

**VISION 2030
SIDE-BY-SIDE COMPARISON OF SCENARIOS / VISIONS**



Scenario	Laissez-Faire	Better Way of Life	Control and Plan
Statement	<i>“A market driven approach”</i>	<i>“Rural bliss in a high-tec heaven”</i>	<i>“Responsible regulated living”</i>
Transport Vision: The key features	<ul style="list-style-type: none"> • Large multi-national organisation run integrated transport networks as utility companies on a regional basis (Outsourcing / Partnerships) • Total integration between urban and Inter-Urban mobility services • High intensity use of existing network with some relief / investment of 'hotspots' ('Sweating the Corridor') • Lifestyle and transport brokers ('Lifestylers') • Watchdog regulator (OFtrans including OFroad, OFrail and OFair) 	<ul style="list-style-type: none"> • Reduction in routine domestic / non-leisure trips • Optimisation of transport corridors for remaining trips • Land-use planning takes account of transport needs • Greater use of environmentally friendly / appropriate modes for a particular trip • Integrated transport systems (eg Inter-urban corridors, distribution centres, guided / automated lanes ..etc) 	<ul style="list-style-type: none"> • Government led initiatives ensure use of the network to meet the desire for safe quality access with low environmental impact • Mechanisms are in place which manage access to the network thereby reducing congestion, optimising available capacity and reducing personal travel and freight pollution • Integrated systems on local, regional and national scales that facilitate multi-modal decision making before and during the journey • Major infrastructure investment • Provision and encouragement of alternatives to the car especially in areas of population concentration • Development of a 'Transport Agency' along the lines of a travel agent through which journeys are booked and arranged
Main Drivers for change	<ul style="list-style-type: none"> • Move towards a consumer based democracy supplied through the private sector • Population has disregarded the concept of community in favour of hedonistic self-centred individuals • Global acquisition and diversification in commerce 	<ul style="list-style-type: none"> • Rising fossil fuel prices • Need to cope with climate change • Community needs and lifestyle rewards • The old way of doing things just doesn't work • Renewed community spirit ('doing your bit' / peer group pressure / 'Grass Roots') 	<ul style="list-style-type: none"> • With a view to meeting collective wants and needs the UK Government has adopted and implemented sustainable strategies which aim to address: <ul style="list-style-type: none"> • The need to preserve the environment • The importance of international competitiveness • The desire to protect social diversity • Focussed centres of population / settlement patterns

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Political context	<ul style="list-style-type: none"> Facilitation not provision - light-weight government City states plus supranational (market) regulation There is a move away from citizen to consumer-based democracy Privatisation of utilities and infrastructure is complete 	<ul style="list-style-type: none"> Drivers and changes come from 'grass root' levels Some Government regulation, as today, supported by Local Authorities More community based decisions 	<ul style="list-style-type: none"> Strong international and inter-governmental co-operation Strong international and inter-governmental co-operation EU extends to Central and Eastern Europe and the Baltic States with fully integrated Trans-European road, rail and communications networks
Economic context	<ul style="list-style-type: none"> Ability to pay is criterion Global economy rules as society encourages and enables the private sector / Multi-national service providers / organisations Profit and market driven opportunities Highways plc/ Utility plc / Transport plc Understanding and exploitation of 'niche' markets Horizontal and / or vertical integration within organisations 	<ul style="list-style-type: none"> Localised business economy (ie concentrations of employer activities in the centre of population intensities / clusters of similar business with local based workforce / employer strategies ...etc) Conscious decisions about goods and where they come from resulting in more localised production and consumption patterns Combined, unified delivery service (eg community based stores and distribution centres) Improved passenger / freight efficiency 	<ul style="list-style-type: none"> Global economy with UK located between EU and US / North Atlantic markets Southeast is focal point for economic demand and socio-economic growth Greater demand for support services (ie low skill) met by migration / immigration Dependent upon residency of multi-national organisations / Changing industries (eg car manufacturers are replaced by other 'sunrise' organisations)
Society context	<ul style="list-style-type: none"> Hedonistic self-centred life-styles, which maximise opportunities for those people who can afford it. Open divide exists between the classes as only a small percentage can afford the services which they ideally desire (eg education) No strong sense of community Widespread immigration from poorer areas / countries to provide support services. Mobile workforce Increasingly fragmented lifestyles, in terms of the diversity of different groups that one joins to achieve different purposes or take part in different activities. Social exclusion likely to be an issue although some nominal system to address socially excluded Services developed to follow profit / market opportunities 	<ul style="list-style-type: none"> All actions and aspirations are aimed at the overall improved quality of life Self-sufficient community clusters / Strong sense of community Decline from rural living / growth in urban centre living Healthier / safer / happier / less stressed population Localised work, social, shopping community centred lifestyles reduce need for routine trips thereby minimising the use of private vehicles in urban areas Greater leisure time / more quality time / spent locally with access for all (ie little social exclusion) 	<ul style="list-style-type: none"> North to south migration continues / Immigration from Europe and Africa (ie historic areas of unemployment 'hotspots' feed demand in Southeast) Diverse population in terms of ethnic origin, religion, fragmented family unit and cultural differences. May be social exclusive or inclusive Most successful centres attract higher populations. 'Boom time'. (eg they ooze perception of wealth, infrastructure, welcoming, sustainable ..etc) Increasing wealth and ageing population will result in a migration of the rich to warmer climates Initial scepticism of 'controlled' lifestyle has been overcome through acknowledgement of the advantages of 'responsible living'

