



THE SHARED TRANSPORT CONFERENCE 2026

SESSION 4

Shared transport in the suburbs

3:00 – 4:15 PM



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 LONDON

Shared transport in the suburbs

Steve Wood

“Mobility has been in the organisation’s DNA for more than 65 years – it’s what we do and who we are.”

CHRISSY TAYLOR

*President and CEO,
Enterprise Mobility*



Enterprise Car Club Footprint

- Enterprise Car Club operates successfully in urban, rural and suburban areas
- Over 2,000 vehicles serving 220 local towns, cities and communities
- Car Club is intrinsically linked with our daily rental branch network



Enterprise Car Club in Edinburgh

- A long-standing partnership spanning 25 years, established in 2001
- Serving over 7,000 members city-wide
- Operating a fleet of c200 low-carbon vehicles, including 29 EVs
- Enabling over 40,000 member journeys in the last year alone travelling over 1.5m miles



Key ingredients for car club growth





How can policymakers make Car Club a success

- Establish a vision for you want your car club to be in your community
- Engage with operators early to see if ambition and vision matches operational deliverability
- Bring in key stakeholders early – developers, local businesses and council employees
- Ensure car club is written into key policy documents
- Secure political leadership to promote car clubs in communities
- Ensure car club is delivering against key use cases and achieving policy ambitions

Car club – expanding mobility and travel choice in Edinburgh for all



◆ EDINBURGH ◆
THE CITY OF EDINBURGH COUNCIL

 Enterprise Mobility™

Strategically aligned car club expansion

The Council is keen to see car club expansion targeted at:

- Broader citywide coverage across the suburbs and periphery of the city.
- Areas of Strategic Development and major developments aligned to City Plan 2030.
- Air Quality Management Areas.
- Areas with high concentrations of people and low levels of public transport accessibility.
- Controlled Parking Zone extensions underway.
- To include Areas of multiple deprivations
- Specific customer segments, rather than a one-size-fits-all offering.



City Mobility Plan - sets strategic direction for car club operations

Movement 16: Support the expansion of shared mobility options

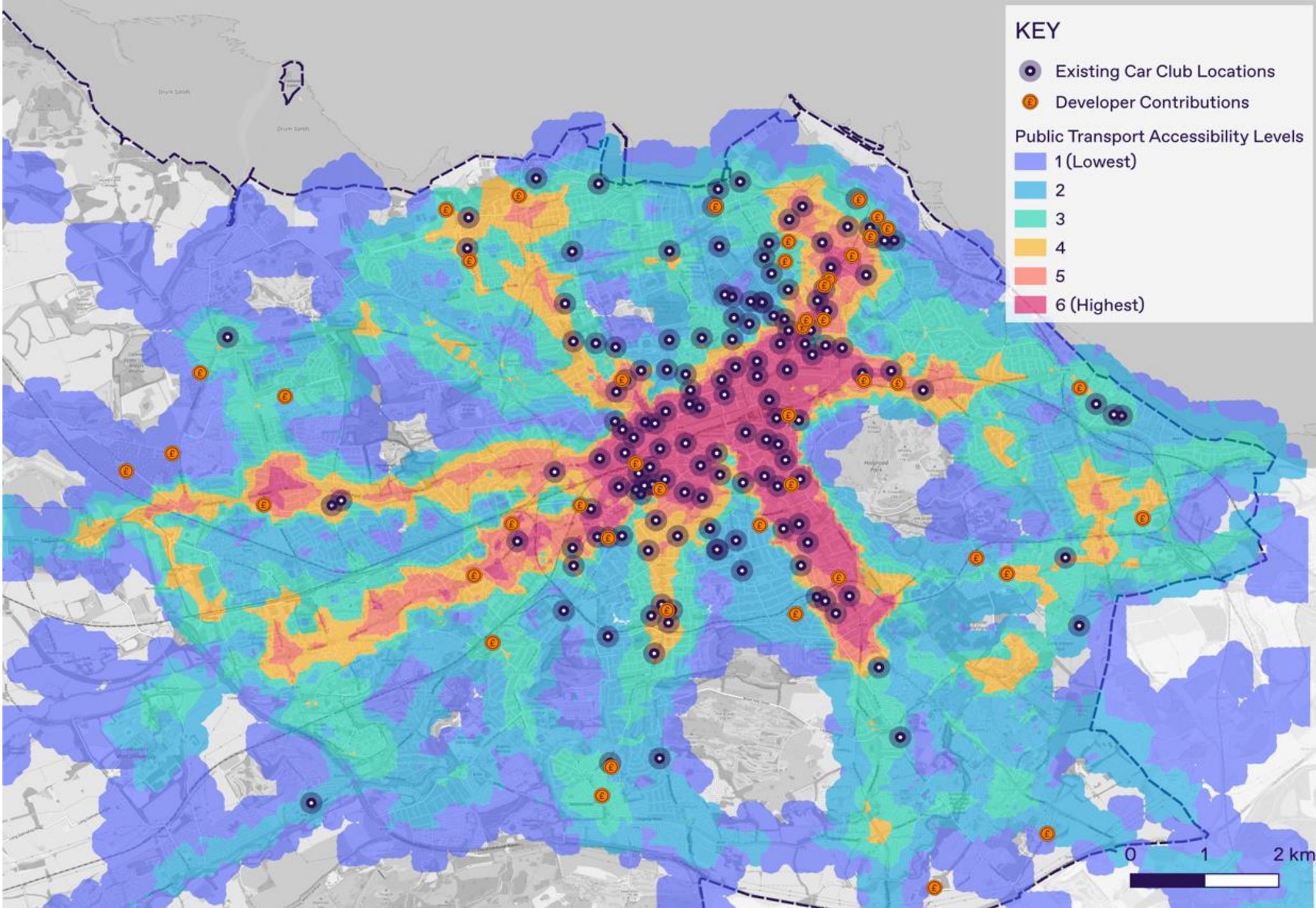
Movement 17: Strengthen partnerships with car sharing partners

Movement 36: Limit private parking in new developments and include requirements for car club

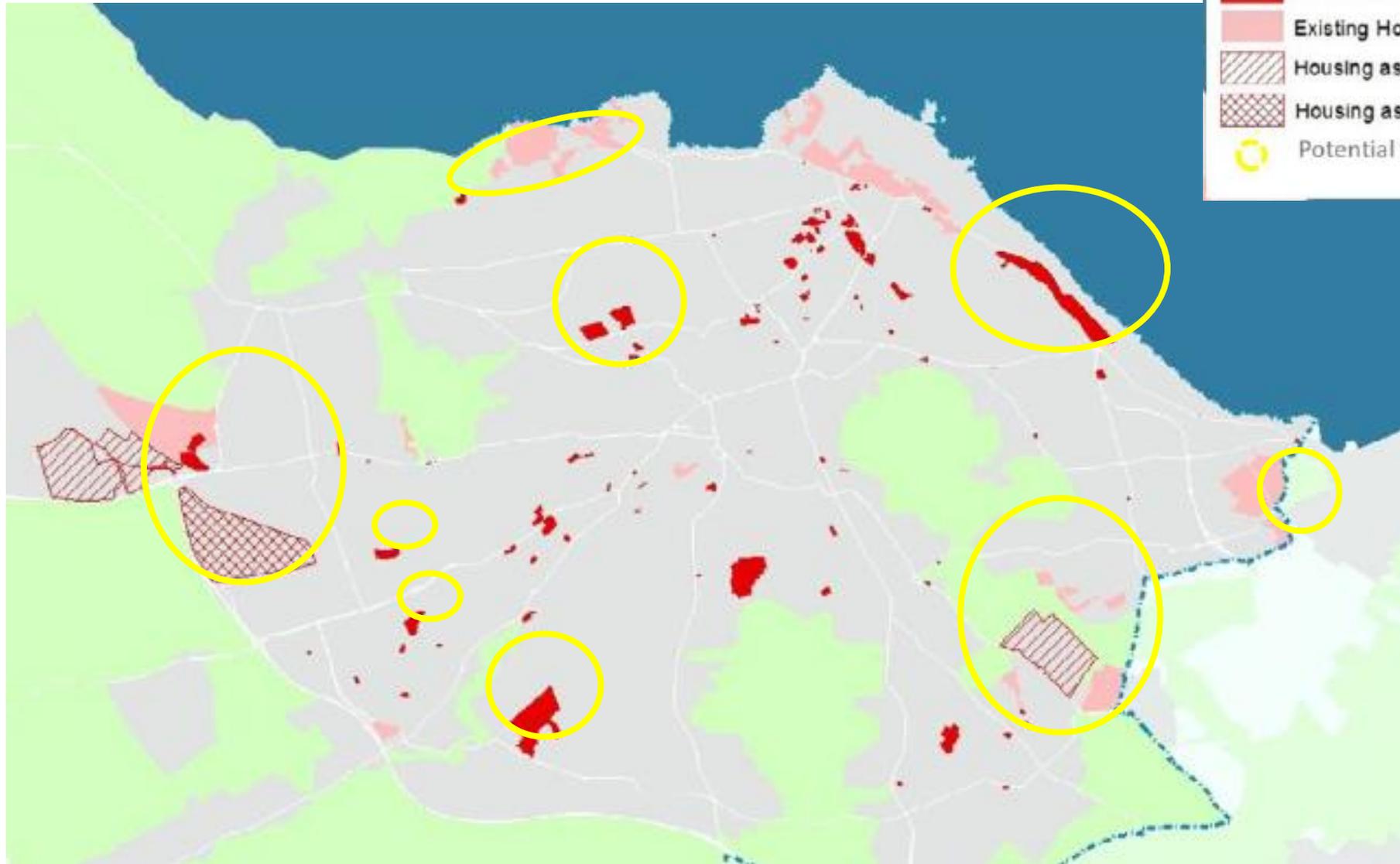
Which contributes to various City Mobility Plan objectives:

- Encourage behaviour change to increase walking, cycling, public transport and car sharing.
- Reduce harmful emissions from road transport.
- Maximise the efficiency of our streets to better move people and goods.
- Reduce vehicular dominance and improve the quality of our streets and road safety.

**Supporting expansion:
focus on
suburbs not
well served
by public
transport**



City Plan 2030



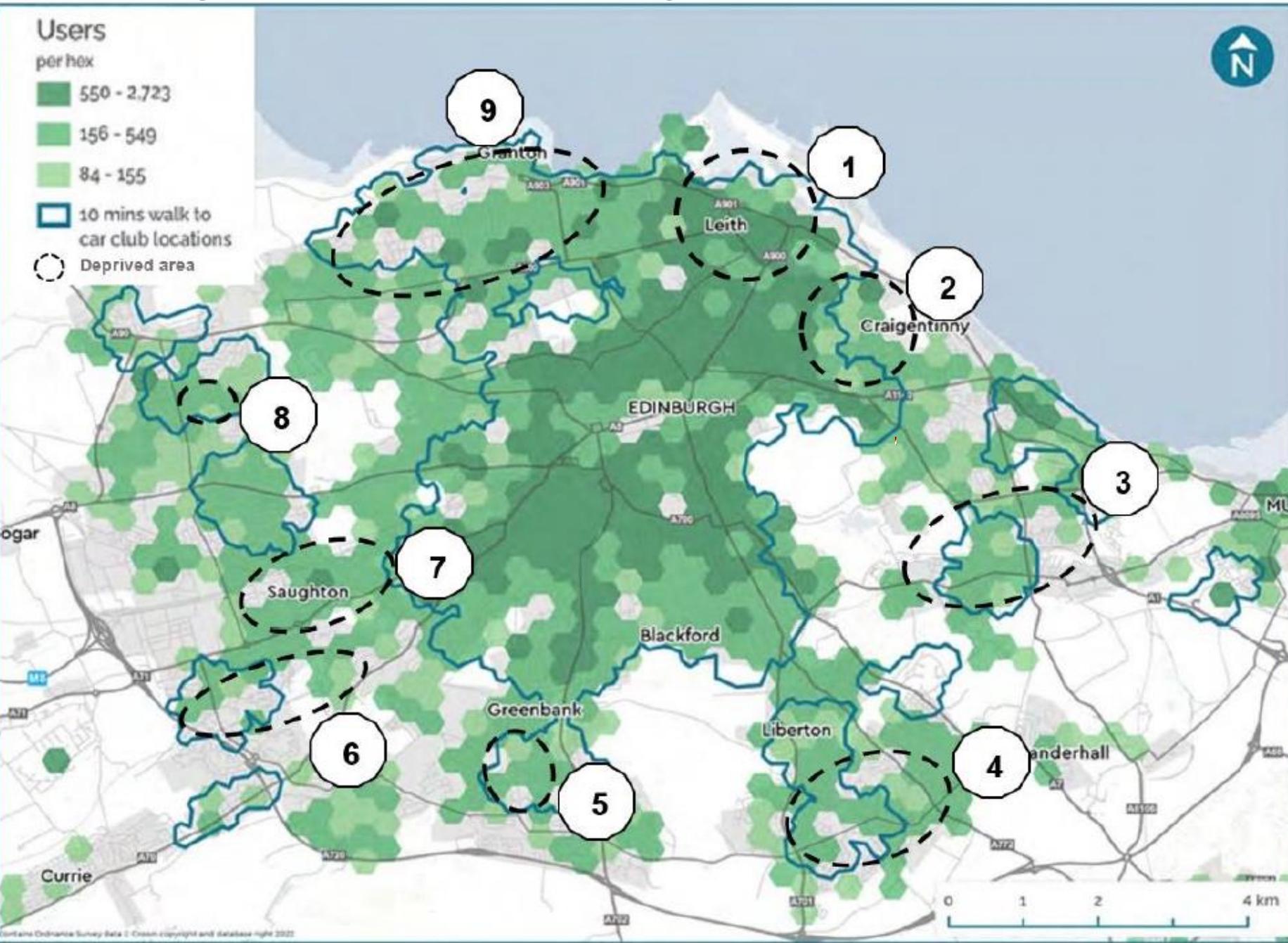
Housing Led Development

-  New Housing Led Development
-  Existing Housing Development (LDP 2016)
-  Housing as part of Areas of Economic Importance (LDP 2016)
-  Housing as part of Strategic Business Centre (LDP 2016)
-  Potential to improve car club coverage

Private car parking:
development will be supported where private car use is not needed

Support availability of Car Club to make it more convenient for residents not to own a car.

