



Post Car-Ownership Futures: Leeds as a city where you don't need to own a car – really?

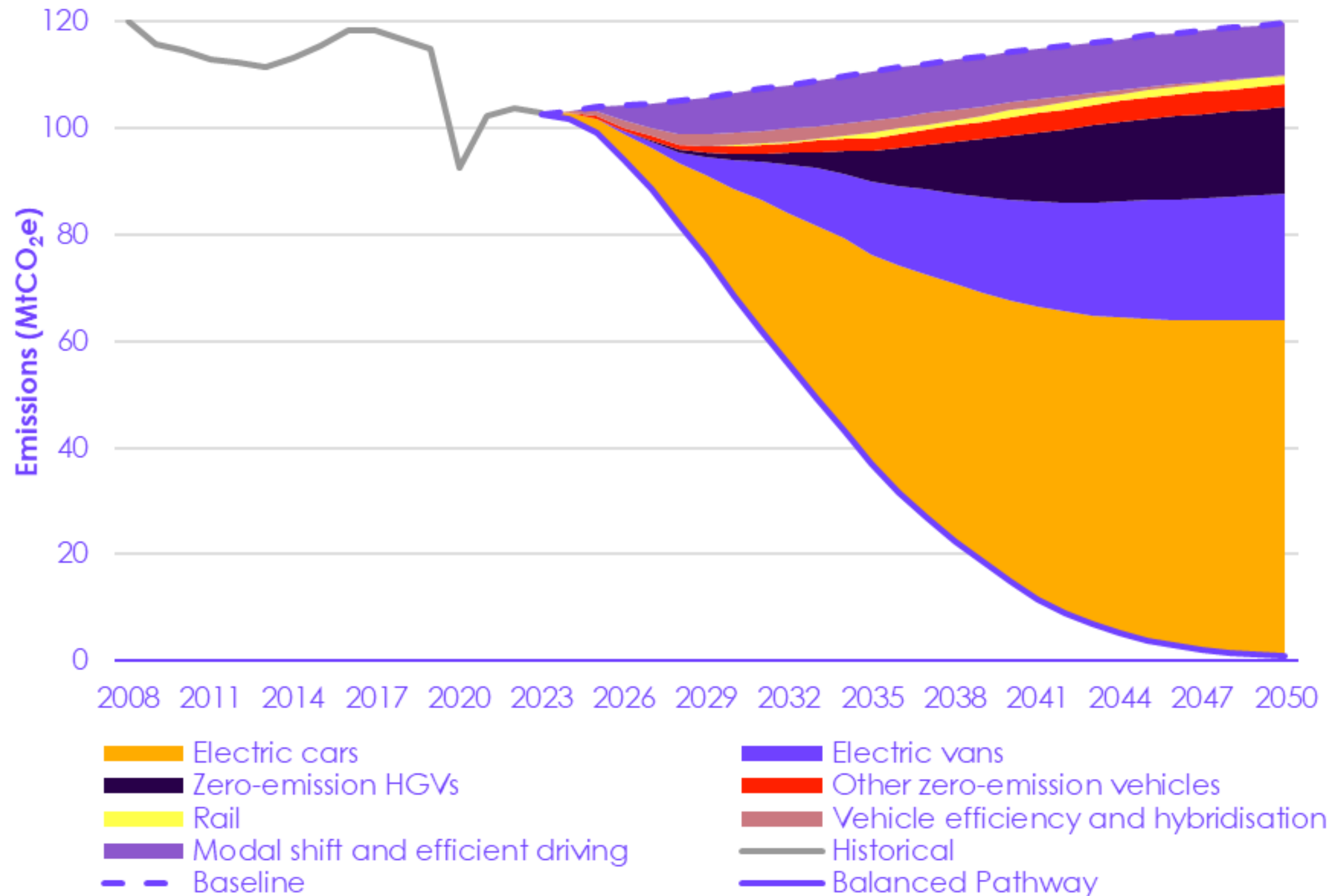
Professor Greg Marsden

Institute for Transport Studies, University of Leeds

ACT 1

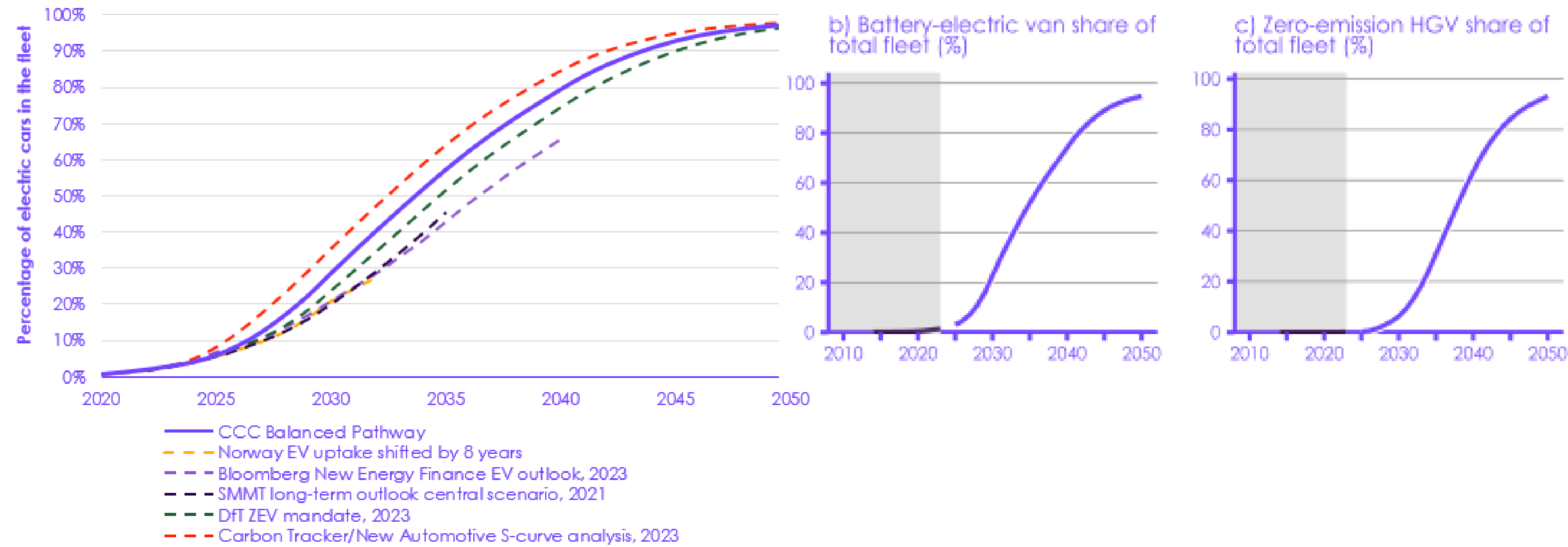
THE IMPERATIVE?

A pathway to Net Zero?



Transport, Climate and Air Quality

Figure 7.1.3 EV uptake in the Balanced Pathway compared to the ZEV mandate and forecasts from other sources



BUSINESS AS USUAL IS NOT WORKING

Since 2010, bus services
in Leeds have declined by 32%.



