

Retail Travelution: Setting the Scene

Peter Jones
Scientific Coordinator

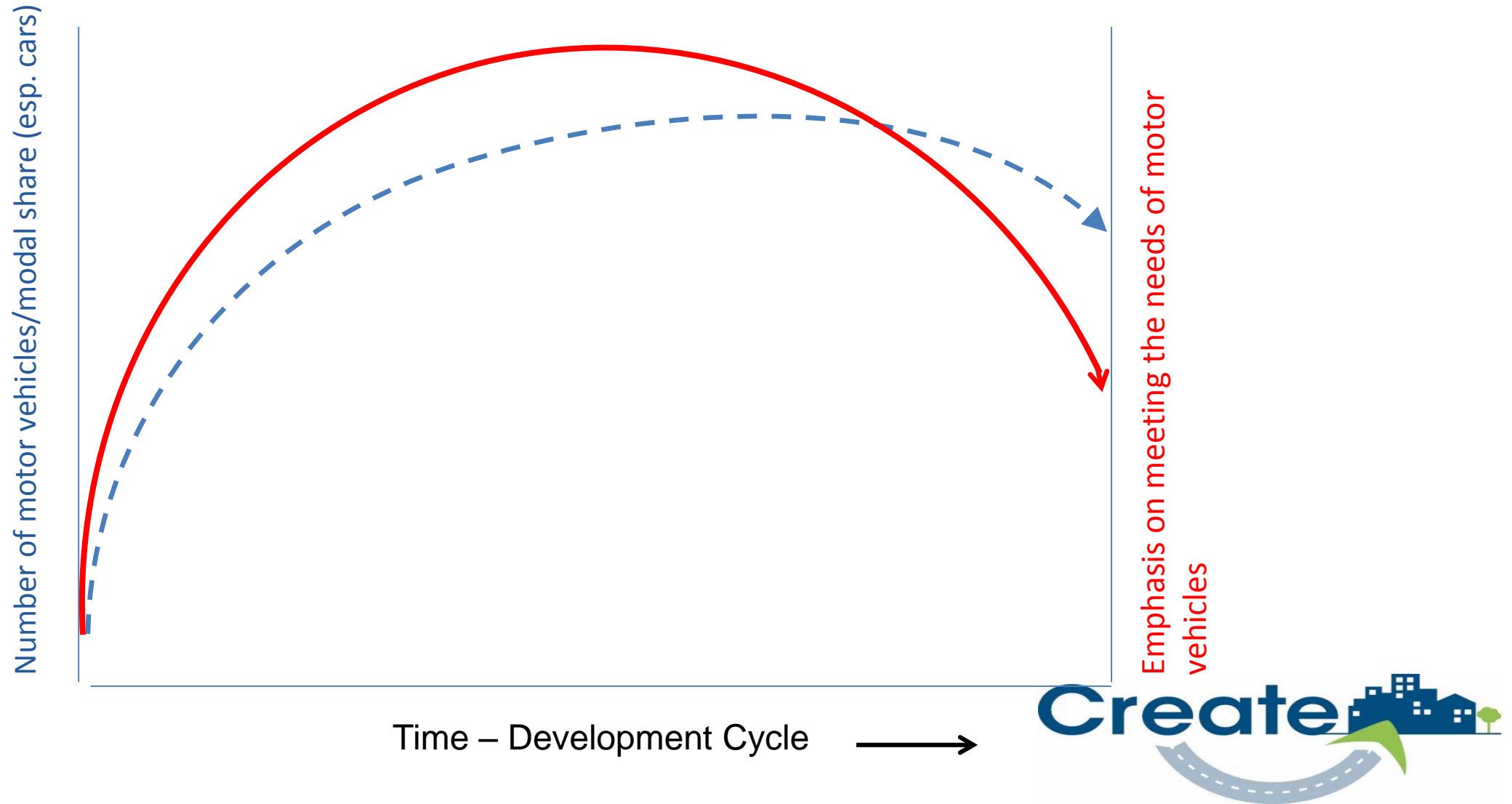
Retail Travelution, Addleshaw Goddard, 23rd January 2018