Priority areas for car club expansion into suburbs

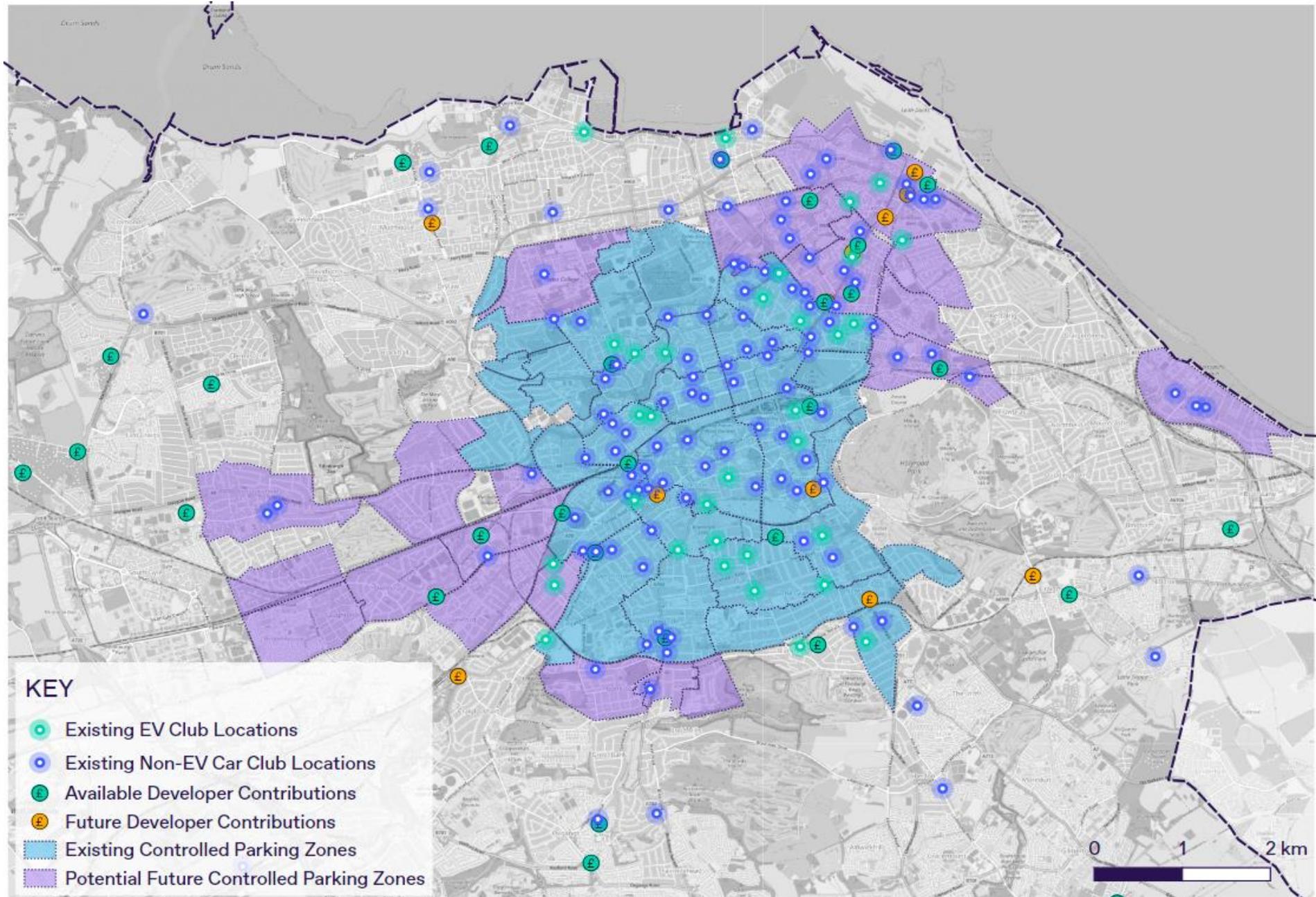


Priority areas for expanding car club services informed by best practice review by external consultant and GIS analysis in 2024

CoMoUK report and analysis in March/April 2026

Physical site visits by the Council car club team and the Edinburgh account team from Enterprise Mobility

Supporting expansion: Developer Contributions & extending CPZs



Dedicated TRO car club spaces

218 vehicle spaces available in our Controlled Parking Zones (CPZ).

51 vehicle spaces available outside of our CPZ.

34 dedicated electric chargers for car club vehicles serving 68 vehicle spaces (>2/3 in our CPZ).

Significant amount of Developer Contributions available to support car club expansion:

TROs / Vehicles / EV chargers

Thank you





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CoMoUK - The Shared Transport
Conference