BY 2050, THERE COULD BE 20% MORE CARS
ANOTHER 100,000 TO 150,000 OWNED IN LEEDS





THE GOVERNMENT FORECASTS A 27% GROWTH IN
CONGESTION



WHY, SOMETIMES
I'VE BELIEVED AS MANY AS
SIX IMPOSSIBLE
THINGS BEFORE BREAKFAST

~ ALICE IN WONDERLAND



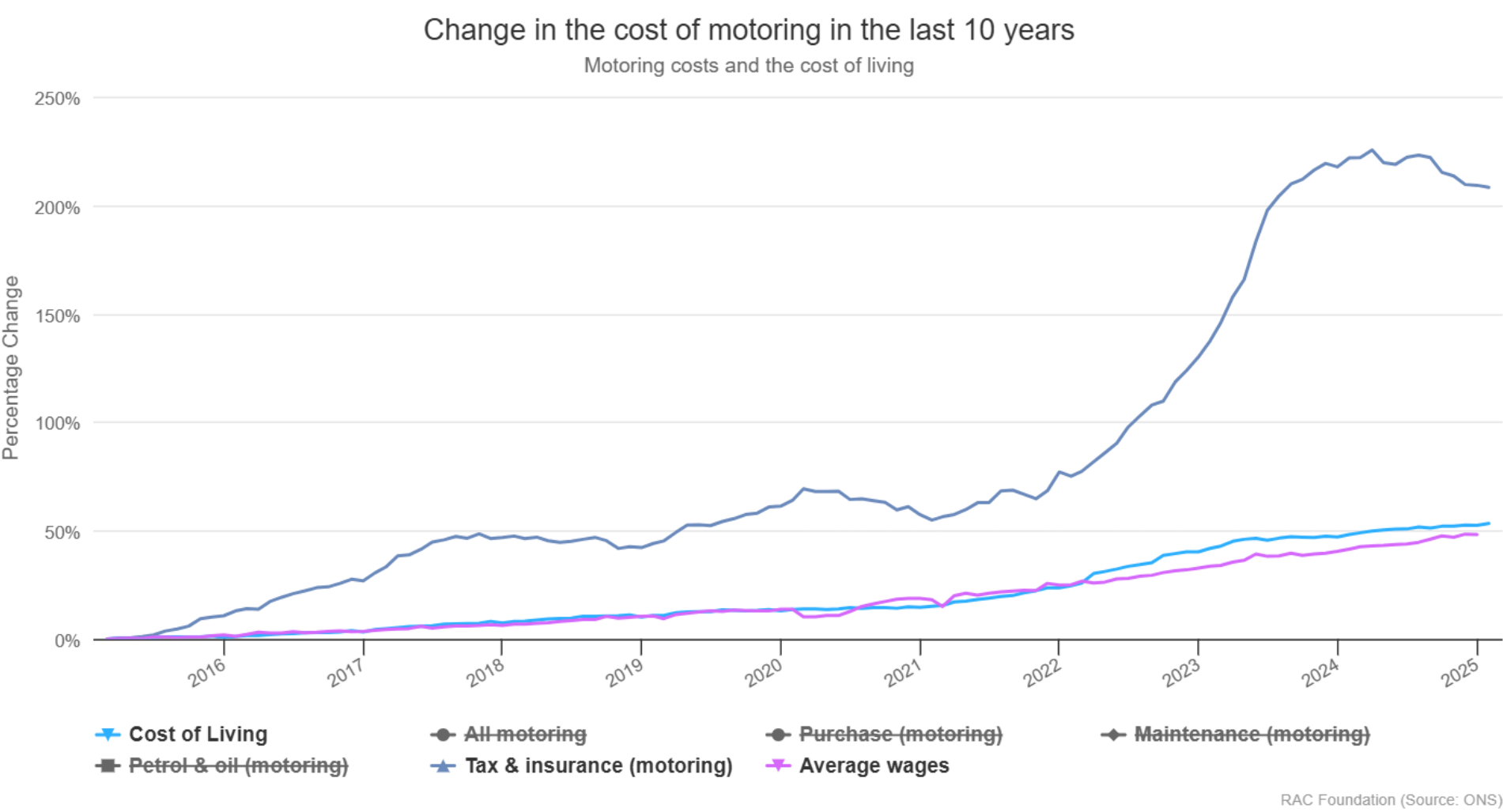
ACT 2

THE CAR IN SOCIETY

IN THE UK, WE SPEND £119 BN ANNUALLY ON CAR
OWNERSHIP

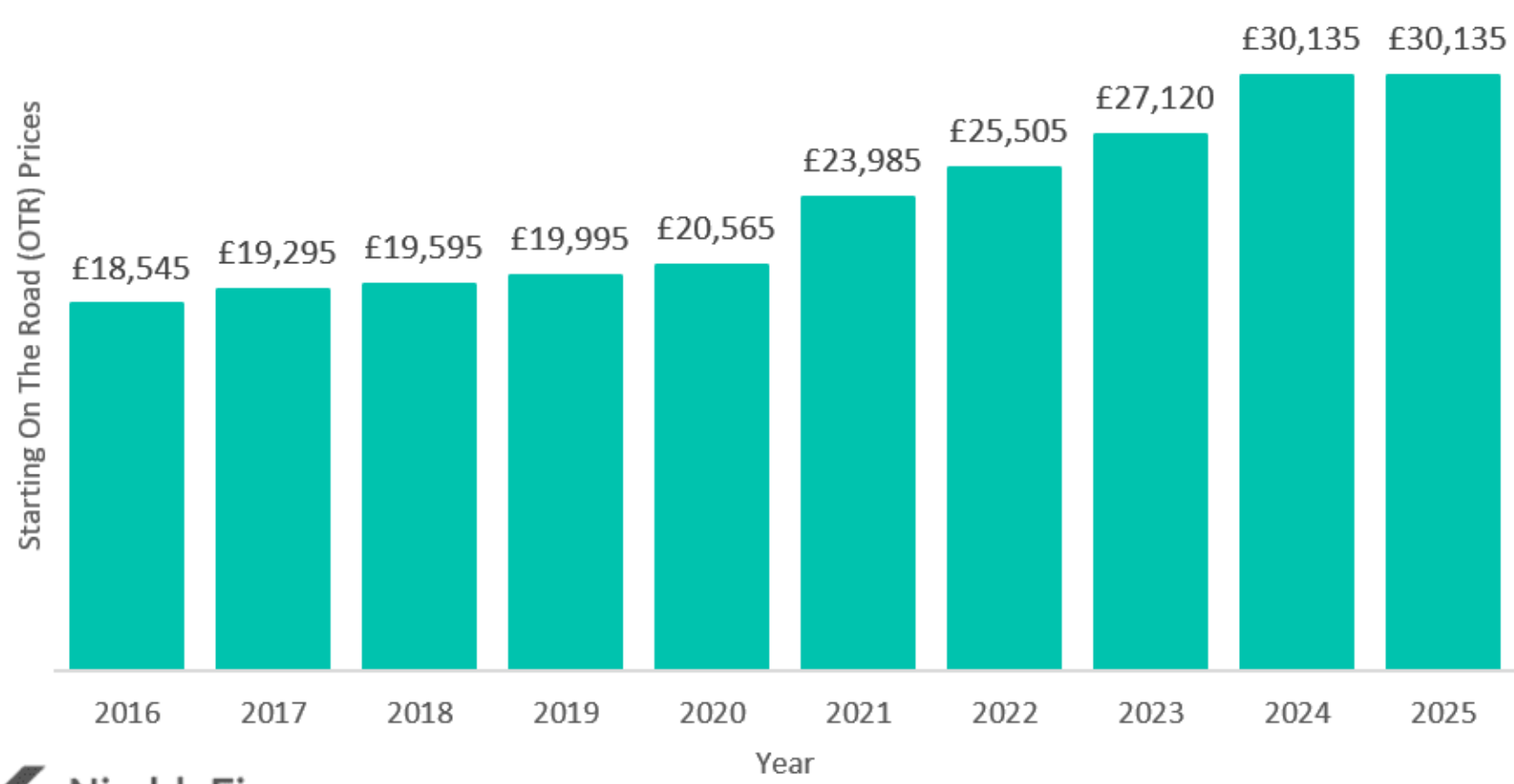


RISING COST OF NEW CARS AND INSURANCE



Nissan Qashqai Starting OTR Price

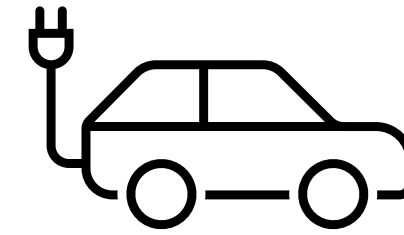