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<p>Technology context</p>	<ul style="list-style-type: none"> • The sky's the limit. Research and development will go forward as a public-private partnership. • There will be a vast number of tele-communications channels, offering high access, high bandwidth for services on the move • Niche services • Biometric based security Monitoring 	<ul style="list-style-type: none"> • Much of technology is already available • Continued growth in the use of technology for home-working / learning / leisure purposes • Sustainable energy sources (eg photo-voltaic panels, fuel cells, heat pumps, areo-generators, hyper efficient appliances..etc) • Carbon based vehicles / fuel replaced • High availability of technology to all • Standardisation / compatibility between UK and EU • New infrastructure is required (large initial investment) incorporating new technology and materials in order to ensure efficient operation and minimal landtake / intrusion 	<ul style="list-style-type: none"> • Unconfined advances • System technology (eg mode / journey selection system, access systems, speed / lane control systems, ..etc) • Infrastructure development (eg highway lanes, mode segregation, junction design ..etc) • Smart technology works in conjunction with enforcement • Seen as a basis for overcoming congestion and pollution
<p>Legal context</p>	<ul style="list-style-type: none"> • Regulation the key instrument: to provide a framework in which people / companies can make a profit. Although this is laissez-faire, the law also provides a key instrument by which government achieves its goals. Powerful organisations require anti-trust solutions. • The public sector will use tax incentives and regulation to achieve its goals. California-style time-dated targets for public policy objectives such as environmental / safety improvements (to drive the market) • Markets will be left to devise the control mechanisms. They will resist over-regulation. • There will be pressure to reduce barriers to market entry: eg full disclosure of public contract terms 	<ul style="list-style-type: none"> • Land use planning regulations to take account of transport needs whilst encouraging people / employers to live and work in sustainable locations (eg incentives, penalties, accountability ...etc) • Some enforcement / control on IU transport corridors (eg regulation of vehicle standards, access arrangements, monitoring and control ...etc) 	<ul style="list-style-type: none"> • Regulation by Government in the best interests of society • Enforcement systems assist speed control and prevent illegal access / unsafe or inefficient driving • Many 'sacred freedoms' (eg right to drive) will be controlled • Legal framework viewed as relatively easy to set up
<p>Environmental context</p>	<ul style="list-style-type: none"> • Global warming and climate change will still be an issue. Environmental friendliness: commercial and multi-national interests will govern Environmental intervention. Market and commercial concerns will dominate over global environment. For example it will 	<ul style="list-style-type: none"> • A rapidly increasing number of people, but far from everyone, have started to pursue the goal of sustainable local living • Sustainable / healthier lifestyles • Energy efficiency / replacement of carbon based fuels 	<ul style="list-style-type: none"> • Long term, centrally controlled, sustainable strategies realised through a series of achievable targets • Low environmental impact a key outcome of the responsible living concept