25 March 2026 - London

From Policy to Practice: Scaling Shared Mobility in Belgium

Johannes Rodenbach
Research and Policy Officer

About Way To Go

Policy

REPORT BELGIUM 2025

The impact of
**SHARED BICYCLES
AND SCOOTERS**



Community



 WIENER LINIEN

WIENER
STADTWERKE
GRUPPE

SHARED MOBILITY

R  **CKS**

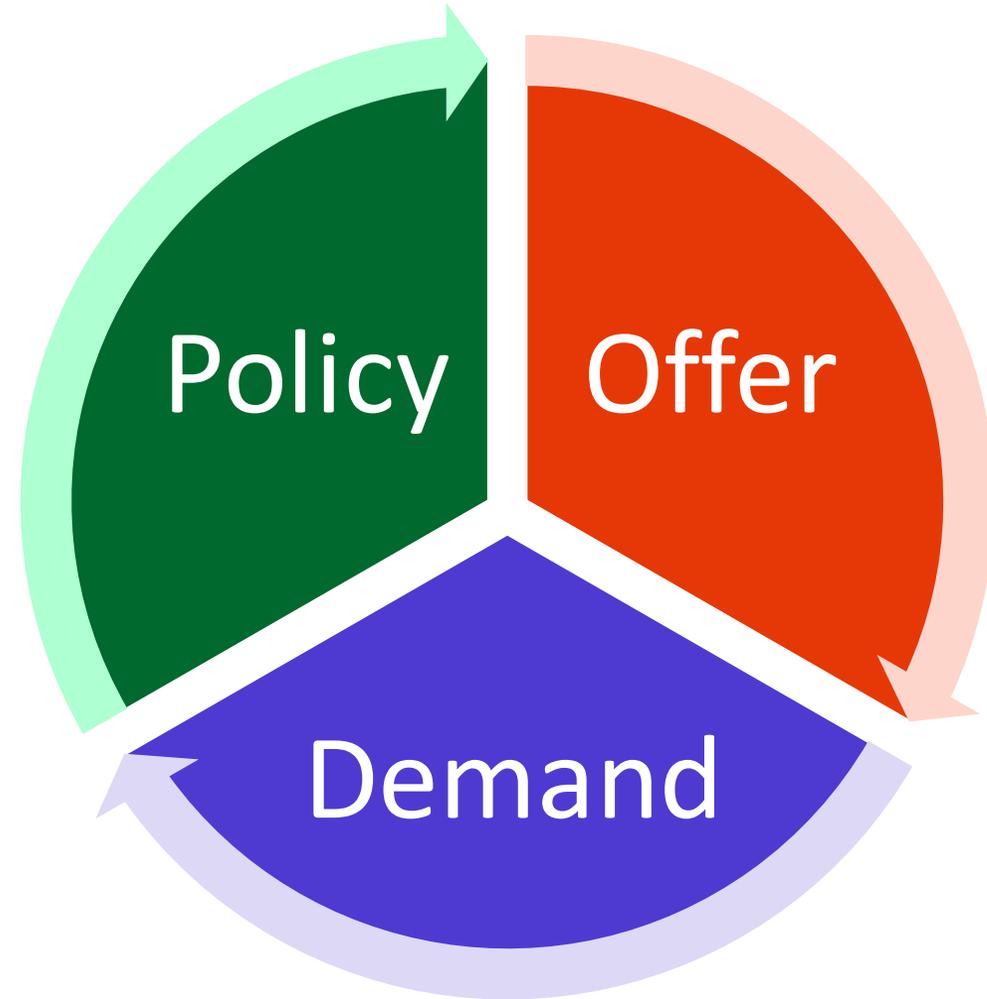
TIME TO SCALE UP



2026 VIENNA

5TH OF MAY





1

Establishing a supportive policy framework

Establishing a supportive policy framework

Shared Mobility Action Plan

Parking regulation

Integration into housing projects

Mobility hubs

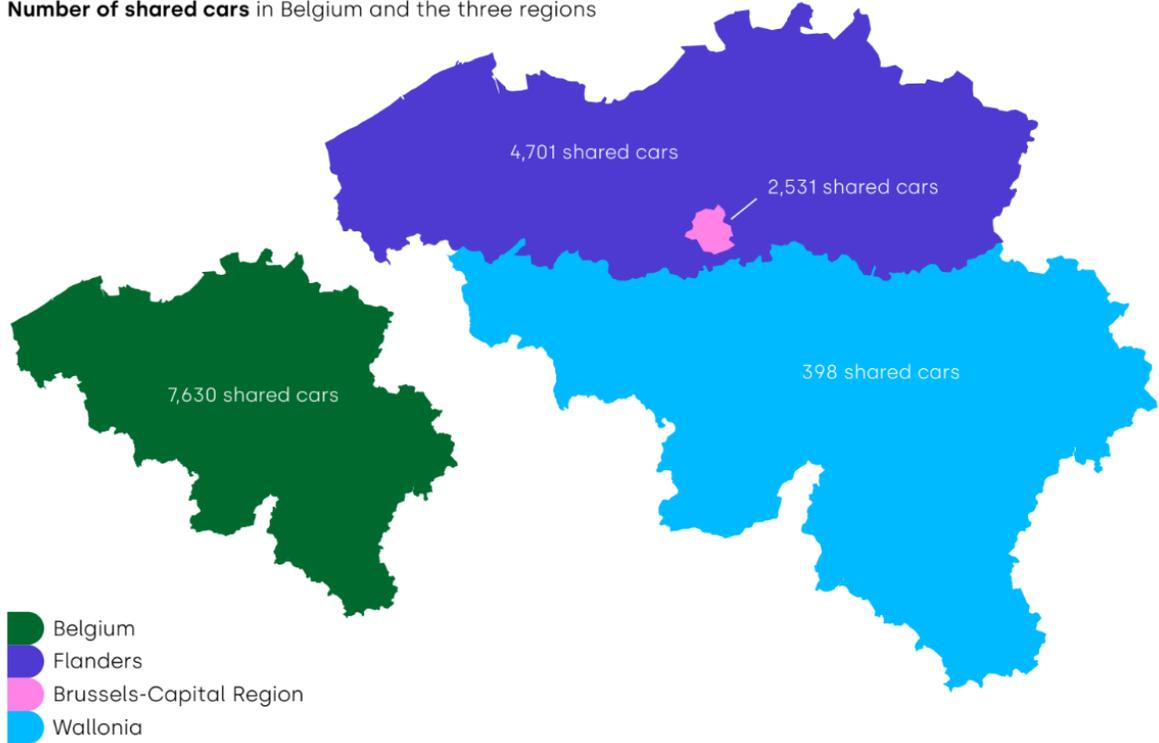


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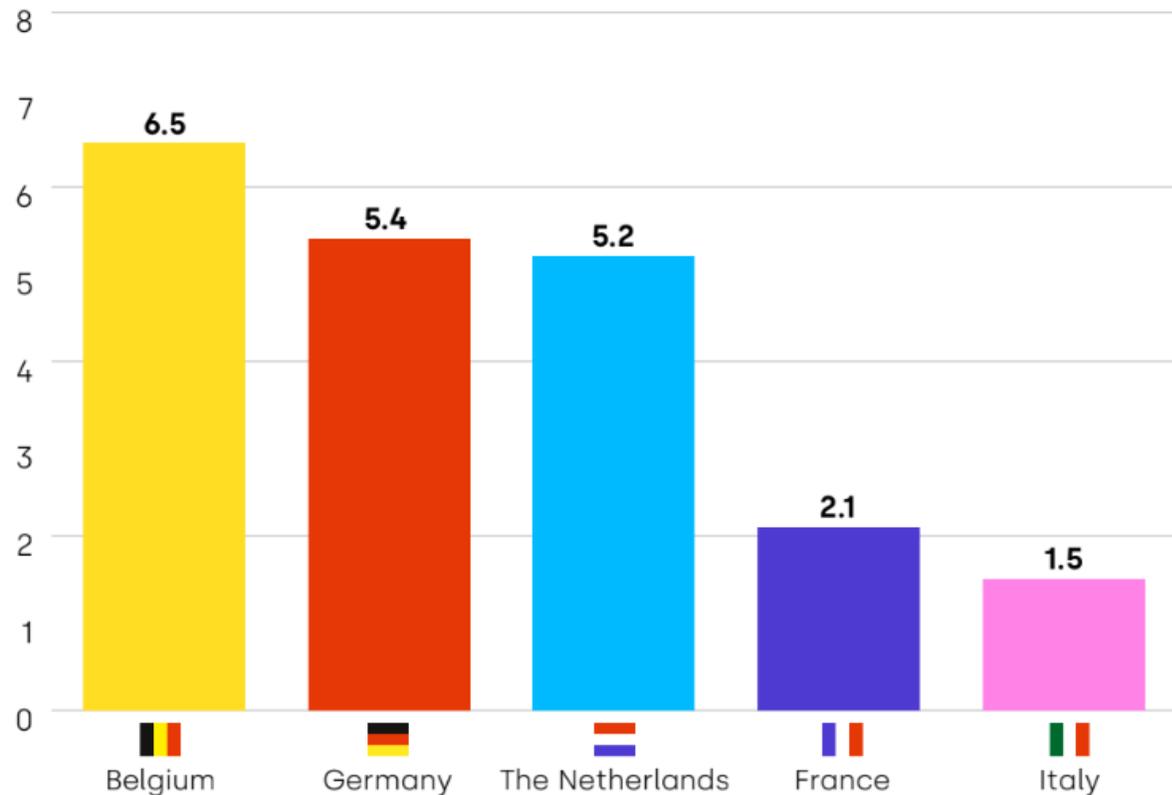
Strengthening the mobility offer



Number of shared cars in Belgium and the three regions



Numbers of shared cars in Belgium

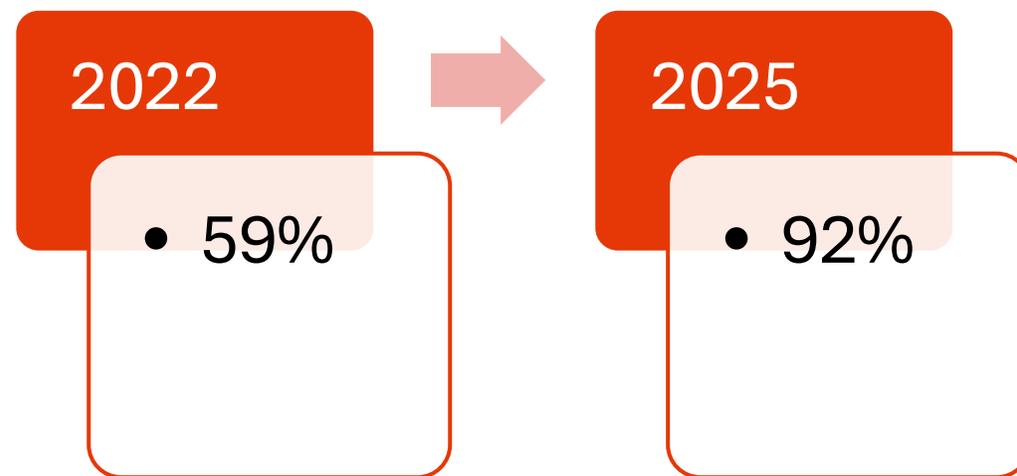


Number of shared cars per 10,000 inhabitants

- UK: 0.8 / 0.4 (before & after Zipcar's departure)
- Flanders: 6.9
- Wallonia: 1.1