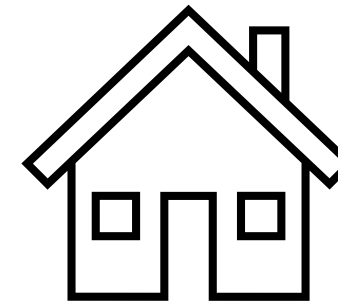
2016 - 2025





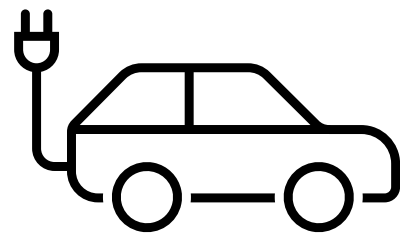
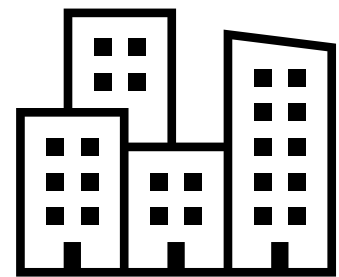
15p per mile

£1.35/litre



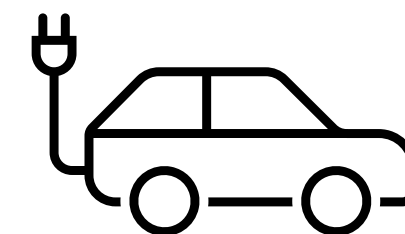
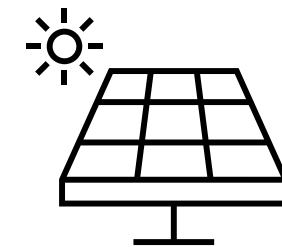
11p per mile

25p kWhr price cap



17p per mile
or more

52p kWhr Slow/fast 80p/kWhr Rapid



7p per mile
or less

<https://www.zap-map.com/ev-stats/charging-price-index>

£1.4bn ON OWNING (NOT EVEN DRIVING) CARS IN LEEDS COULD BUY...



