

FHDC EX112

Appendix 14 from FHDC EX083/EX084

Otterpool Park

Mobility Vision Report

September 2020

Future Mobility





Otterpool Park

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1. Project Overview

The report seeks to outline the principles for a mobility vision that both KCC and FHDC would be willing to support. In turn, these are detailed within the supporting User-Centric report and Monitoring and Evaluation Framework.

The Transport Strategy has been revisited given a rapidly developing future mobility ecosystem including the new policy context at all levels of government.

This report outlines the over-arching approach for the Otterpool Park scheme, the key mobility principles, and setting out the synergies between the traditional transport planning approach and the future mobility thinking deployed to ensure the full potential of a low carbon vision is achieved.

The Tier 2 application looks to refresh the transport strategy, through the integration of Future Mobility and Net Zero principles into the proposed design.

The approach is rooted in developing a robust scheme design from the start, in order to support the integration of ambitious, innovative and creative solutions to modern day country-side living.

Importantly, the scheme already benefits from pioneering commercial partners that are aligned to this vision and will invest to deliver a truly unique development delivering low carbon living.



2. The Context

National Policy

The Government has recently published their approach to decarbonising transport, as a prelude to the **Transport Decarbonisation Plan**, which sets out the overarching challenge and the roadmap to achieving 'net zero' greenhouse gas (GHG) emissions by 2050. It aims to do so by focussing six strategic priorities:

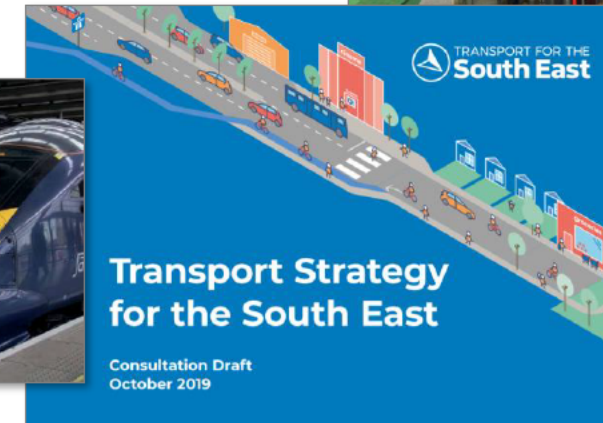
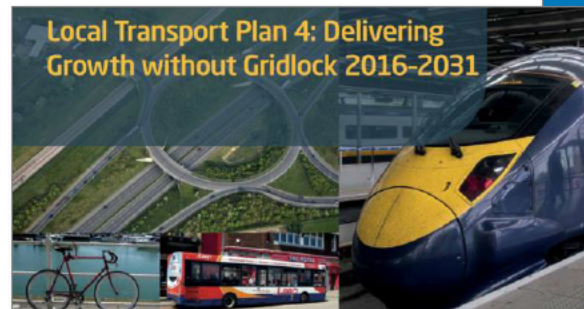
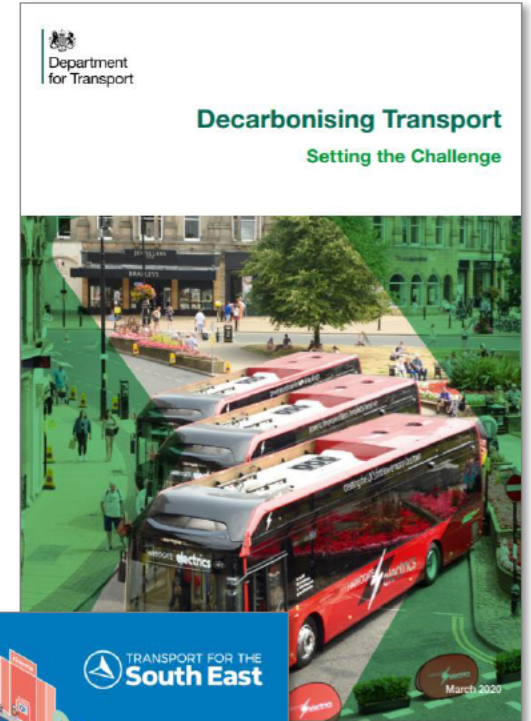
- 
Accelerating modal shift to public and active transport
- 
Decarbonising how we get our goods
- 
UK as a hub for green transport technology and innovation
- 
Decarbonisation of road vehicles
- 
Place-based solutions
- 
Reducing carbon in a global economy

Regional and Local Policy

At the regional level, the **TfSE Draft Transport Strategy** similarly supports a sustainable future, with a mission to provide clean, safe, seamless transport while protecting the environment.