Proportion of municipalities in Flanders with at least one shared car





Widespread coverage in Flanders

Minimal revenue guarantee

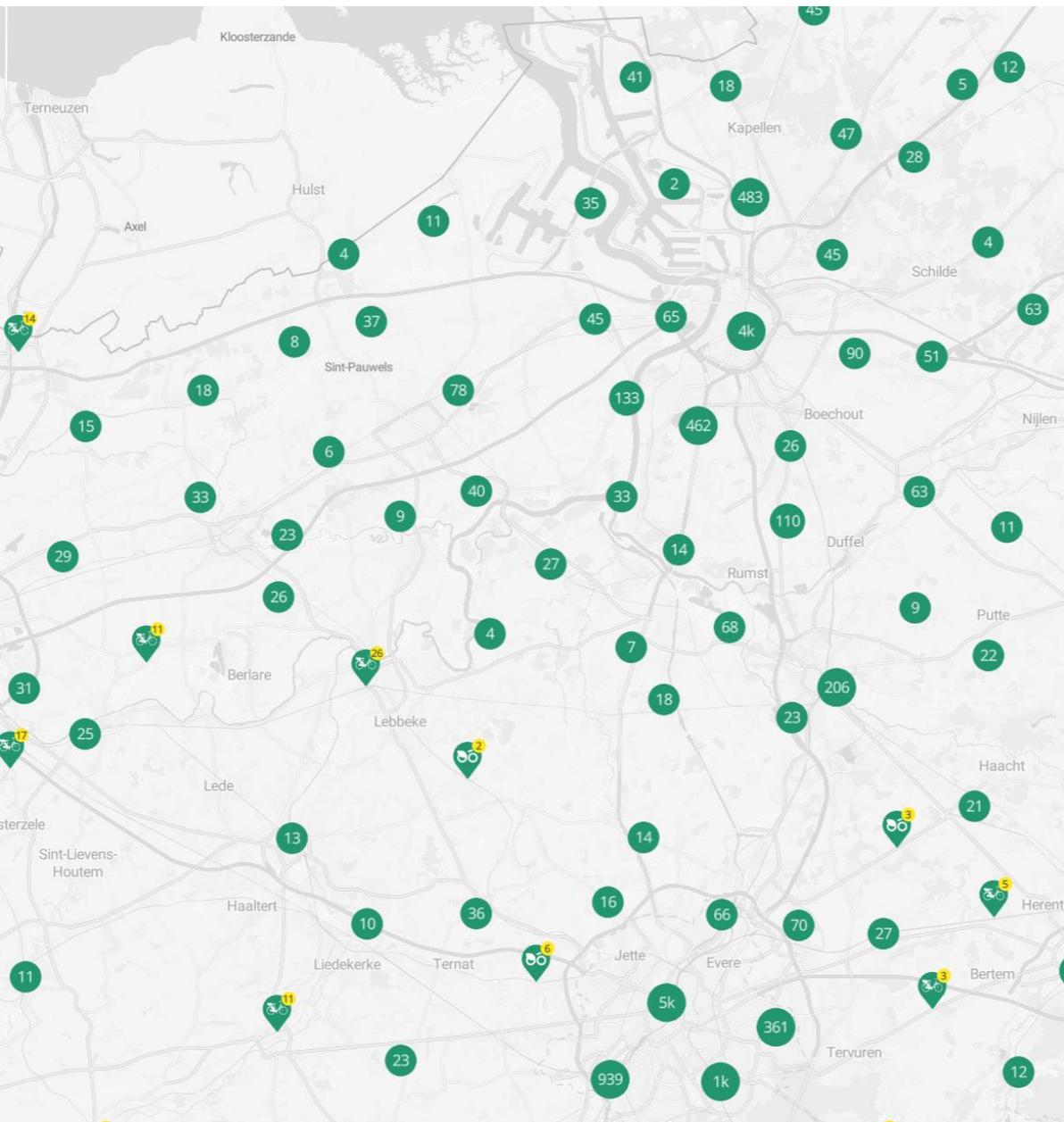
Subsidy for local governments

Subsidy for 'Flexible Tailored Transport Services'

2

Strengthening the mobility offer





Number of shared bikes per 10,000 inhabitants

- UK: 9.4
- Belgium and Flanders: 24



Widespread coverage in Flanders

Subsidy for 'Flexible Tailored Transport Services'

As replacement for own bike or for last mile



Not only in dense cities!

- Region with 26 municipalities → 23,700 inhabitants on average, half have less than 19,000 inhabitants
- 0,7 trips per vehicle per day in a rural, regional system!

Electric

Back-to-many (82 locations)

Cheap (1h = £1.3 // 12h = £4.7)

3

Increasing demand
through communication
and community
engagement



Communication and community

Letter to residents

Information near the shared mobility facilities



Communication and community

“Sharing Neighborhoods”

Social tariffs for low-income users and hands-on support to help navigate shared mobility solutions



Follow us on LinkedIn





Thank you for your attention!



@waytogo.be



@WayToGoSharedMobility.be





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CoMoUK Conference – 25.03.2026

James Scott, Transport Strategy Officer
Transport for Greater Manchester
(james.scott@tfgm.com)

Defining 'the suburbs'

What do we mean by 'suburbs' in 2026?

Meaning of **suburb** in English



suburb

noun

UK  /'sʌb.ɜːb/ US  /'sʌb.ɜːb/

Add to word list 

B2 [C]

an area on the edge of a large town or city where people who work in the town or city often live:



Manchester City Centre; a suburb within itself

Given the large growth of Manchester City Centre over the past decade, no longer does Greater Manchester position itself as a city with a centre focused solely on commercial development and retail, but now it is very much a space for its residents to live, as well as work and enjoy.

Only London keeps a higher proportion of its graduates than Manchester

Greater Manchester is the fastest growing city-region in the UK

In 1990, 500 people lived in Manchester City Centre.

54,000 new homes in the city-centre by 2039, 30% of GM total

Forecasted population and jobs growth in Manchester City Centre between 2025 and 2040:

| Category | 2019 CCTS Baseline* | 2025 Baseline | 2040 Projected Total |
|---------------|---------------------|---------------|----------------------|
| Population | 40,000 | 75,000 | 160,000 |
| Jobs | 140,000 | 245,000 | 390,000 |
| AM Peak Trips | 110,000 | 90,000 | 128,600 |

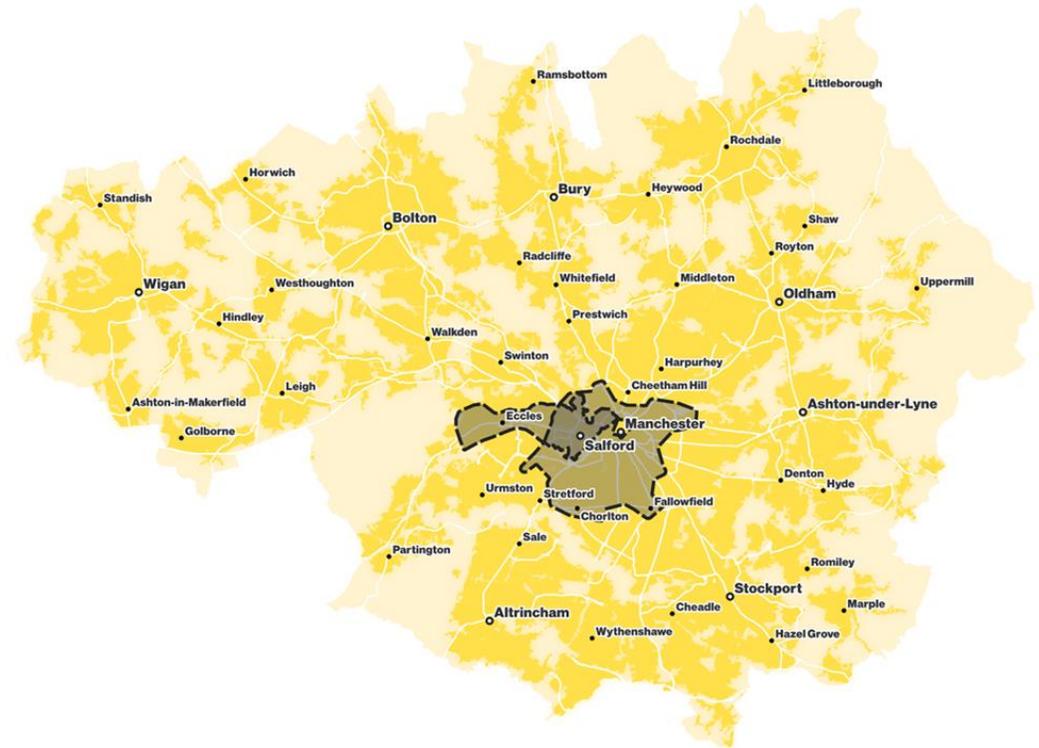
*City Centre Transport Strategy (2019) baseline created based on ONS data from 2011



Micromobility can connect growing urban areas

In Greater Manchester, our offer is less developed vs comparable city-regions.

| Summary (Summer '25) | Scheme details | Trip % increase on previous year |
|--|--|----------------------------------|
| Lime – Salford E-Scooter Trial (Salford) | 800 e-scooters over 14.4km ₂ | 32% |
| Beryl – GM Cycle Hire (Manchester, Salford, Trafford) | 1,200 bikes over 40km ₂ (600 e-bikes, 600 pedal) | 33% |



Meanwhile, GM has a challenge with car ownership and short trips being made by the car...

