less hostile as has so often been the case in the past? We will be shining a light on these and other relevant questions in the second phase of this research study which will report later in the year.

SPRING 2018

ITC EXPLORES THE FACTORS AFFECTING BUS TRAVEL DEMAND

A key ITC workstream has been the exploration of changing road and rail travel trends in Britain. The reports from this research have been widely praised and have highlighted the continuing fall in per capita car travel as well as the robust nature of rail demand. A further major finding has been the continuing fall in bus travel demand in England although this masks significant regional variations.

To complement the ITC's ongoing research into the drivers of rail travel demand, we have now commissioned a sister research project which will explore what has been driving bus travel demand in England. This study has been made possible with the award of a generous grant from the Rees Jeffreys Road Fund.

The project will aim to identify the major drivers of bus travel demand in England using a range of data sources. A central aim will be to understand regional differences in demand: why, for instance, bus travel demand has increased over the past decade in places such as Reading, Brighton, and London, while at the same time falling dramatically in cities such as Birmingham and Newcastle. Leading transport experts Dr Scott Le Vine and Kris Beuret OBE will be conducting the research over the next 12 months, the findings from which should be of keen interest to both policy makers and transport operators.



INFLUENCING KEY POLICY MAKERS

The ITC remains the only pan-transport independent research charity operating in Britain. Our mission, to improve policy through evidence-based research, remains as important as ever. We ensure this work is influential through our extensive dialogue with Ministers, Parliamentarians and senior civil servants.

The ITC has continued this process of engagement in recent months, and we were delighted to welcome **Lilian Greenwood MP**, Chair of the House of Commons Transport Select Committee, to address our January 2018 Council Meeting at which a full briefing was provided on the ITC's work. This followed the visits last year of DfT Permanent Secretary **Bernadette Kelly CB** and the **Secretary of State for Transport** to the ITC.

For more information on recent ITC research and events please see our website: www.theitc.org.uk

To request further copies of ITC reports please email: contact@theitc.org.uk

ITC EVENTS

20TH FEBRUARY 2018 ITC WINTER DISCUSSION EVENING

What will be the future shape of taxi and private hire services in Britain?



Rapid advances in technology and changing behaviours are altering the shape of private hire and taxi services in Britain. The number of taxi and private hire vehicles is now at a record high in the UK and more people than ever before are choosing the convenience that these services can offer. This has partly been driven by the development of mobile applications as well as new platforms for using these services and these are expected to wield a greater influence in the future. What will the future

shape of private hire and taxi services look like in the UK, and what are the implications for users, drivers, businesses and the wider public?

To debate this important topic the ITC was delighted to welcome a distinguished panel of experts to our Winter Discussion Evening on 20th February. The panel included **Andy Boland**, Chief Executive of Addison Lee; **Nicolas Andine**, Co-Chief Executive of urban mobility platform Karhoo; and **Jamie Mackenzie**, Business Compliance Officer at Watford Borough Council. The evening's discussion was chaired by ITC Commissioner **Kris Beuret OBE**: a leading expert on taxi use.

Key issues raised on the evening included the issue of cross-border operations and whether this was a problem. It was noted that some cross-border activity was lawful, but others suggested that this behaviour jeopardised safety, and left local authorities unable to penalise offenders and control services in their jurisdiction. Many delegates argued that we needed to be clear about the purpose of private hire and taxi regulation in order to ensure that this upheld the public good rather than protected private interests. A particular concern was the difficulty of enforcing legislation in this area, especially when mobility platforms required drivers to self-certify. One common theme was the opportunities that new technologies held for private hire to address a number of wider transport challenges, such as providing on-demand transport in rural areas, as well as increasing ride-sharing in order to alleviate congestion in cities. Above all, delegates agreed that improving the safety and quality of these services would be crucial. A full report on the event can be found on the ITC website at www.theitc.org.uk.

6TH DECEMBER 2017 ITC ANNUAL DINNER AT THE HOUSE OF LORDS

Annual Dinner for Corporate Members hosted by The Rt Hon Lord Freeman

The ITC was delighted to welcome our core benefactors to the 2017 ITC Annual Dinner held on 6th December. This year the event took place in the magnificent surroundings of the Attlee Room at the House of Lords, kindly hosted by ITC Patron Lord Freeman: the former Minister of State for Transport.

An inspiring welcome address was given by Lord Freeman which noted the rapid changes that are affecting transport, and the challenges this presents for policy makers. He welcomed the ITC's evidence-based work and ability to address these strategic concerns. Guests, including all our core benefactors and Patrons, listened to a review of the year from the ITC Chairman as well as updates on the ITC's research programme. The valedictory vote of thanks was given by former transport minister and ITC Commissioner Steve Norris.



FORTHCOMING EVENTS:

17th April: Discussion Evening on new technologies for freight
6:15 to 9:00pm at the Cowcross Street Gallery, London

Our Spring Discussion Evening will explore technological innovation in freight and how these can increase the efficiency of freight movements. The evening will be chaired by ITC Commissioner **Nicholas Finney OBE** and guest speakers include **Charles Carter** (Transport Systems Catapult) and **Stephen McGlennan** (Hybrid Air Vehicles).

19th June: The 2018 ITC Annual Lecture
6:30 to 9:00pm at The Science Museum, South Kensington, London

The ITC is delighted to be welcoming **Nicola Shaw CBE** (Executive Director, National Grid) and **Matthew Tipper** (VP, Shell) to deliver the 2018 ITC Annual Lecture exploring how new transport technologies will impact our energy infrastructure. Permanent Secretary at the DfT, **Bernadette Kelly CB**, will give an introduction.

All our corporate supporters receive invitations to our core events; for enquiries please email the ITC Events Secretary at events@theitc.org.uk