Within Kent, the **Local Transport Plan 4: Delivering Growth without Gridlock 2016-2031** identifies the transport priorities for the borough, and sets out the key policies and funding streams for delivering strategic outcomes. This places particular importance on promoting sustainable growth and securing the required transport infrastructure to support it.

Against this backdrop, the supportive national and regional policy context lends itself to more ambitious developments, which seek to facilitate healthy lives.





3. The Vision

The high-level vision for Otterpool Park is outlined as a mixed-use development of approximately 10,000 new homes, as well as the provision of commercial, educational and leisure land uses. .

“enabling people to live affordable, happy and healthy lives in high-quality homes with social infrastructure that [...] incorporates ultra-fast fibre to all the premises and along with new technology will follow the principles of reduce, re-use and recycle at every level”

This vision has evolved to encompass an all inclusive way of living, grounded in **net zero carbon principles**. In practice, this entails an **integrated** approach across housing design, placemaking, energy and transport strategies.

The new Transport strategy will facilitate the delivery of the Otterpool Park Vision, and will continue to be **rooted in supporting low car ownership and offering sustainable transport choices** throughout the scheme. The Transport strategy will extend to include:

- Building in flexibility within infrastructure proposals
- A user-centric approach to ensure designs are tailored to the needs of future residents
- Early engagement with commercial partners to inform design proposals





4. Vision Principles

The Mobility Vision

Inspired by the wider Otterpool Park vision, emerging policy context and best-practice guidance, the Otterpool Park transport masterplan design will be guided by the following principles :

All mobility interventions must be guided by net zero carbon considerations	Smart infrastructure designed to ensure a dynamic, inclusive and efficient function	Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system.
New mobility services must be safe, sustainable, convenient and widely accessible to all, in support of low private car ownership	Street design that recognises the activities occurring at each location	Walking, cycling and active travel must remain the best options for short urban journeys.
Mobility that functions for all Otterpool Park users and accommodates their needs	Mobility hubs will be developed as a way of improving access to key services and underpinned sustainable freight movements	There must be tailored provision of mobility modes to support the street function



5. A New Approach

The Traditional Approach

The Transport Assessment has already been developed to include some measures on top of the traditional approach that will facilitate a sustainable and low-car development.

This assessment will provide the evidence base and design provisions for the necessary critical infrastructure to support the first phase of the development (up to 2,500 homes).

The traditional approach provides confidence that the appropriate infrastructure has been future-proofed should certain demand thresholds be met.

Importantly, a set of more progressive mobility interventions will be implemented and actively monitored in order to achieve even more ambitious levels of low car ownership. This approach is outlined in the following sections.

The Updated Transport Strategy

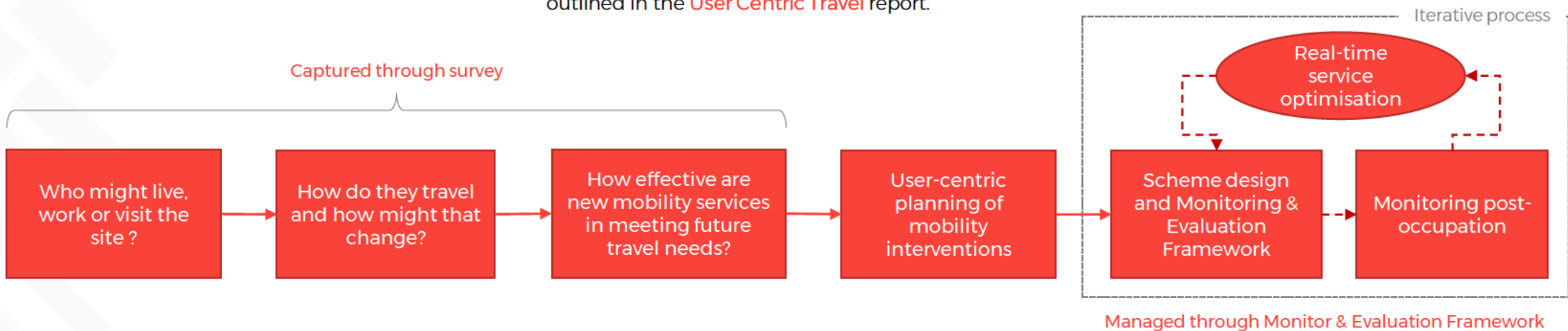
Core to embedding future mobility principles within the scheme design is to adopt a user-centric assessment. Recognising who the residents of Otterpool Park might be means user needs, wants and experiences can be identified from the start, which will come to inform how mobility services are designed.