13% more car registrations 2001-21

160,000 more GM households with access to a car

32% of trips under 2km are by car

16% of bike share trips replace car trips

21% of e-scooter trips replace car trips



Suburbs as growth engines

Take Stockport as an example – not as a one off, but as a signal of what's happening across Greater Manchester

Increased development:

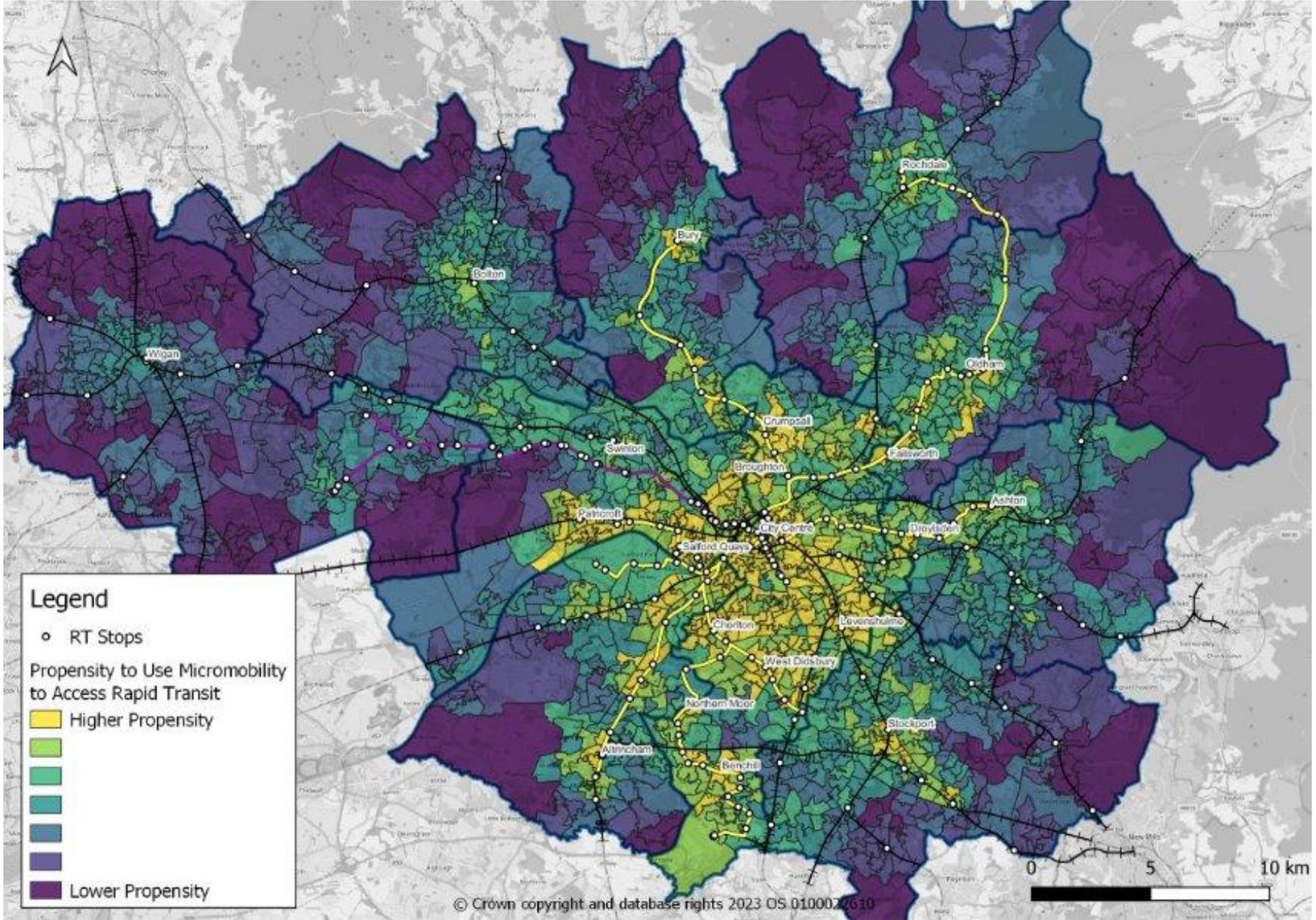
- In town and local centres + city centre
- Around stations and at transport nodes
- Of mixed-use and higher density

Transport and regeneration reinforcing each other, creating opportunities for both residents and transport/local authorities:

- Points of access or interchange
- Local < 2km trips, which are often made by car
- Capacity and reliability



Growing the suburban offer



What the future holds for Greater Manchester?

Whilst **Greater Manchester has started to develop its Micromobility network**, it has more to do to ensure more people can make more trips by sustainable modes.

Before 2028, Greater Manchester will have...

- Adopted the Greater Manchester Local Transport Plan (2050)
- Received Transforming City Regions funding
- Brought Rail into the Bee Network, alongside Bus, Metrolink and Active Travel

Several timelines for **maximising Greater Manchester's bike and e-scooter hire** opportunities are aligning to dates across **2028**.





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Shared transport – the New Lubbesthorpe perspective

March 2026

Robin Pointon, Managing Director and Founder, GO Travel Solutions

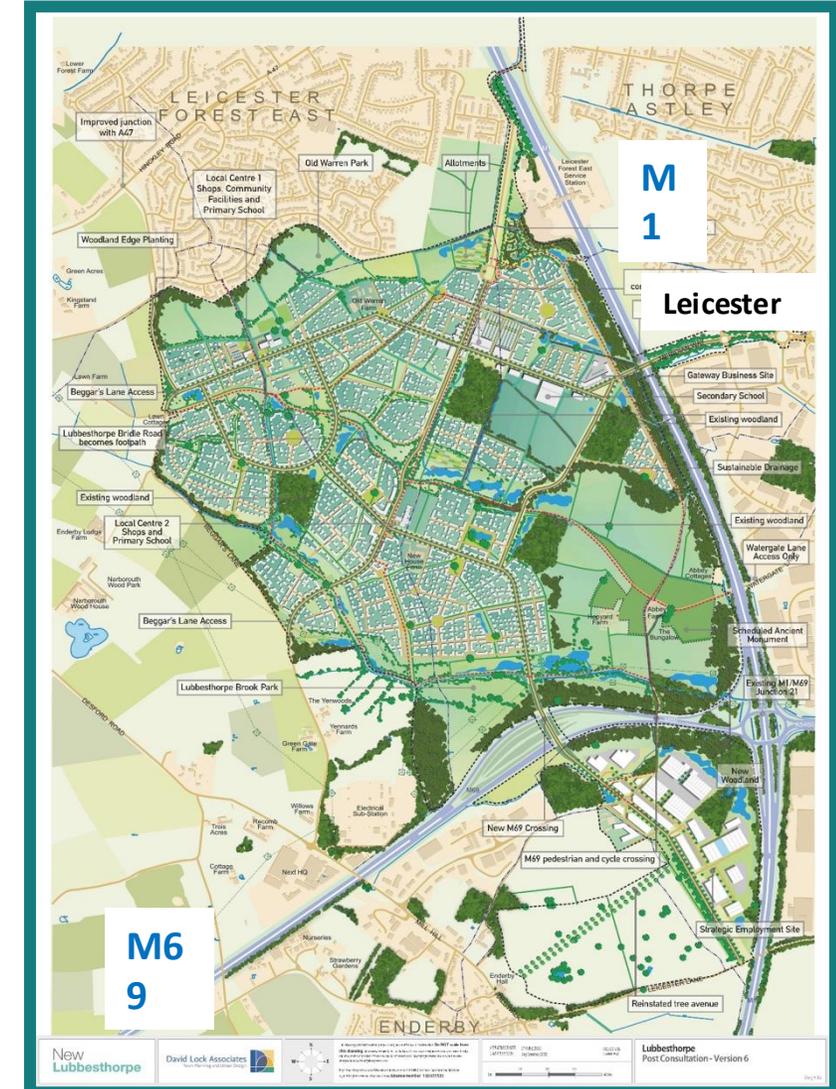


New Lubbesthorpe



Background

- Landowner – Drummond Trust – ‘Doing The Right Thing’
- Sustainable Urban Extension – 4,250 homes + schools + retail + employment + open space (www.newlubbesthorpe.co.uk)
- £2 million S106 fund for bus provision
- Currently 1,300 homes + primary school + doctors + local store