Overview

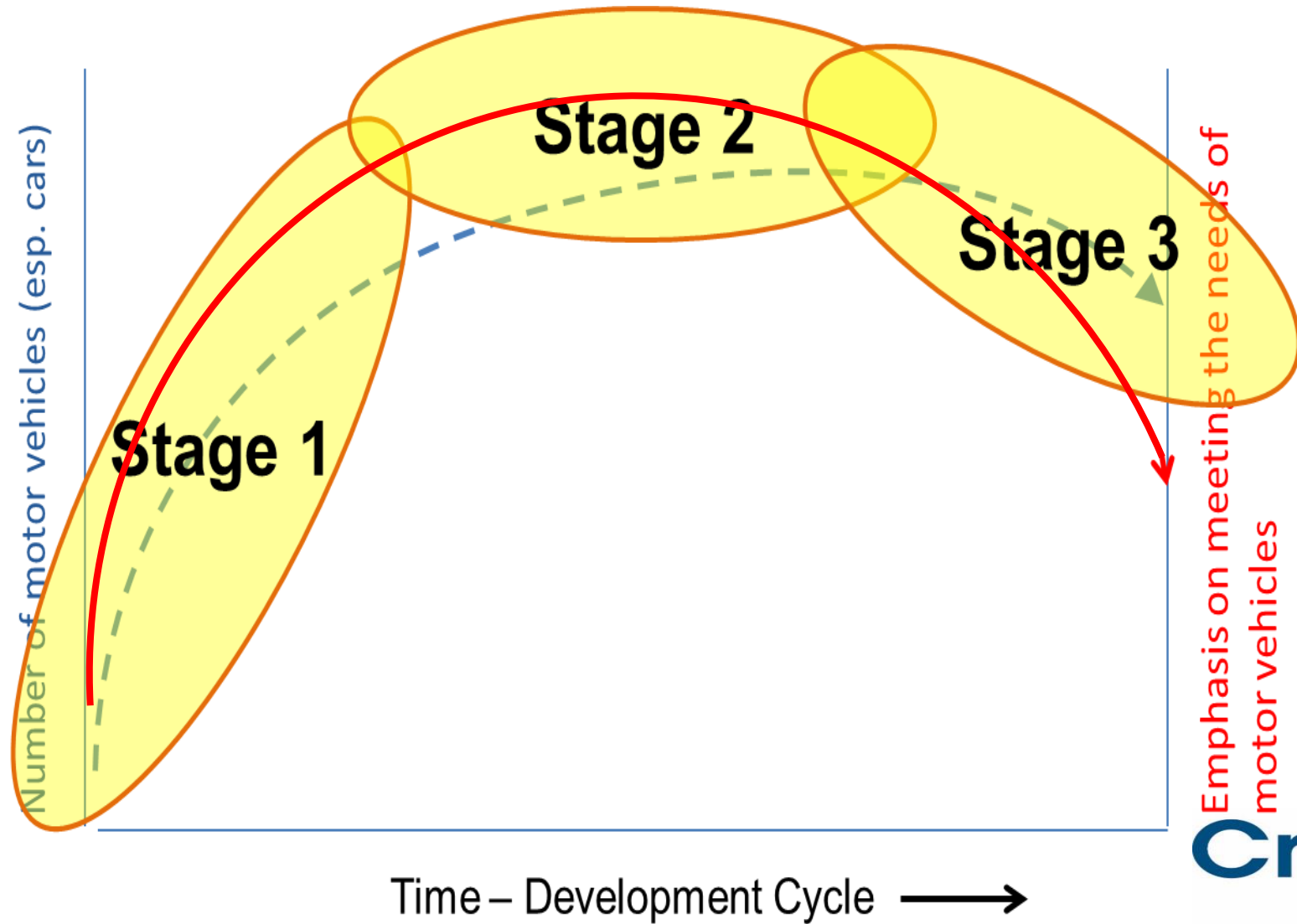
- CREATE sets out to draw on urban transport policy experiences from Western European cities, to aid cities grappling with traffic growth in Eastern Europe and beyond
- The nature of the 'problem' and appropriate 'solutions' have evolved over time – 3 'stages' to date
- But demographic, economic and technological changes are forcing cities to confront new challenges
- The 'solution' may lie in closer co-operation between cities and private sector bodies – retail offers a lead



