

Mobility Hubs Implementation Framework

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What is a Mobility Hub?

“A Mobility Hub is a **recognisable** and **easily accessible** place which **integrates different transport modes** and supplements them with **enhanced facilities, services and information** aimed at encouraging more sustainable travel, creating sense of place and improving journeys and travel choices”




Image source: <https://www.mobipunt.be/>




What is a Mobility Hub?


For a place to be defined as a Mobility Hub, it should meet the following criteria:


 Co-location of public transport and shared transport³ (at least one or more public transport mode; and one or more shared transport mode);

 Safe and secure bicycle storage;

 A place for everybody (good lighting, visibility, accessibility and safety);

 The redesign of space (improving the surrounding public realm);

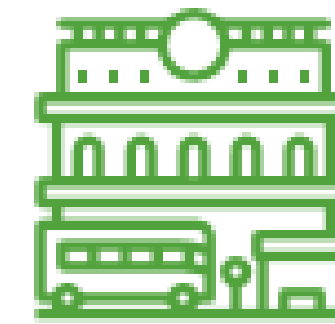
 Serves local needs (residential population, employment, visitors or multiple user types); and

 Identify the space as a Mobility Hub through a branded pillar or board and provide travel information, which is clear and visible.

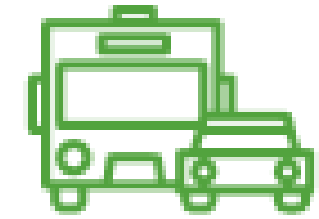
Mobility Hubs Topology

- Large interchanges / City hubs
- Transport corridor / Linking hubs
- Key destinations (business parks, hospitals etc)
- Mini hubs (or a network of mini hubs)
- Market towns/ village hubs

Large interchanges
/ City hubs



Transport corridor /
Linking hubs



Key destinations
(business parks,
hospitals, etc)



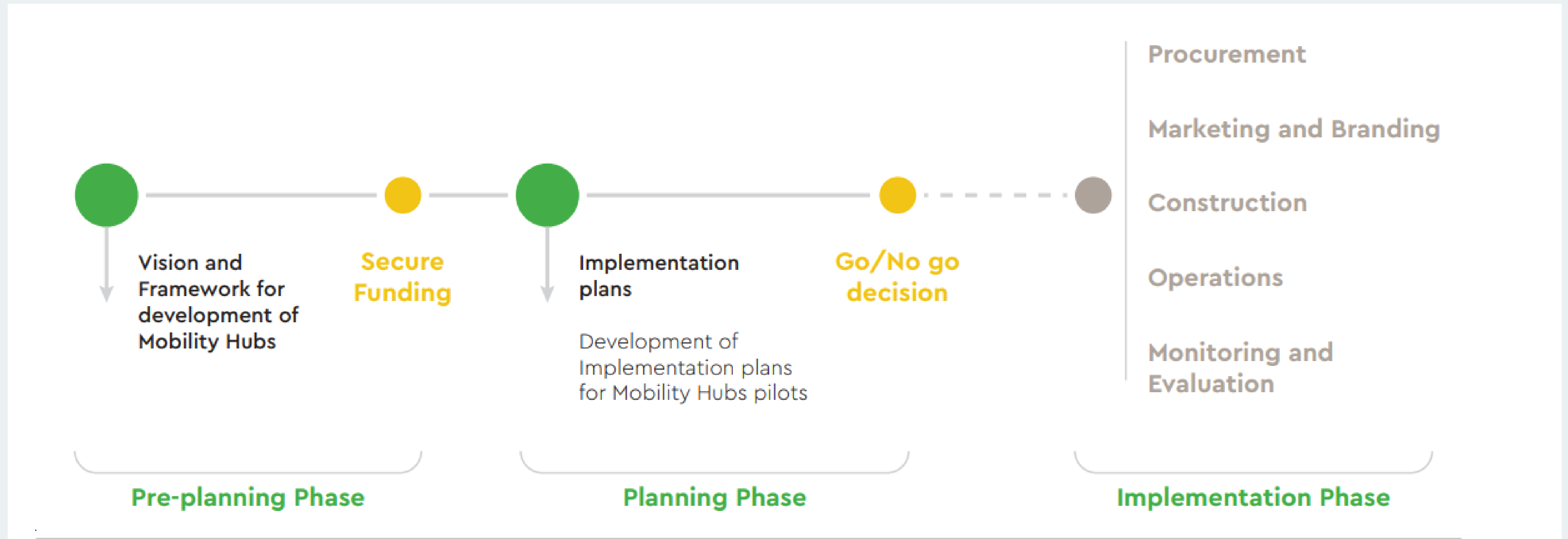
Mini hubs (or a
network of mini
hubs)



