

A background image showing two cyclists from behind, riding on a dirt path. They are wearing helmets and jackets. The image is overlaid with a dark blue semi-transparent filter.

The Future of Rural Mobility

Renee van Baar, Rural Mobility Lead

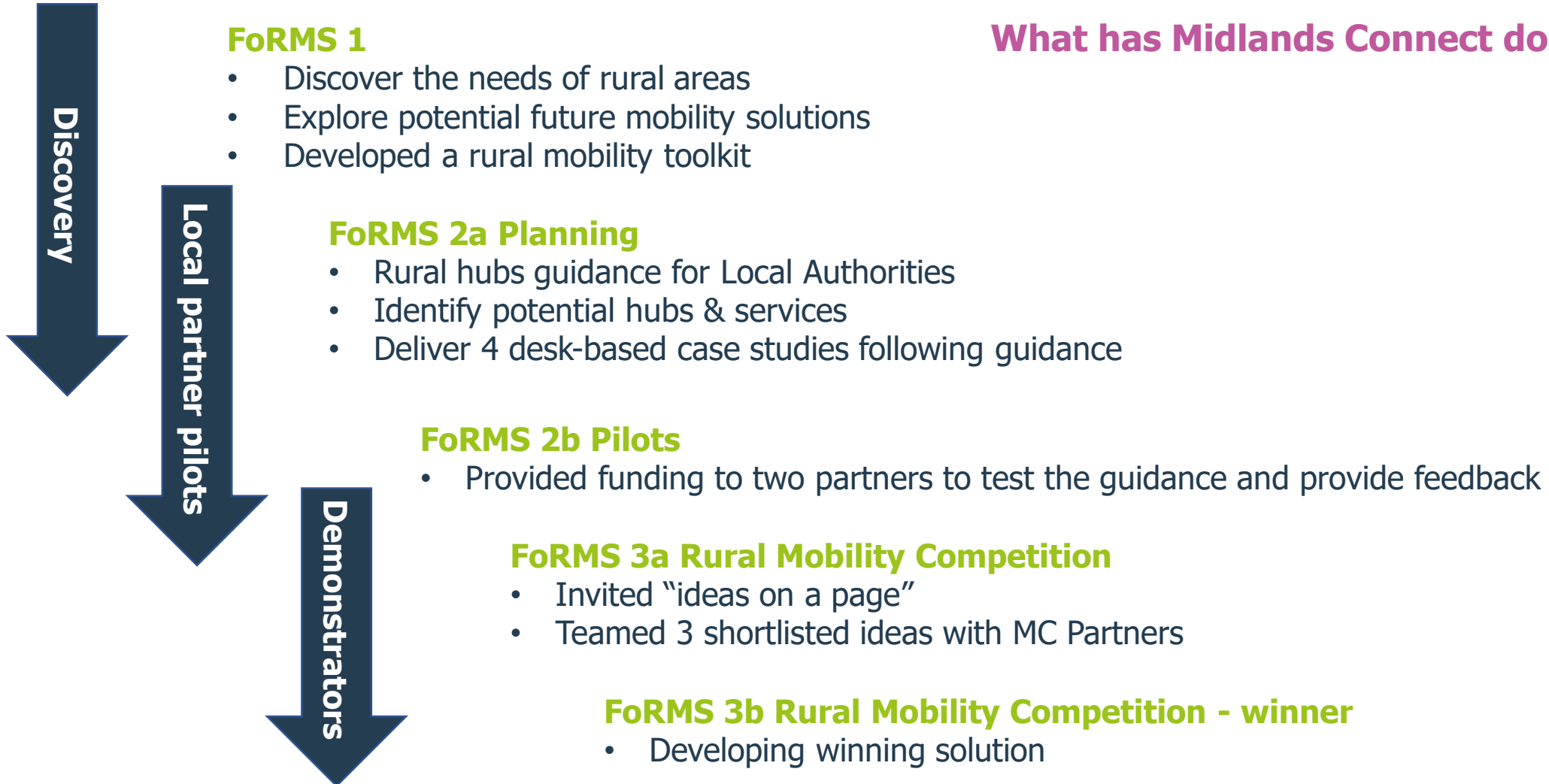




“Midlands Connect is the **strategic transport partnership of our region.** We research, develop and progress transport projects that will benefit **the region, its people and its businesses.** In an ever-changing world, our priorities remain the same - **to create a fairer, greener and stronger Midlands.**”