23 new schools



LGI rebuild in 2
years



10 years free
bus travel for
U21s



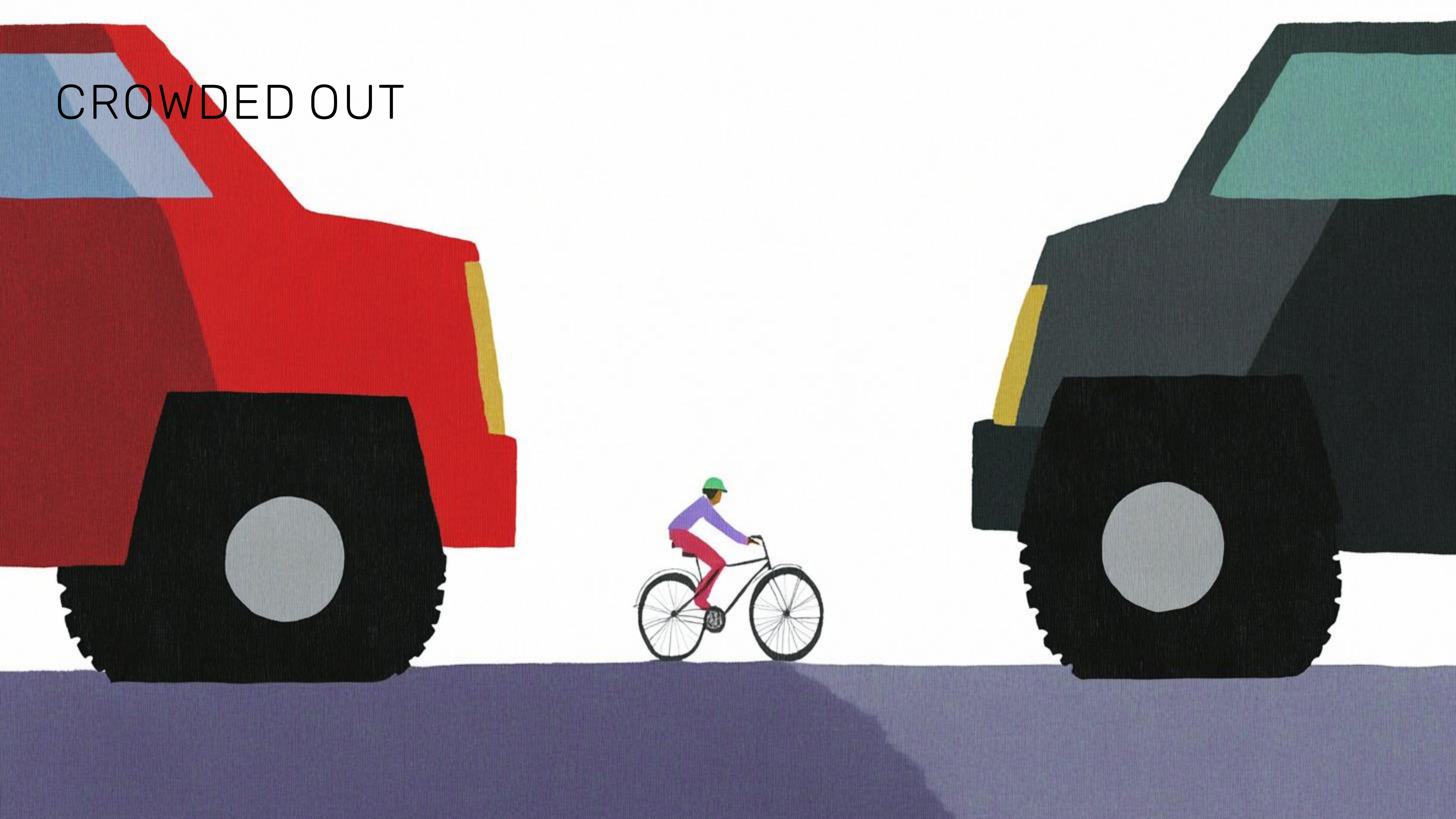
96% OF THE TIME, A CAR IS STATIONARY
33% DON'T MOVE ON ANY GIVEN DAY



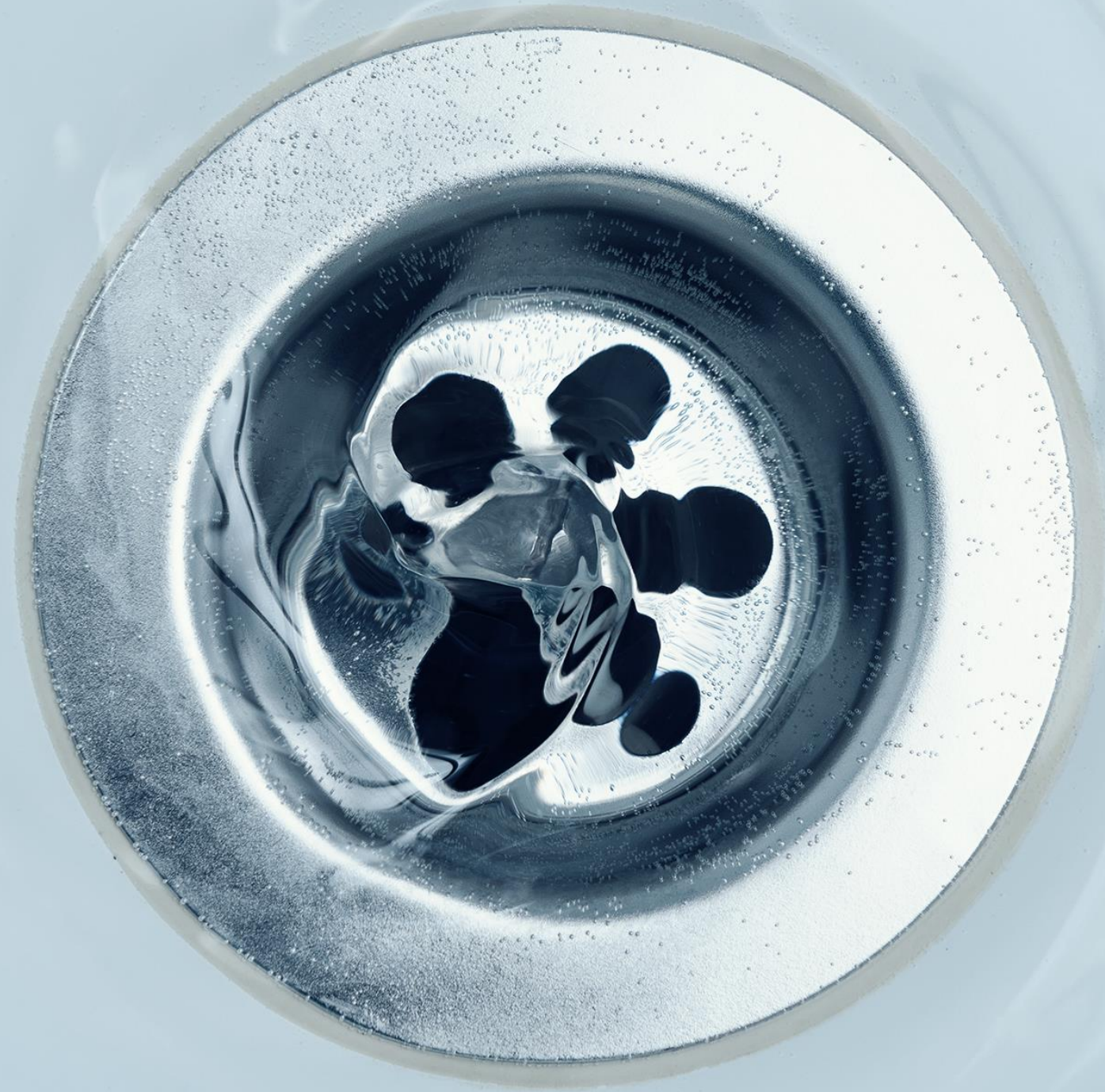


7 IN 10 TRIPS IS LESS THAN 5 MILES

CROWDED OUT



UP TO 40% OF CAPITAL VALUE OF A NEW CAR IS LOST