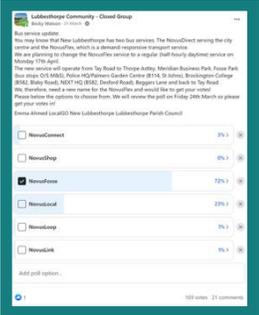
The approach taken to travel planning



- LocalGO



- Depth of community involvement



- Emma our LocalGO Ambassador



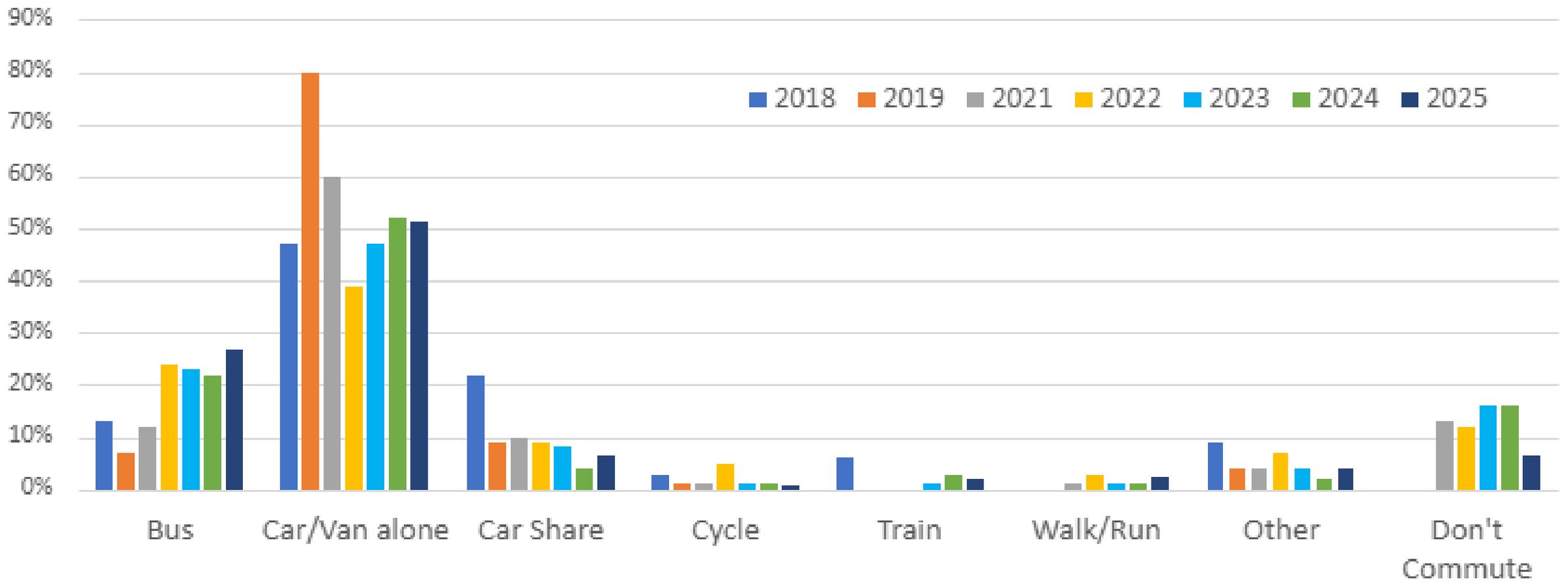
- Range of initiatives with flexibility



Mode split over the last 7 years



Simplified USUAL Travel Method for Commuting



Public transport provision and evolution



| Timing | Bus operation | Resources |
|--------------|----------------------------------|---------------------|
| April 2019 | 100% DDRT (ArrivaClick) | 5 > 3 minibuses |
| August 2022 | DDRT and Fixed route (Vectare) | 4 minibuses (2 + 2) |
| July 2023 | x2 Fixed routes (Vectare) | 3 minibuses (2 + 1) |
| January 2024 | x2 Fixed routes (Vectare) | 4 minibuses (3 + 1) |
| January 2025 | x1 Fixed route (Central Connect) | 4 minibuses (4) |
| March 2026 | x1 Fixed route (Central Connect) | 4 single decks |



Digital Demand Responsive Transport (DDRT) Was it a success?

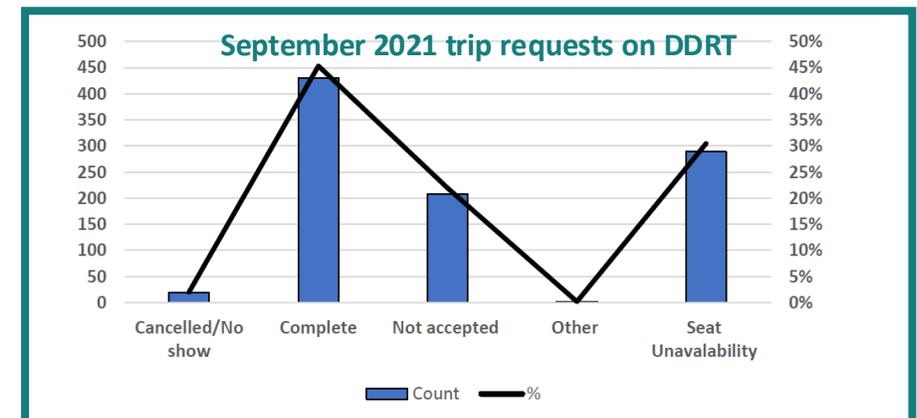
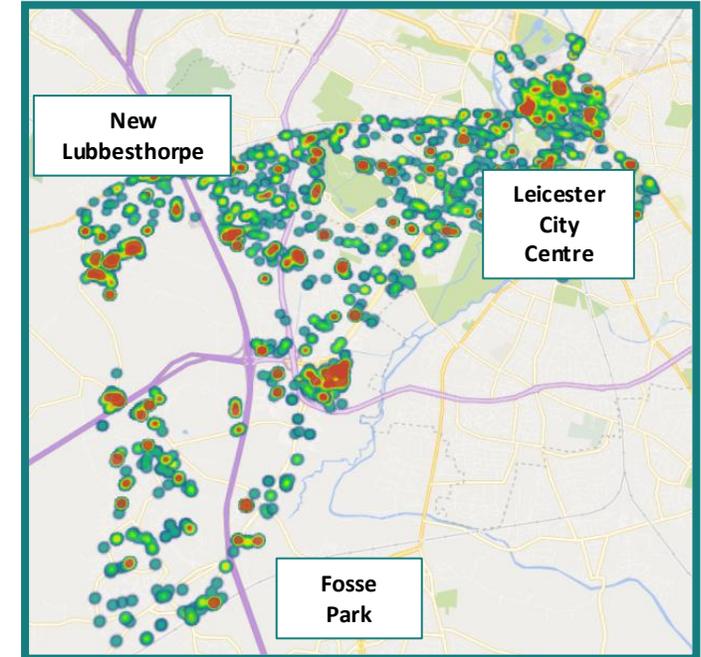