Our Future of Rural Mobility Projects

What has Midlands Connect done to date?



Future of Rural Mobility Study (2019)



- Assessed new and future mobility tools
- Toolkit/menu of options including:
 - New ways to move people
 - Reducing the need to travel
 - Taking services/goods to people

Future of Rural Mobility Study (2019)

What we learned about the rural population:

- older
- further from services and education
- higher transport costs
- dependent on cars/vans

Where emissions are generated



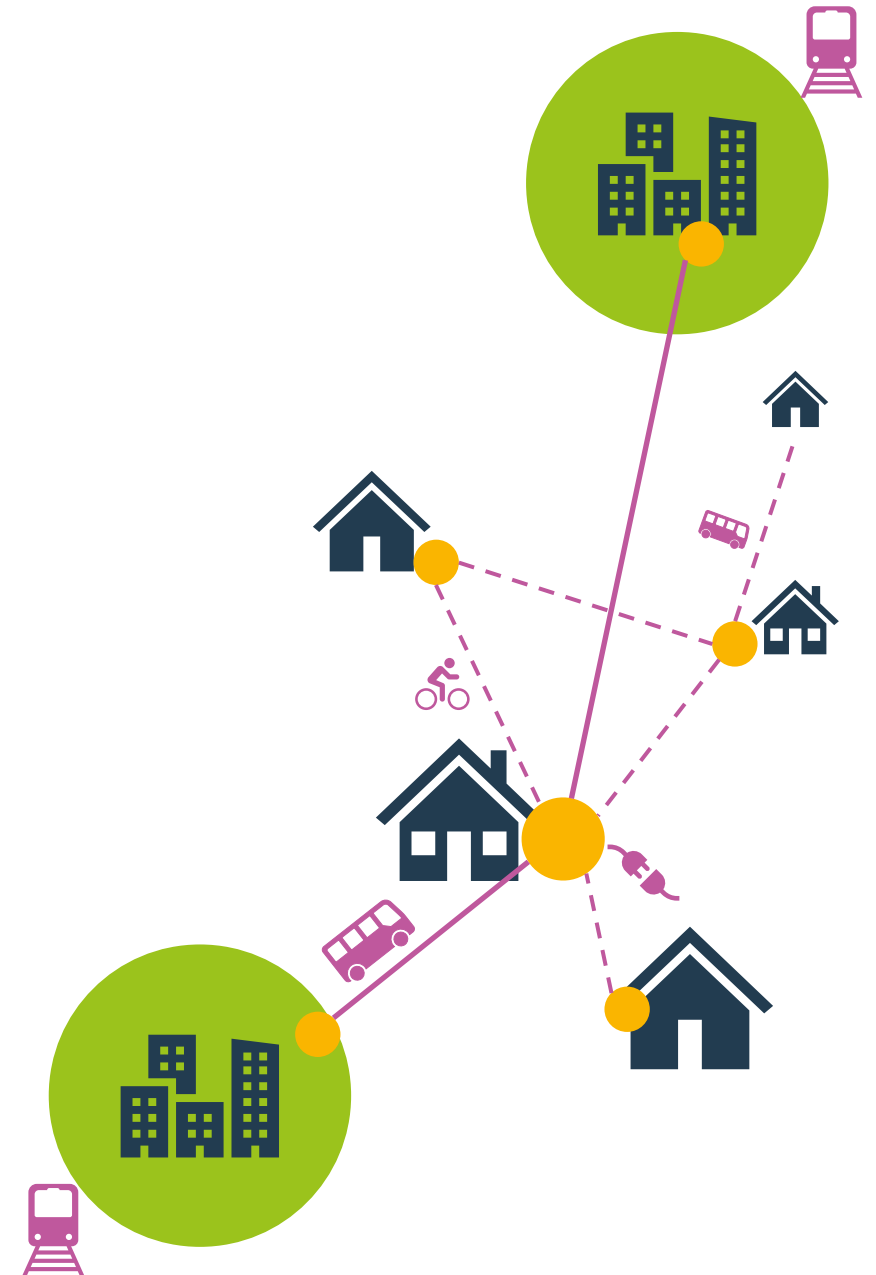
2019, Midlands Connect Carbon Baseline Tool