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	<p>be necessary to encourage recycling.</p> <ul style="list-style-type: none"> The incentives for environment-based improvements will have to be written into public contracts. There is little action unless it becomes a commercial concern. For example, the fiscal regime has to be consistent with the policy (eg incentives to use brownfield sites) There will be a long transition between the carbon and hydrogen-based economy 	<p>based fuels</p> <ul style="list-style-type: none"> A removal of many routine domestic trips results in considerable benefits (eg reduced congestion, use of appropriate modes, less pollution, safer environment ...etc) Although global warming and climate change continue to be an issue the UK is experiencing an overall cleaner environment through the social changes 	<ul style="list-style-type: none"> Pollution and emissions will be improved through vehicle design, maintenance and use of alternatives (eg vehicles and fuels) Society will demand and achieve an environment which has a less noisy / more efficient transport system through radical control A removal of some trips results in many benefits (eg reduced congestion, use of appropriate modes, less pollution, safer environment ...etc)
Strengths and opportunities with the Vision	<ul style="list-style-type: none"> The individual can (if finances are available) do / achieve what-ever they desire Embraces developing technology Personalised lifestyles Business is booming 	<ul style="list-style-type: none"> Better for the overall environment Improved / happier / healthier standard of living Improved social bonds (eg family-friendly) Socially inclusive No everyone has to 'buy-in' to the way of life More efficient land-use / housing Embraces developing technology 	<ul style="list-style-type: none"> Improved transport safety for all Stricter land use planning regulations More integration Potential to plan and identify a journey with certainty Maintained social bonds / responsible living Embraces developing technology Socially inclusive Improved sustainability
Weaknesses and Threats with the Vision	<ul style="list-style-type: none"> Complexity of management structure Unexpected outcomes Litigation Travelling underclass Standardisation 	<ul style="list-style-type: none"> Infrastructure investment intensive to begin with More demand for freight and services / Capital cost of delivery Problems associated with interchange / orbital traffic Unlikely that everyone will one day conform with the 'better way of life' / break the need for private vehicles Uncertain role of Government and overall control 	<ul style="list-style-type: none"> Immigration / migration of workforces may not be sufficient to meet the demand for (low) skills An overall skills deficiency may create an under class or civil unrest Careful control will be necessary between diverse population
Possible stepping-stones	<ul style="list-style-type: none"> Franchising Partnerships both public and private Identifying commercial opportunities and drivers Matching terms of commerce to public objectives 	<ul style="list-style-type: none"> Recolonisation of cities / replacement and regeneration of suburbia Partnerships (eg collective transport and highway operators ..etc) Policy shifts (eg Road User Charging ..etc) 	<ul style="list-style-type: none"> Partnerships (eg enforcement agencies) Policy Shifts (eg access restrictions, Road User Charging..etc) Targets (eg road safety..etc)
Role of the	<ul style="list-style-type: none"> Highways plc runs the UK road network and operates central European / world-wide 	<ul style="list-style-type: none"> Works closely with industries and organisations (eg other modes, local 	<ul style="list-style-type: none"> Operates / maintains the UK road network as well as ensuring links to EU and world-

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Network Operator	motorways <ul style="list-style-type: none"> • Privatised company financed through access and shadow tolls • Sells slots and brokers journeys with 'Lifestylers' • Investment in, and streamlining of, network 	authorities, community, law enforcement..etc) through strategic partnerships <ul style="list-style-type: none"> • Provides what is required rather than leading and dictating what is possible • Ensures efficient and appropriate maintenance, regulation and operation of the transport system 	wide <ul style="list-style-type: none"> • Safe and efficient high-quality delivery of passenger and freight needs in a sustainable manner • Oversees the rationing of available road space based on criteria • Provides a 'Transportation Agency' service through which 'slots' are booked • Works in close partnership with enforcement agencies