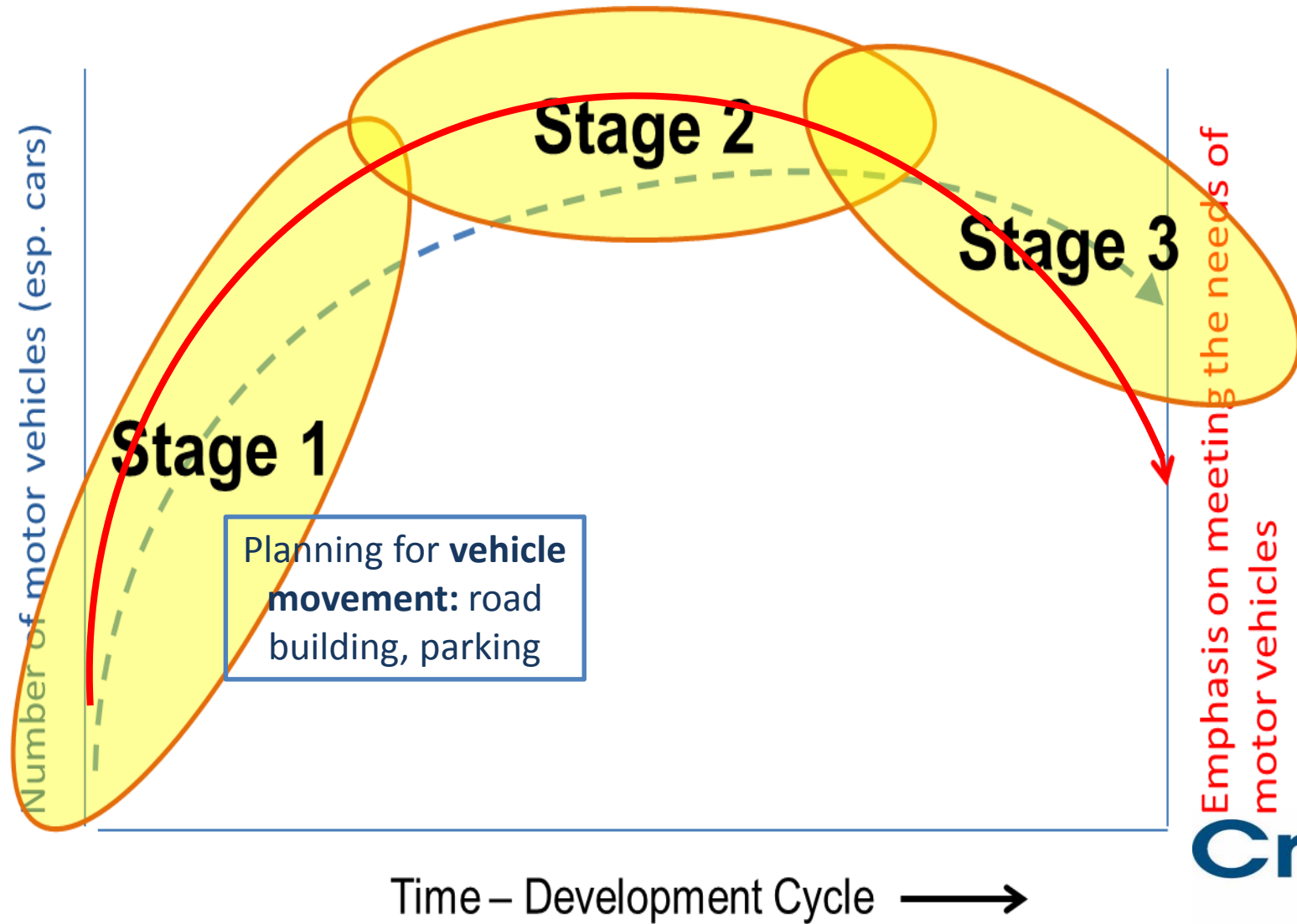
Simplified 'Transport Policy Development Process'



Simplified 'Transport Policy Development Process'



Simplified 'Transport Policy Development Process'