Rural Hubs (2020)

“A local hub is a public space which is designed to accommodate multiple local level activities, and to provide transport services, supporting access to nearby communities”

Guidance

- Where, what, why and how
- Desktop case studies
- Funded feasibility studies



Developing Rural Hub guidance (2021)

Testing the Guidance

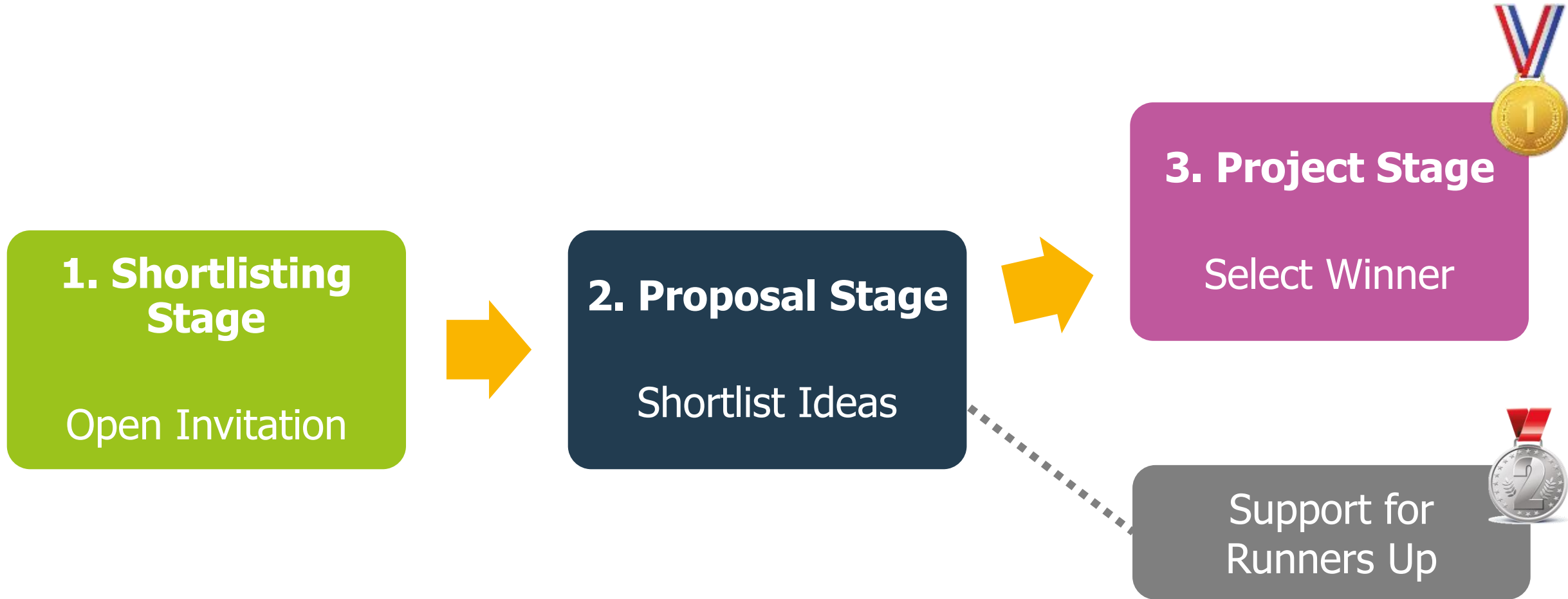
- Provided Derbyshire County Council and Nottinghamshire County Council with a grant to test the guidance
- Request feedback on guidance to generate second iteration of the guidance