Market towns/
village hubs

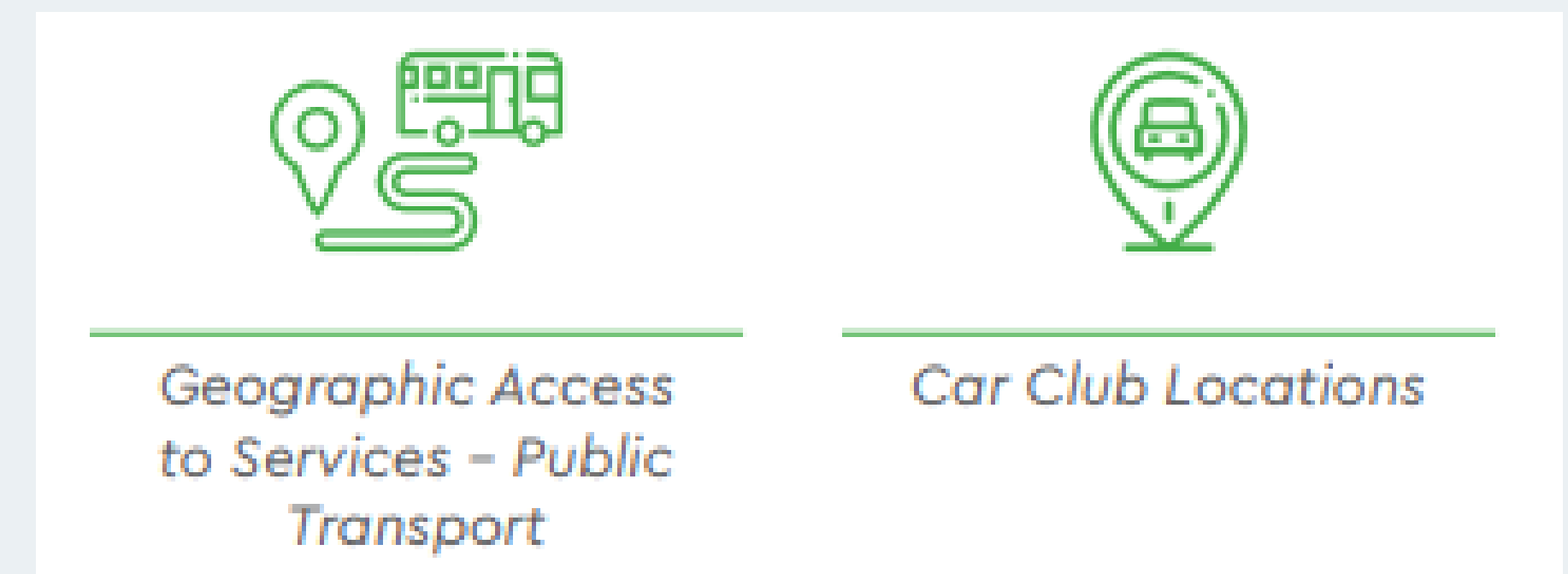
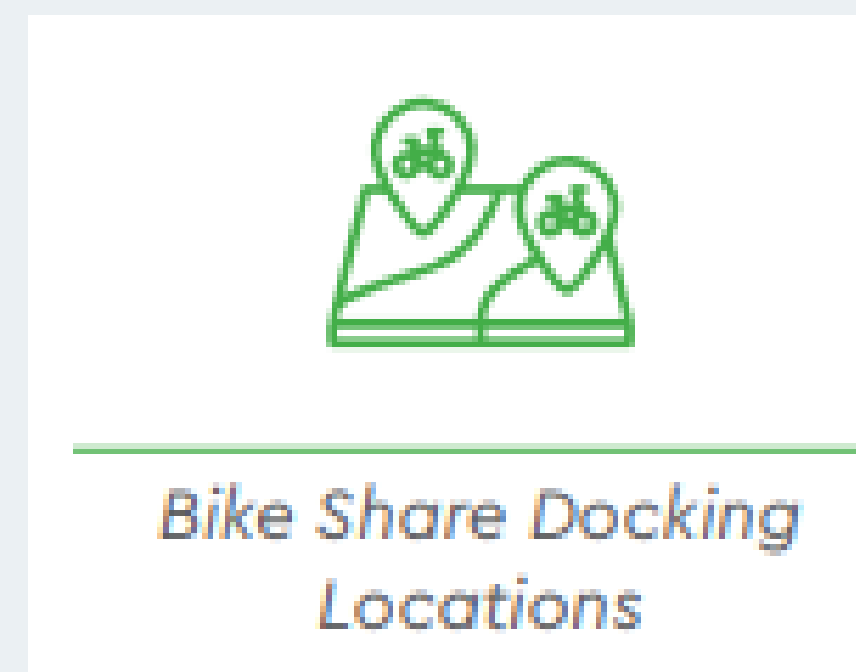