Objectives

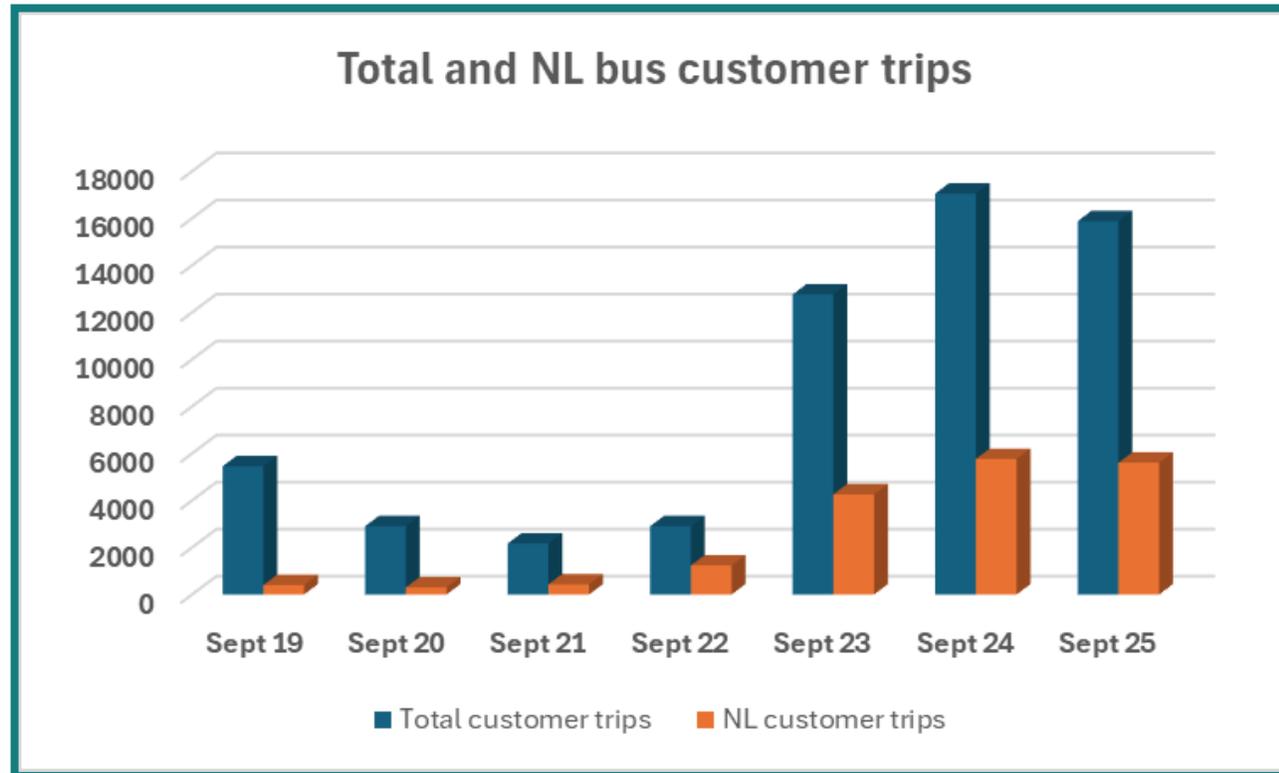
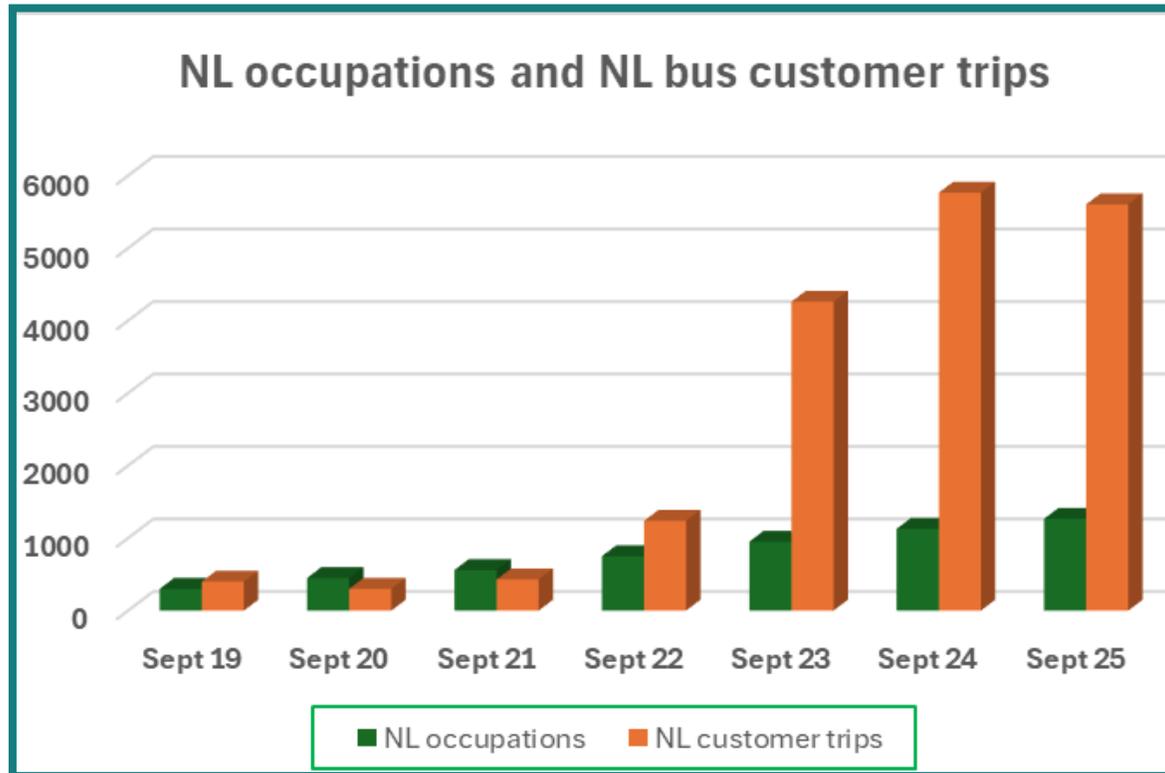
- Self financing in long term
- Ability to achieve mode shift

Learnings

- Real time origin and destination trip demand data
- PR value generated
- Ability to attract car owners
- Customer feedback
- Customer expectations
- Limitations of DDRT – seat unavailability
- Covid impact - constant dynamic changes around



Public transport provision and evolution



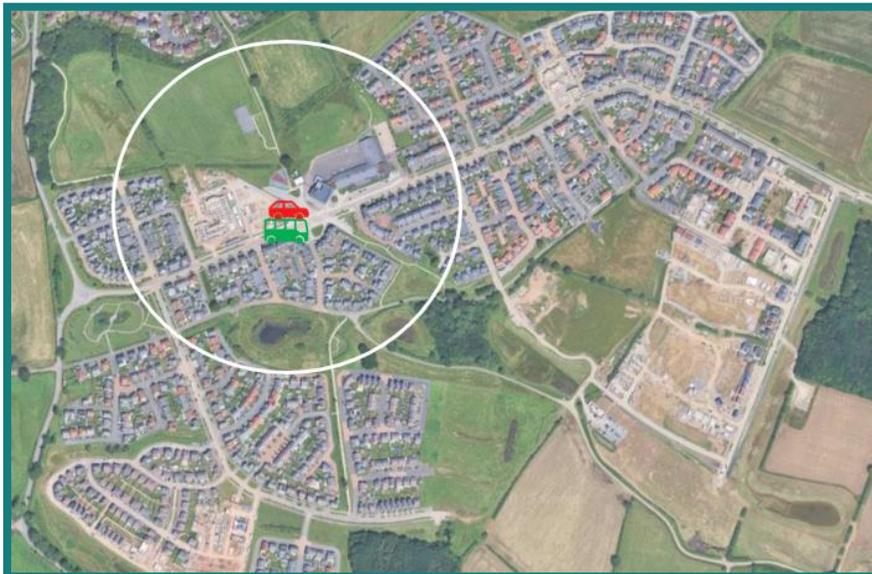
NB: Max bus fare cap of £2 introduced 1-1-23 and then went from £2 to £3 from 1-1-25

Role of the car club



Background and progress to date

- Established in December 2021 with Enterprise
- x2 low emission cars
- Start-up funding from Drumond Estate
- Not a planning requirement
- Became commercial from January 2025



2026 and beyond

- Relocated Feb 26 to be close to the primary bus stop
- Longer term potential to develop several mobility hubs



Robin Pointon
Managing Director and Founder
GO Travel Solutions

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