Key Outputs

- Nottinghamshire identified a specific location for a rural hub
- Derbyshire established the potential of rural hubs and completed a follow-up study investigating the potential of a network of hubs across the county



Rural Mobility Competition (2021-22)



Rural Mobility Competition (2021-22)

Lessons learned

A different approach brings different challenges...

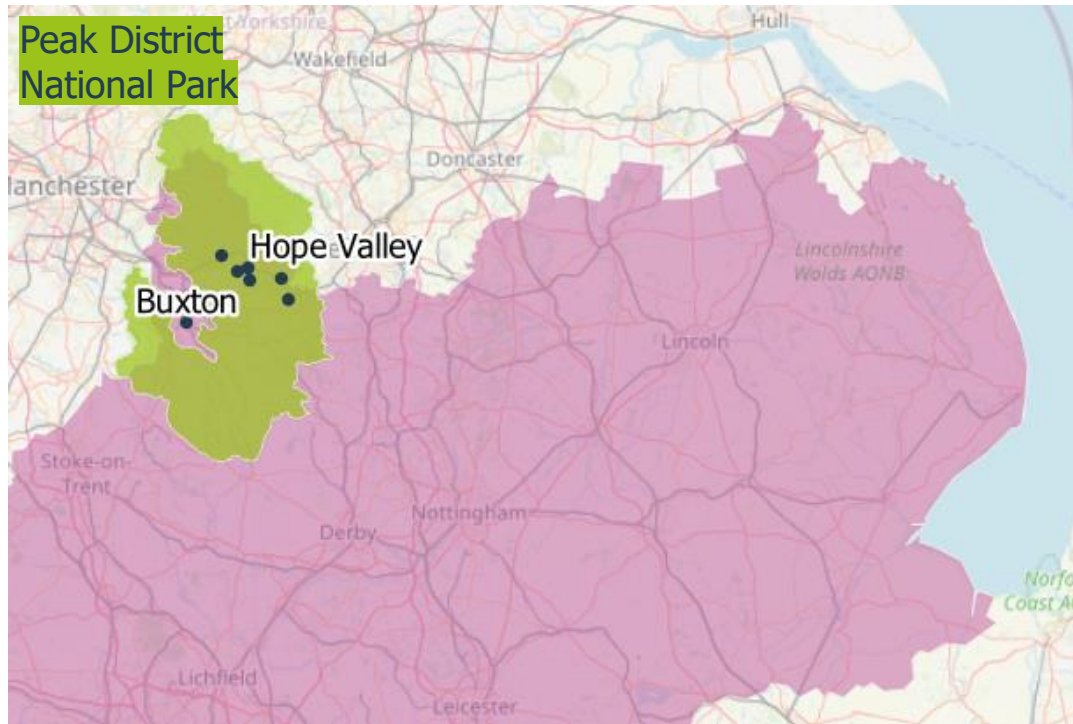
- Finding innovators
- Path to procurement

...but also brings a different perspective



Rural Mobility Competition Winner

Derbyshire – Buxton and Hope Valley



Rural Mobility Competition Winner

Electric Vehicle charging and car sharing platform

Put forward by Cenex; developed in partnership with Derbyshire County Council

- Integrates sharing of
 - Vehicles (peer to peer and car club),
 - Lifts / cars
 - Charge points
- Aimed at residents and local businesses in Buxton and Hope Valley