Stage 1 – Vehicle Focus

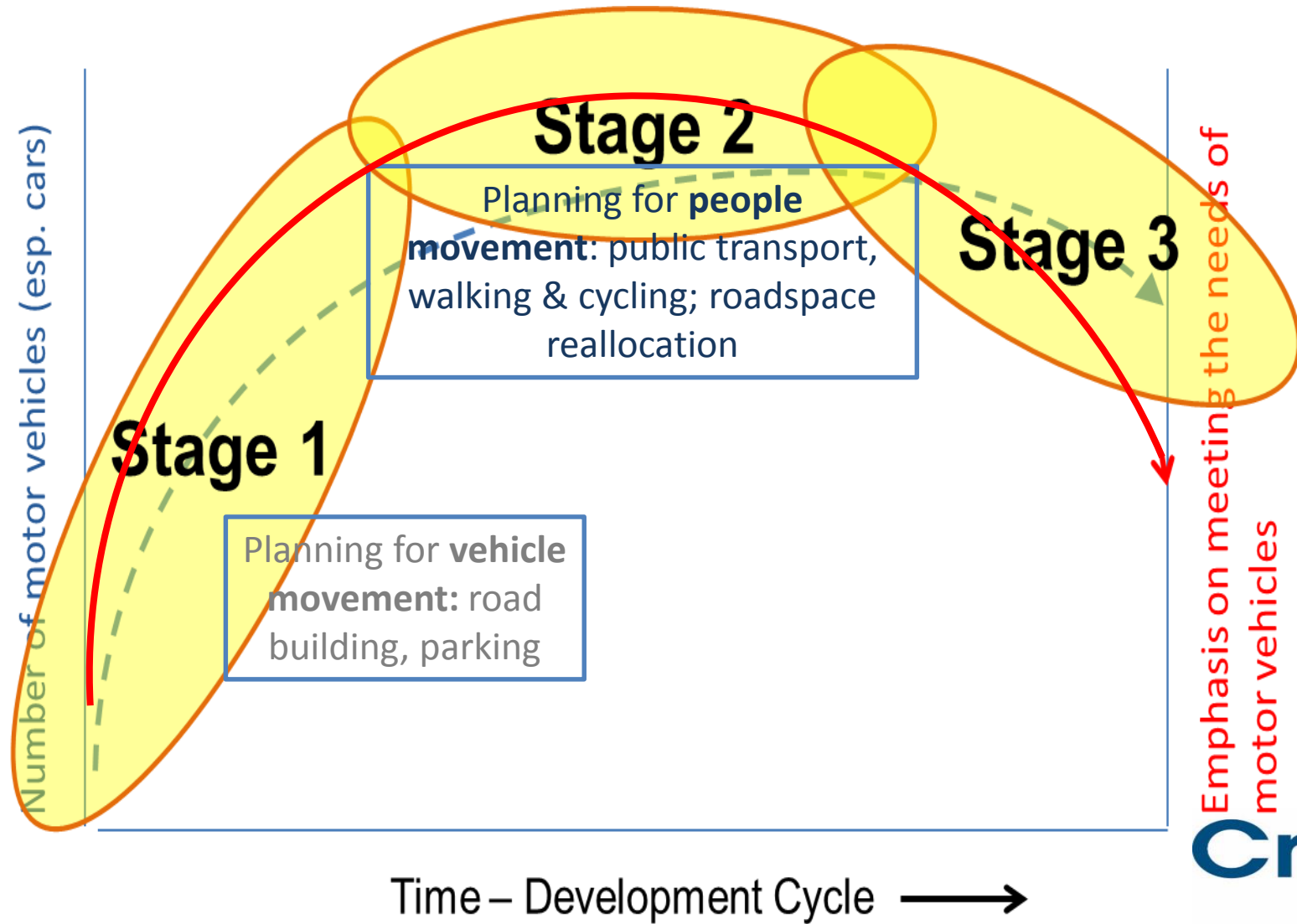


Congestion Amman



Highway infrastructure - USA

Simplified 'Transport Policy Development Process'