IN DEPRECIATION IN FIRST YEAR



ACT 3

WHOSE FUTURE?

WHAT WOULD A WORLD
WHERE PEOPLE DID NOT
NEED TO OWN THEIR
OWN CARS, LOOK LIKE?

SPOTIFY DIDN'T
ASK PEOPLE TO
GIVE UP THEIR CDS



FINAL SEGMENTS

N=10,969

Motivated by health and the use of active modes but high 'attitude-behaviour' gap

Multi-modal with lots of walking & cycling; motivated by practical factors; most satisfied with their journeys; difficult to change further

Dissatisfied with current car use but do not like any of the other options; partly motivated by health

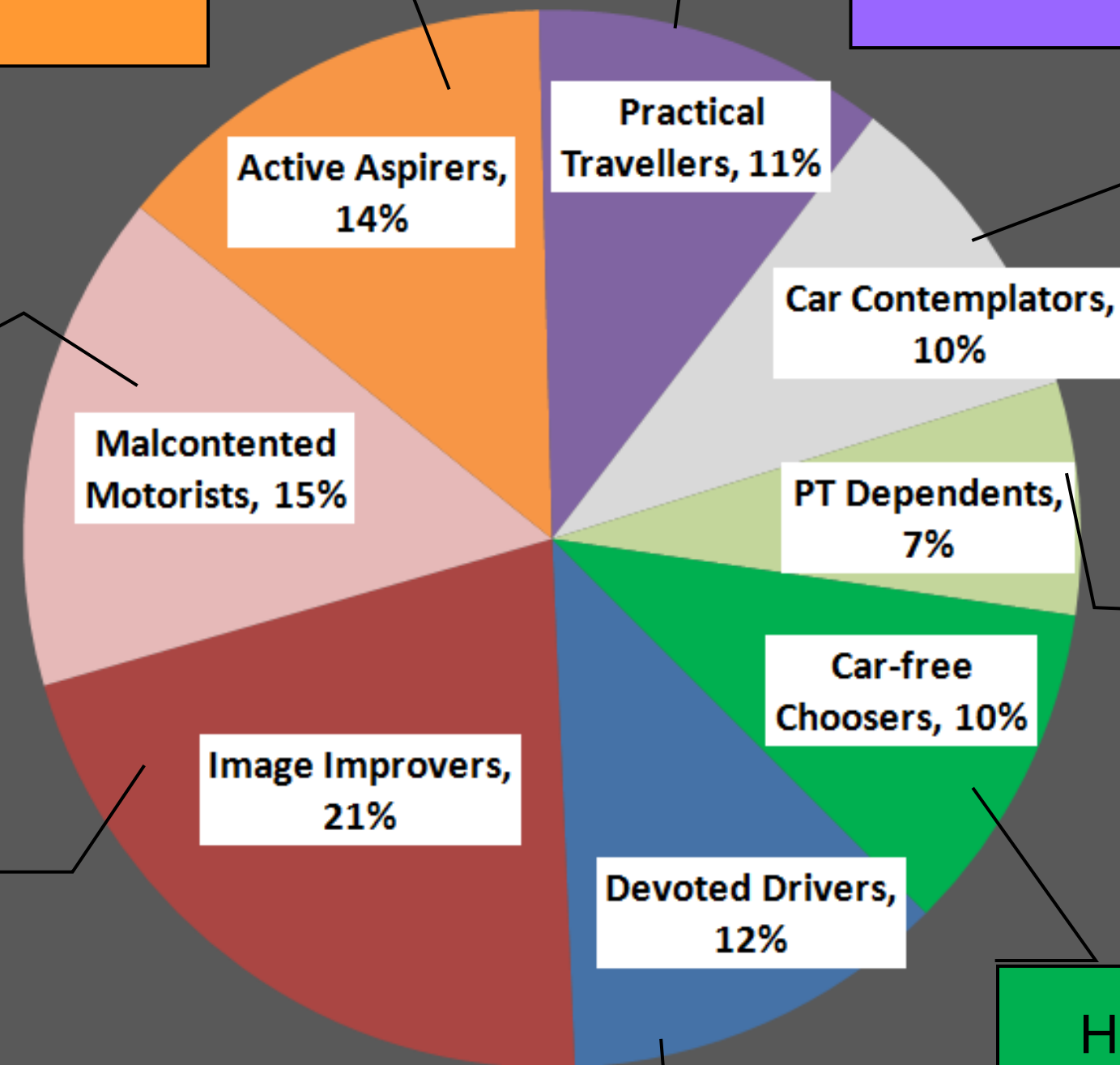
Aspire to own/drive a car and believe it is a status symbol