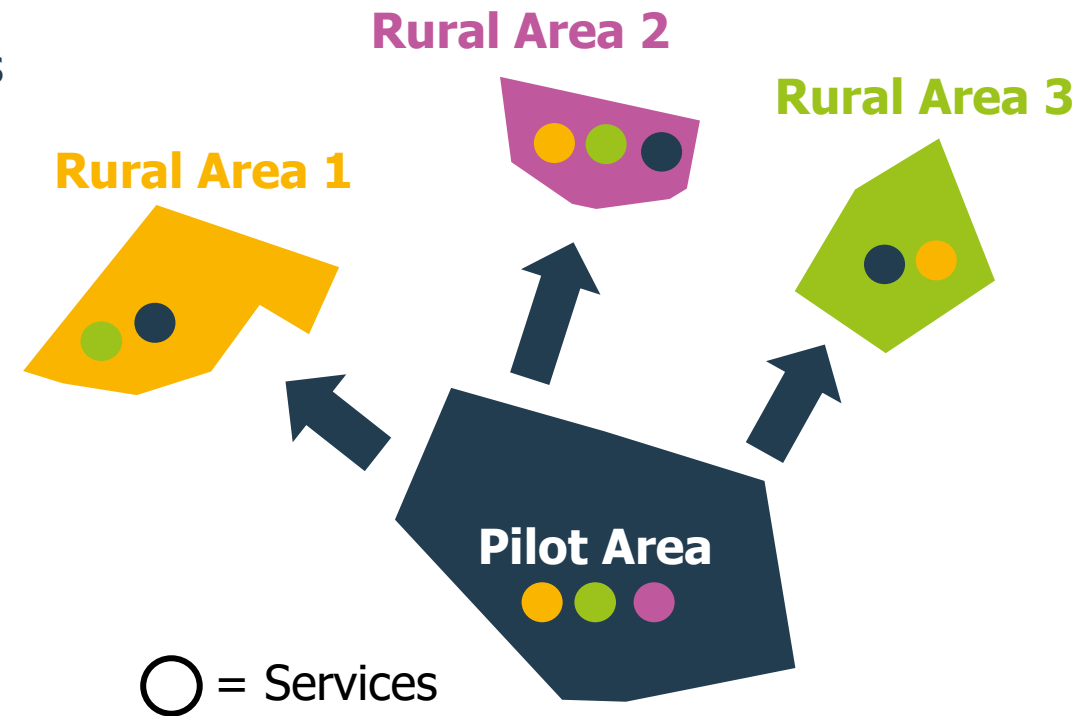
Potential for Scaling

Replicable to other communities

- Low cost to produce new front-end
- Demonstrating it works in a market town and small villages will prove replicability to wide range of communities
- Midlands Connect could licence to other local authorities

Scalable to include more services in future

- Link with DCC £3.5m bus service integration
- Promote to visitors from Manchester / Sheffield
- E-bikes, e-scooters, other light mobility
- Commercial vehicles
- DRT