Stage 2 – Person Movement Focus

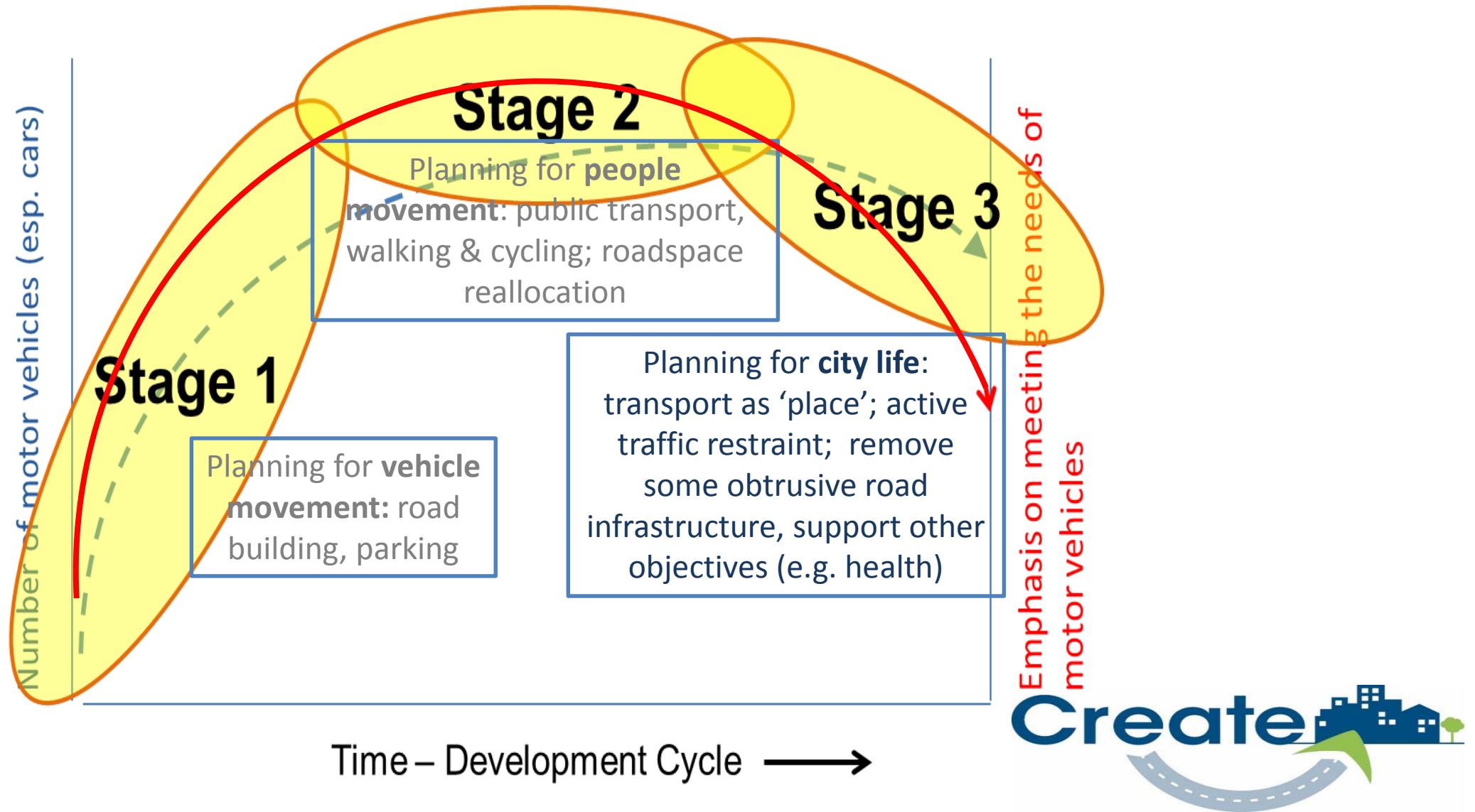
Tram: Vienna



Bus: London



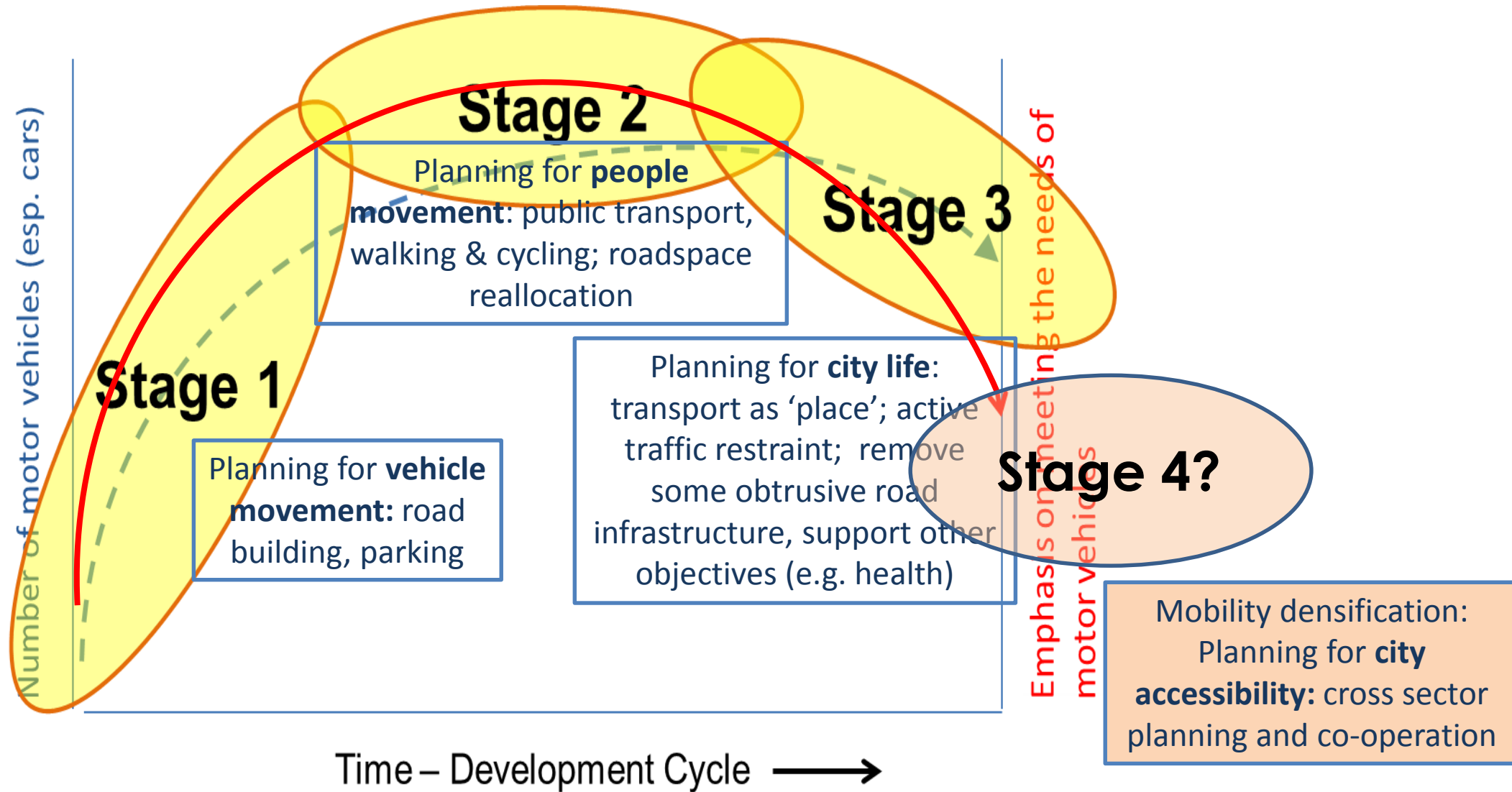
Simplified 'Transport Policy Development Process'



Stage 3: Street Redesign



A Progression to 'Stage 4': Travel as a 'Derived Demand'?



Where does retail stand?

- Rapid changes in consumer/market behaviour:
 - Physical purchasing -> web-based shopping
 - Fewer shopping trips -> more van deliveries
 - Pressures to reduce employee work deliveries
 - City centre access restrictions
 - Some shopping centres thriving, others failing
 - General spatial (and temporal) re-distribution
 - Sector leading transport revolution – e.g. use of drones

WHERE ARE WE HEADING??