High car dependency; motivated by status & image; cycling can be attractive

Currently dependent on PT with some reluctance but no intention to drive more

High walking and cycling; do not like driving (think it is a hassle); motivated by health

Like driving just for the sake of it; believe there should be no restrictions on car use; dislike other modes




Call to Action



Creative Assembly




PHILOSOPHIES TO LIFE




EQUITY-FIRST

"We should help those who struggle most first."

- Eg Free transport for disabled people and those on low income



ECOLOGICAL MINIMALISM




HERITAGE AND TRADITION

"Valuing and preserving history, culture and known ways of doing things."


- Eg Restoring tramways and historic walking routes.

SHARED PHILOSOPHIES

- Use this card to record the group's shared philosophies




INDIVIDUALISM



GOVERNMENT-LED

government takes charge to make decisions for everyone."

- Eg Fully funded buses, trams and trains or no funding at all depending on political situation



COLLECTIVISM

"We should share things as a community."

- Eg Low cost buses, shared bikes and community car-sharing.

WHAT VALUES MATTER MOST?



"Focus on personal freedom and independence."

- Eg On-demand taxis and personal cars.



"We should respect Leeds' history and culture."

- Eg Trams and cobble streets instead of motorways.



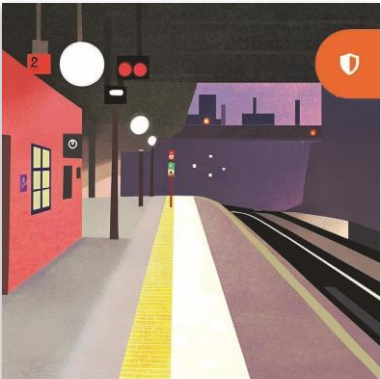
"I like adventure and new experiences."

- Eg Hoverboards and night-time city tours..



"I want freedom to move as I please."

- Eg 24/7 public transport and bike hire everywhere.



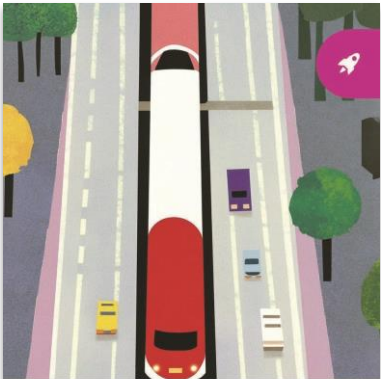
"I want travel to feel safe and reliable at all times."

- Eg Well-lit train and bus stops, CCTV and emergency help points.



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"I want quick and comfortable travel and I'll pay for it too"

- Eg High-speed connections and priority lanes.



"Travel should be fun and enjoyable."

- Eg Colourful buses and scenic cycle routes.



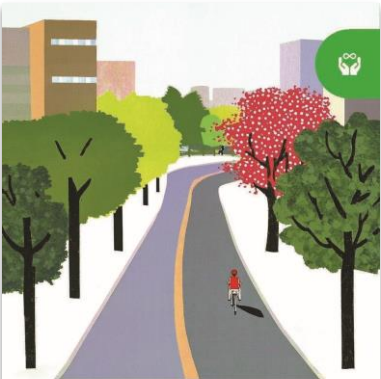
"We should all follow rules to make travel better."

- Eg Strict timetables, clear road signs and regulations.



"I care about fairness and kindness."

- Eg Free bus passes for the elderly and young people.



"We should protect the planet for the future."

- Eg Car-free streets and tree-lined cycle paths.

- POWER
- TRADITION
- ACHIEVEMENT
- HEDONISM
- STIMULATION
- SELF-DIRECTION
- SECURITY
- CONFORMITY
- BENEVOLENCE
- UNIVERSALISM

TRANSPORT, IT'S EMOTIONAL



Our top three most difficult journeys without a car

1 City periphery

"Visiting my family in Crossgates needs 2 buses and takes over an hour. It needs planning as our bus is hourly with a connection. Car journey is 20 mins door to door and also passes our nearest out of town shopping centre, The Springs, with leisure, socialising and eating/drinking opportunities; yet, Wetherby hasn't got a direct bus there" - A-473, Wetherby

2 Out of city and long-distance

"The journeys I no longer do, unless I have hired a car, are to visit my parents in Wales and to go out into the Yorkshire Dales for dog walks. Relying on public transport for visits into the countryside (plus dog) is not so easy so not having a car has definitely limited how much I can get out and about." - A-392, Burmantofts & Richmond Hill