This analysis draws from an online survey of approximately 2,600 respondents across London and Kent, which was commissioned to investigate how people travel today, how they use digital alternatives and what they value as being important factors that influence their mode choices. Through joining this with Experian Mosaic data (a socio-economic segmentation dataset of the UK), a further granular evidence base for which to build mobility insights upon is provided. This is outlined in the **User Centric Travel** report.

WSP has undertaken extensive stakeholder engagement, both broadly and locally within the TfSE area, to move thinking towards designing for people and places. This provides a basis for understanding the local challenges relating to the inherently high car ownership, as well as an appreciation for the local policy context.

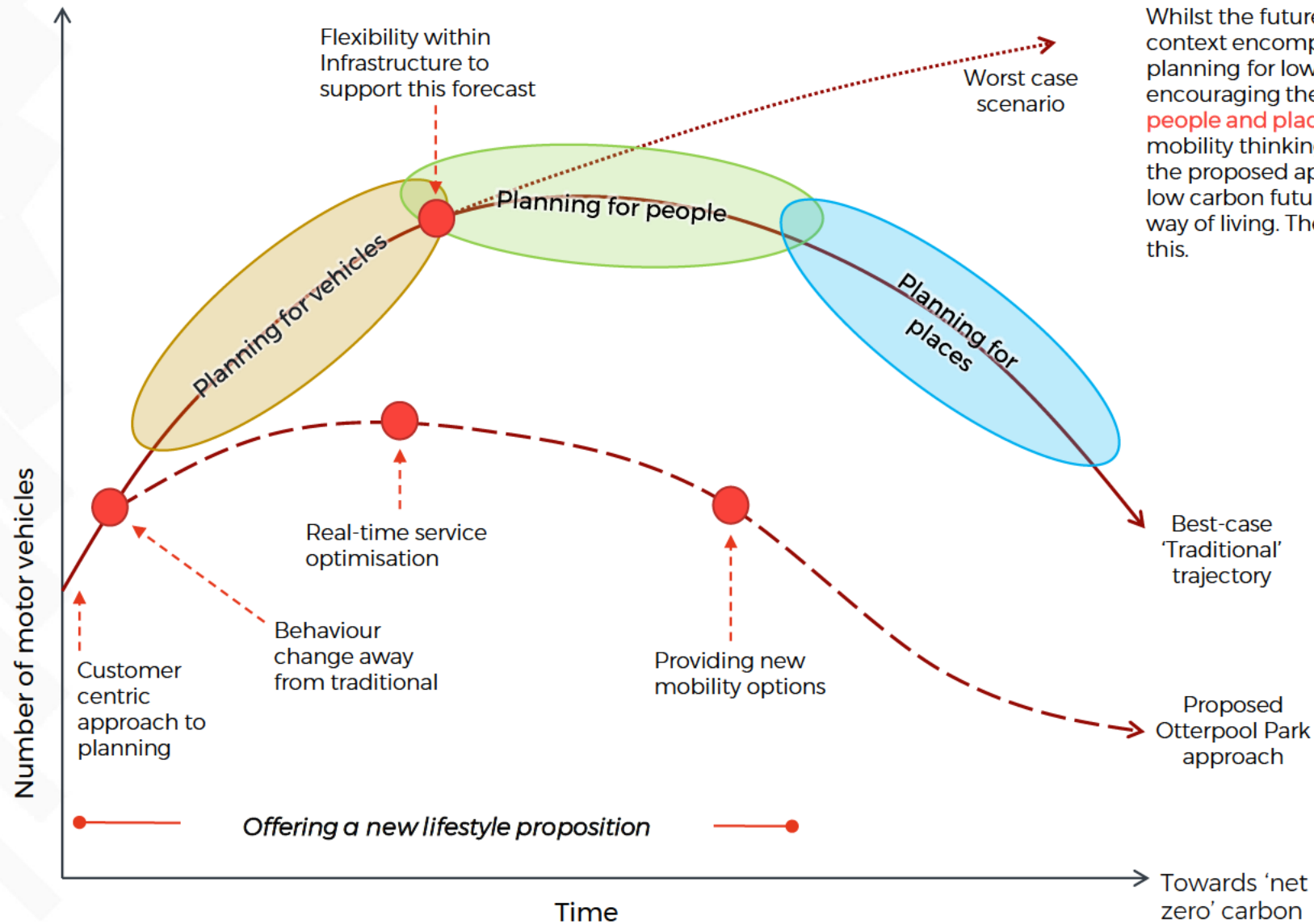
This is to be supported by a **Monitoring and Evaluation framework**, a live document to:

- Inform scalability of approach;
- Measure uptake and satisfaction of mobility and energy services;
- Test resilience of approach (reaction to changing landscape);
- Inform smart real-time optimisation of service provision.





6. Towards a Low Carbon Future



Whilst the future is uncertain, the TfSE policy context encompasses future mobility and planning for low carbon community, by encouraging the thinking towards designing for **people and places**. By embedding future mobility thinking and user-centric interventions, the proposed approach can further support the low carbon future vision through offering a new way of living. The adjacent diagram showcases this.



7. Indicative Interventions



e.g. Mobility hubs

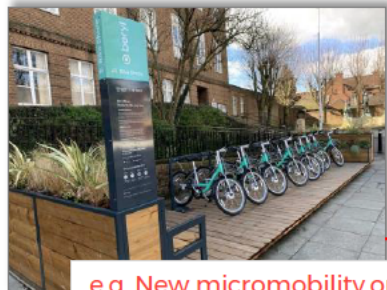
Cleaner Transport



e.g. Digital kerbside management



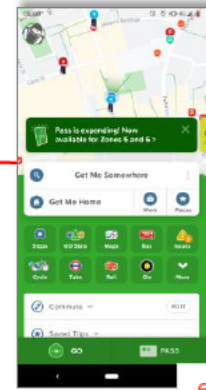
Data & Connectivity



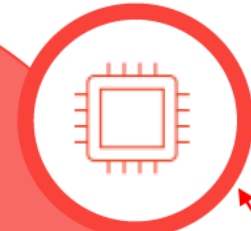
e.g. New micromobility options



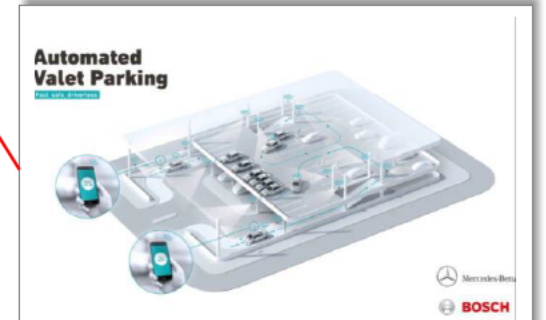
New Business Models



e.g. MaaS platforms



Automation



e.g. Automated Valet Parking Infrastructure



Changing Attitudes



e.g. Non-branded EV store for 'try before you buy' experience



New Modes

The six key changes of future mobility are fully integrated within the Otterpool Park offering

Future Mobility



8. A Unique Commercial Opportunity

This ambitious approach to scheme design requires collaboration and presents a unique consortium proposition, with the potential to develop an integrated residential and mobility offering with the capacity to deliver an efficient solution to establish a genuine zero emission city. This proposition, dubbed **Destination Net Zero**, draws from the technical expertise of its partners, and seeks to demonstrate:

- a new means of delivery
- new ways of living in semi-urban and rural context
- An exemplar destination attracting new business skills and investment to the area
- Integrated approach to Energy, Mobility and Digital Planning

While the final commercial partners are yet to be determined, valuable early support and contributions has been provided by key players such as BYD and SNRG. This ensures solutions can be designed in a commercially viable manner from the outset and in a way that they will actually be adopted by end users.





9. Moving Forward

The level of ambition for a low-car and net zero destination at Otterpool Park is significant. The enabling conditions outlined within this document are equally unique.

The realisation of this Transport Vision also relies upon the buy-in and continued engagement with KCC and FHDC.

It is critical that the key principles of this document, specifically items 4 to 6, can be fully supported by KCC and FHDC to enable Otterpool Park to realise a low-car and net zero destination.



Source: SNRG Community and mobility hub at Otterpool Park



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