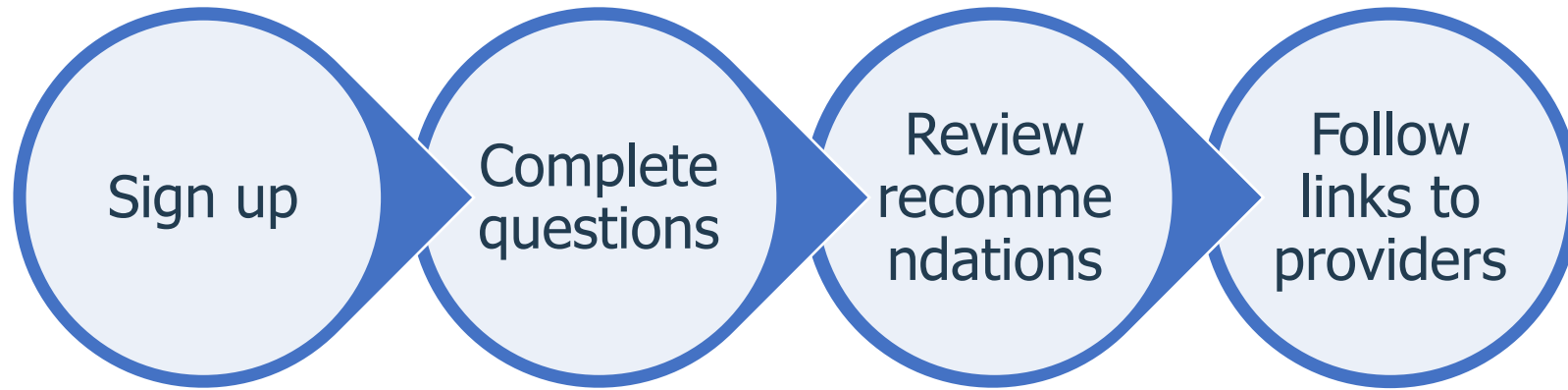
Buxton/Hope Valley Moving Together

Electric Vehicle charging and car sharing platform

- Went live in July 2023
- Developed by Cenex, working with Midlands Connect and Derbyshire County Council
- Aimed at residents and local businesses in Buxton and Hope Valley
- Community resource provided by Hope Valley Climate Action's Travelling Light project
 - Promotion via local channels
 - Face to face and online engagement
 - Taking potential users through platforms
 - Relaying feedback and queries to design team



How it works



Thank You For Registering!
Please fill in the form to the right so we can help to find the right solution for you.

moving together

CAR AND TRANSPORT PATTERNS

DO YOU DRIVE?
 YES NO

HOW FREQUENTLY DO YOU DRIVE?
EVERY DAY 2-4 X PER WEEK 3-4 X PER WEEK
 1-2 X PER WEEK LESS THAN 1X PER WEEK

DO YOU HAVE A LICENSE?
 YES NO NOT YET

DO YOU OWN A CAR?
 YES NO

IS IT ELECTRIC?
 YES NO

DO YOU HAVE AN OFF-STREET CHARGING POINT?
 YES NO

HOW OFTEN DO YOU CHARGE YOUR CAR?
EVERY DAY 2-3X A WEEK ON

WOULD YOU BE INTERESTED IN EARNING MONEY RENTING OUT YOUR CHARGING POINT?
 YES NO

WHICH DAYS DO YOU GENERALLY USE YOUR CAR?
MON - SUN MON - FRI SAT - SUN

WHAT TIME OF DAY DO YOU GENERALLY USE YOUR CAR?
AM PM

WHAT JOURNEYS DO YOU TYPICALLY USE YOUR CAR FOR?
WORK

WOULD YOU BE INTERESTED IN EARNING MONEY RENTING OUT YOUR CAR?
 YES NO

YOU'RE ALL SET - LET'S GO!

moving together

Welcome To The Buxton Shared Mobility Website

Why Shared Mobility?

CLIMATE CHANGE
Shared mobility services help reduce greenhouse gas emissions which contribute to climate change.

What Services Are Available?

- PEER-TO-PEER CAR SHARE**
Connecticut Adaptive Mobility
- PEER-TO-PEER CHARGING POINT SHARE**
Connecticut Adaptive Mobility
- CAR CLUB**
Connecticut Adaptive Mobility
- LIFT SHARE**
Connecticut Adaptive Mobility

What's New?

- Connecticut Adaptive Mobility**
Connecticut Adaptive Mobility
- Connecticut Adaptive Mobility**
Connecticut Adaptive Mobility
- Connecticut Adaptive Mobility**
Connecticut Adaptive Mobility

Sign Up & Register

Sign Up & Register



Midlands Connect
Transport | Investment | Growth