3 Shopping and with other heavy items

"I play the harp and need an estate car to transport the instrument to rehearsals and concerts; I need to visit my elderly parents who live in another part of the North. I also need my car to take them shopping and load up their wheelchair, etc. It would be difficult to take stuff to the tip without a car or to deal with large amounts of shopping or bulky items." - A-022, Headingley & Hyde Park

School Workshop



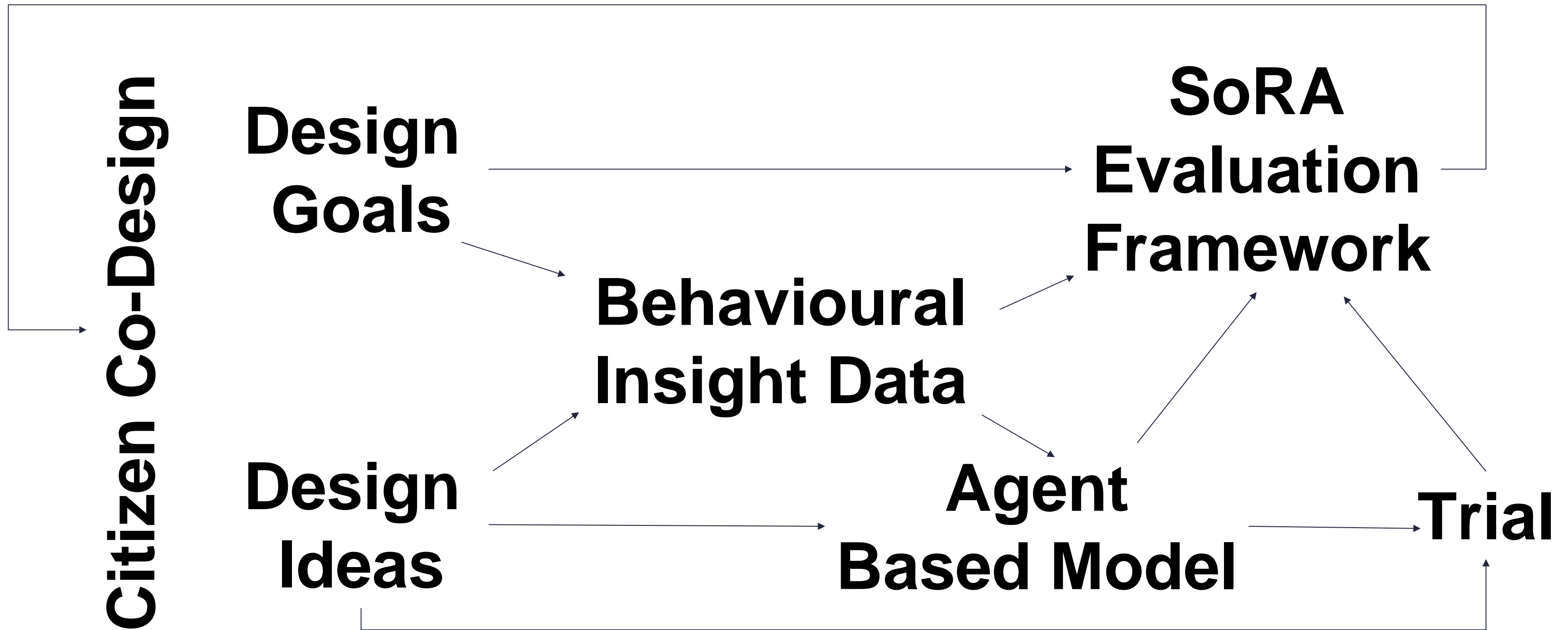
+ Leeds rewards..



Price	24h	48h	72h	7 days	Discounts Only
VIENNA CITY CARD	17€	25€	29€	35€	9€
+ AIRPORT TRANSFER	39€	47€	51€	57€	31€
+ HOP-ON HOP-OFF	48€	56€	60€	66€	40€
+ AIRPORT TRANSFER + HOP-ON HOP-OFF	70€	78€	82€	88€	62€

- Bins
- ... 44 in 2 minutes

What follows?



Experimentation

- 2025 – designing, learning, mini trials
- 2026 – implementing pilot alongside LCC
- 2027 – small area or household trials
- 2028 – 400 household demonstrator

Working in Partnership

Main Test Site

- Leeds City Council, West Yorkshire Combined Authority

Key Transferability Sites

- Transport for West Midlands, Calderdale District Council

Other Government Partners

- Department for Transport, Transport for the North

Community Partners

- Third Sector Leeds, Ahead Partnerships, Climate Action Leeds ACTS! CoMoUK

Consultant Partners

- Arup, Steer, Atkins Réalis, WSP, Connected Places Catapult

Service Providers and Aggregators

- Beryl Bikes, BetterPoints, CUVVA, First Bus, Flockmobility, Enterprise Mobility, HiyaCar, MobilityWays, Padam, RideTandem





Reimagine our streets?



Why Leeds?
Of all the places...
Why not?

Get in Touch

infuze@leeds.ac.uk

Find Out More

<https://in-fuze.org.uk/>