Innovation in transport and mobility provision: Functional transport solutions

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Background: Needs
Needs for mobility

**PRIMARY MOBILITY NEEDS**
Practical/utilitarian Needs
- e.g. get from A to B as safely, reliably, cheaply and comfortably as possible.

**SECONDARY MOBILITY NEEDS**
Social/affective Needs
- e.g. The need for independence, control, to be seen as normal.
  - Linked to status, roles, identity, self-esteem. Impression management

**TERTIARY MOBILITY NEEDS**
Aesthetic Needs
- e.g. The need for the journey itself, for relaxation, visit nature.
  - No explicit purpose.

(Musselwhite, C. and Haddad, H. 2010)
The need for discretionary travel

End product is discretionary and
The journey itself is discretionary

View  Intrinsic  Third space
End product is discretionary

“I have no social life since my widowhood ... and would like reasonable transport evenings to go out to theatre, or dances,... or going to pub to meet friends and socialise” (Parkhurst et al., 2014; GAPL)

“I have friends in the village who it would be nice to have lunch with sometime and none of us has a car and we are too far away to walk to and far too expensive to get a taxi... so all we can do is phone each other” (Parkhurst, et al., 2014; GAPL)
“Until I moved into my [retirement] flat, I loved looking at my garden, how it changes throughout the seasons. With my car, at least, I can still visit parks and the forest regularly to watch them change.” (Female, driver, aged 78) (Musselwhite and Haddad, 2007, 2010; SPARC)

“We go down to the coast regularly to see the sea. I love being by the sea. We couldn’t do it if we didn’t have a car.” (Male, driver, aged 80) (Musselwhite and Haddad, 2007, 2010; SPARC)
“Sometimes I take the long way round to drive past the forest and see the trees, especially in Autumn” (Male, driver, aged 75) (Musselwhite and Haddad, 2008; 2010; SPARC)

“The bus doesn’t really go where you would want. The route isn’t pretty. It just does the houses and the shops. The views are ordinary” (Female, gave-up driving at 80) (Musselwhite & Haddad, 2008; 2010; SPARC)
“That’s what the car does you see. Takes you where you don’t need to go, you see. And for me that’s life”. (male, driver, interview) (Musselwhite & Haddad, 2010; SPARC)

“[on the bus] and he said “it’s different up here you can see …. get a good view and see the world go by ..... Is sort of relaxing “(Female) (Calcraft et al., 2015; Driving Hands)

“The journey itself is discretionary”

Intrinsic

“Driving allowed me to go where and when I wanted to, even if that was just for a drive about. We can’t do that now.” (Male, gave-up driving at 72) (Musselwhite & Haddad, 2007; SPARC)
“I enjoy being on the buses with other people, it’s a social thing... there’s always somebody I know on the buses...whereas driving is a little more enclosed personal thing.” (Female, Powys, aged in 70s) (Shergold et al., 2012; GAPL)

“I enjoy going on the bus to the shops. They are fun. You get to go out, see people, chat to people, see the world going round” (female, gave-up driving at 72) (Musselwhite & Shergold, 2013; GuD)
Solutions
Walking

**Health benefits**

Walking can have a number of positive health outcomes. Walking reduces the risk of all-cause mortality by up to 20% and cardiovascular disease by up to 30% (meaning that regular walkers are likely to live longer than non-walkers). Walking reduces the risk of high blood pressure, stroke, and high cholesterol. Walking expends energy and therefore can help energy balance and body composition (potentially reducing obesity).
• Outdoor environments to support walking

**Functional**
- Accessible space
  - Benches
  - Toilets
  - Well lit & maintained
  - Clear safe space from traffic
- Attractive spaces
  - Fountains
  - Trees/greenery
- Desirable spaces
  - Aesthetics
  - Prospect/refuge
  - Mystery/intrigue
  - Playful spaces

**Fun**
Because of health (and social) benefits – recommended that doctors prescribe walking (Hanson and Jones, 2015)

Majority of walking journeys start with a vehicle

But what if you can’t get to a walkable environment?

Role for community transport in getting people out walking.
• Interchange: Walking/bus (or public transport)

Functional

Accessible space
- Seating
- Shelter
- Real-time information
- Level kerb onto bus
- Bins

Attractive spaces
- Quality

Desirable spaces
- Aesthetics
- Sense of place
- Playful spaces

Fun
Services and technologies
Support for driving (total mobility)

Functional

Accessible service
Driver skills training
Cognitive screening and training

Attractive service
Advanced Vehicle Control and Safety Systems

Desirable service (role for or effect on community transport)
- Driverless vehicles
- More on-demand services, sharing services for better provision
- Independent Transport Network
Community transport

Functional

Accessible service
Provision for primary services
Comfortable and accessible
Helpful and supportive

Attractive service
Days out just for fun!
Bus as a third space

Desirable service
-Aesthetics – improve bus looks
-More on-demand services, sharing services for better provision
-Independent Transport Network

Fun
- **Other mobility technologies**

**Functional**

- Attractive service
  - Cycling (support and education)
  - Mobility scooters (training and advice)

**Fun**

- Desirable service
  - Electric bikes (cheaper and lighter)
  - Hybrid scooter – cars

**Accessible service**

- Cycling
- Mobility scooters

What else?
Issues
Importance of discretionary travel isn't recognised

- Travel time seen negatively
- Geared around economic growth, 9-5, (core (rush) hour provision).
- Provision for car dominates, public transport suffers (esp. outside of core time provision)
Relationship to health and wellbeing needs to be clear

- Role for research
Problematising and stigmatisation of older people means provision is concentrated around practical support

- Hospitals, doctor surgery.
- If you want something nice you have to do it yourself
Hard to ask for others to help

You can’t ask other people to take you out for “a drive”. They’d think you’d lost their senses. Anyway they have got better things to be doing with their time, then ferrying me about just for the sake, like” (female, gave-up driving at 80) (Musselwhite & Haddad, 2008, 2010; SPARC)

“people did offer but I really didn’t want to, well it would mean people travelling a long way to come and get me and take me somewhere .....” (female) (Calcraft et al., 2015; Driving Hands Project)

“Erm, I hadn’t even thought about it really to be honest, er, I probably could have asked two people, erm but I would have felt really cheeky asking” (female) (Calcraft et al., 2015; Driving Hands Project)
Hard to Justify to self and others

• You can’t really go out in a taxi just to go for a ride. *It doesn’t seem worth the cost*” (male, gave-up driving at 82) (Musselwhite & Haddad, 2008; SPARC)
Conclusion
Things we can do:

- **Provide strong case of importance of discretionary travel**
  - Economic but beyond...
  - Wider social importance
  - Research and evidence health and wellbeing links

- **Connect to total mobility and lifecourse approach**
  - Users from a younger age
  - Infrequent and regular users
  - Build it into other trips

- **Involve older people**
  - Allow older people’s input
  - Reciprocation – payment or allow offers of food - cook or lunch.

- **Look at successful case studies**
  - How to operators provide days out
  - Innovation
  - Quality driver, service and vehicles

“It is the only day I go out, and I look forward to see the other people and the driver”

“Without dial-a-ride I would be completely housebound”

“Being disabled…and more or less housebound the community transport enables me not only to be able to get my weekly shopping but to meet other people”
• **References**

  • Musselwhite, C. (2011) *Successfully giving up driving for older people.* Discussion Paper. International Longevity Centre - UK