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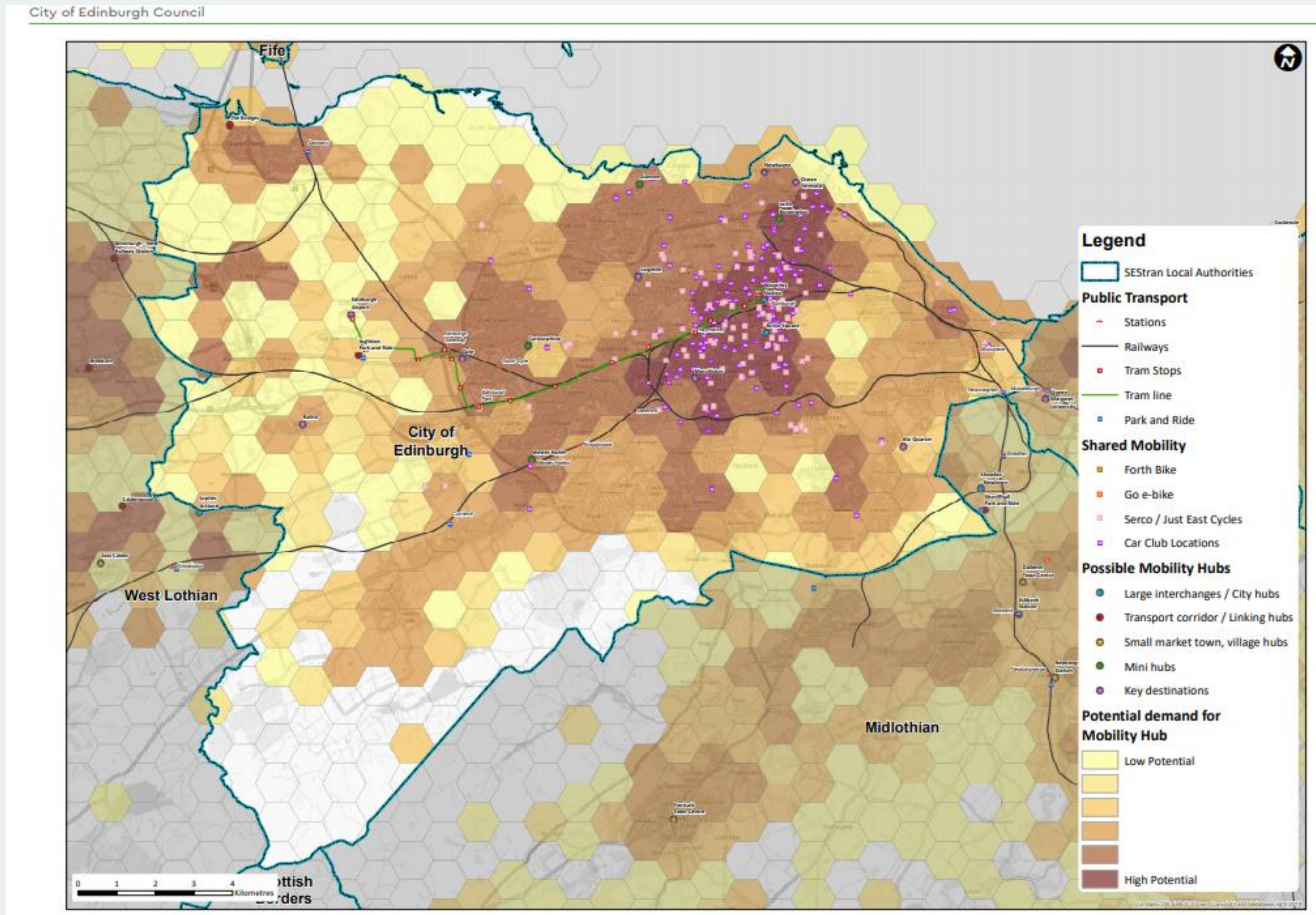


Data analysis

- **Understanding the need for Mobility Hubs:** The maps have been created based on the Scottish Index of Multiple Deprivation (SIMD), which identifies areas of multiple deprivation in Scotland. It measures across seven domains: current income, employment, health, education, skills and training, housing, geographic access and crime.
- **Understanding the demand for Mobility Hubs:** We have analysed data to assess locations where underlying potential demand for Mobility Hubs (and therefore most likely to be viable to operate commercially) is likely to be the strongest.



Data analysis



Takeaways

- Each Mobility Hub is unique
- The need for consistency and clear branding
- Importance of stakeholder engagement
- The need for monitoring and evaluation
- Mobility as a Service
- Funding and business model
- Opportunities with housing developments



Image source: CoMoUK

Thank you!

Any questions?
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