



# Walking as a Service

**Glenn Lyons**

Mott MacDonal professor of  
future mobility, UWE Bristol

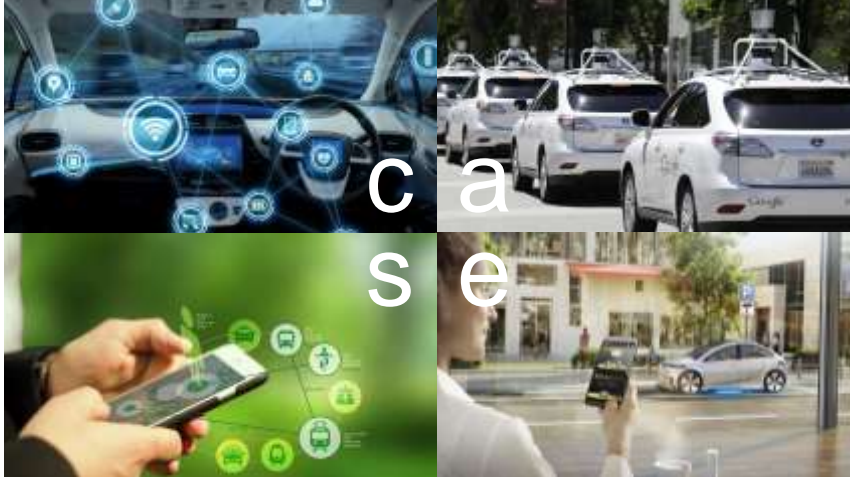
Glenn.Lyons@uwe.ac.uk | Glenn.Lyons@mottmac.com



[www.linkedin.com/in/glenn-lyons](http://www.linkedin.com/in/glenn-lyons)

@GlennLyons2

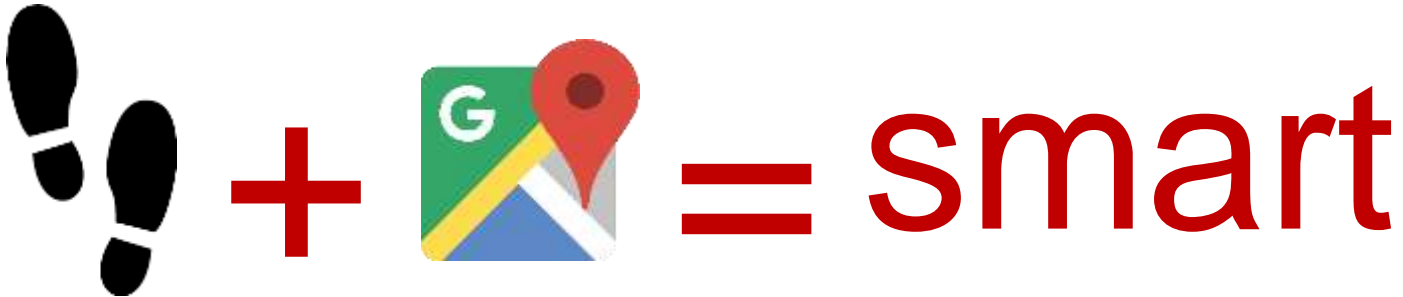




# Pedestrian

*Noun:* a person walking rather than travelling in a vehicle

*Adjective:* lacking inspiration or excitement; dull



# 45%

of journeys by urban residents are under 2 miles\*

# 80%

of all trips under 1 mile are walked#

# 30%

of all trips of 1-2 miles are walked#

# 3.6M

motorised journeys per day in London could be walked, **at least in part**

*(TfL, 2017)*

## Why?

# ↑ 31%

2015-2018  
walking trips under 1 mile per person

\* Future of Mobility: Urban Strategy (from NTS 2017)

# NTS 2019



## Big changes are afoot - Walking is up by 31% in 3 years!

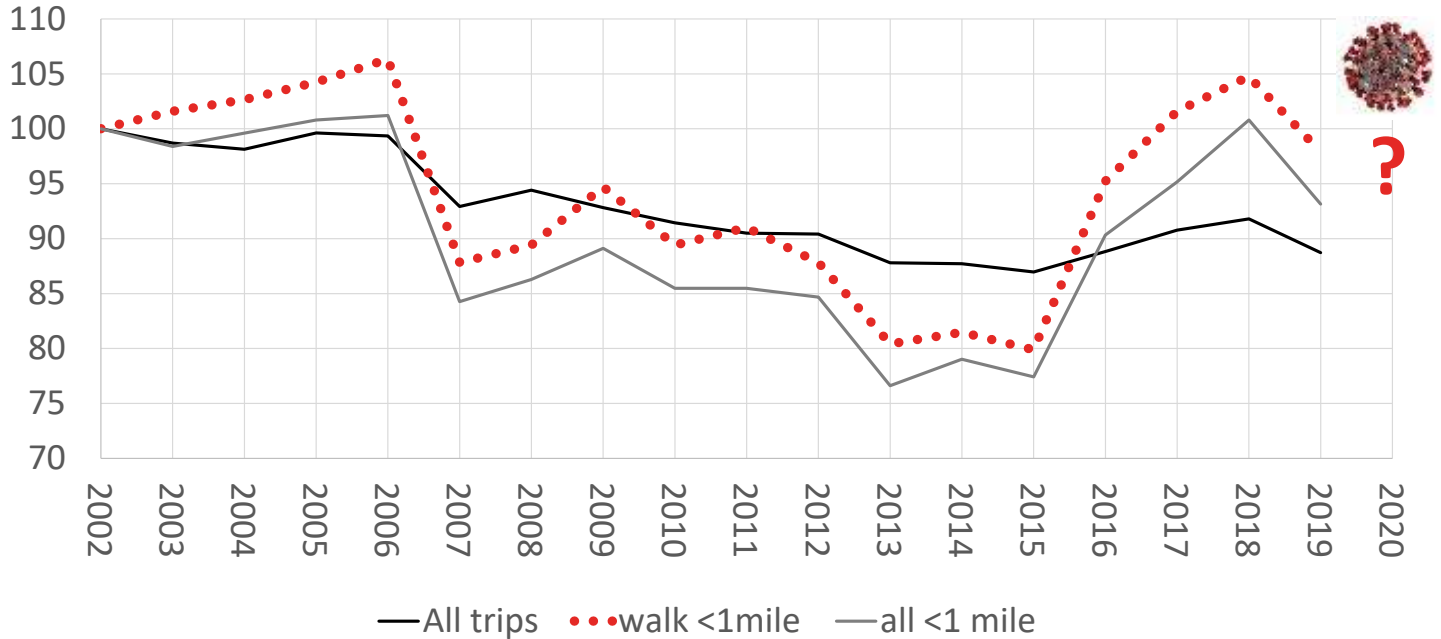
Published on September 2, 2015

Like Comment Share



1. *Misrepresentation of actual levels of walking over time*
2. Faster than the bus at rush hour (and cheaper)
3. Favourable changes in the fashions of clothing and footwear
4. Favourable changes in the weather
5. Being able to 'fiddle with your phone' on the move
6. **Easier to wayfind and judge time and distance**
7. Increase in (awareness of) the importance of physical activity
8. Ability to monitor how many steps per day you take (FitBit)
9. Augmented reality (Pokemon Go!)
10. Walking because you want to not because you have to

# Change in **trip rate** in England over time – index: 2002 =100 (NTS data)



How do I get there?

How far is it?

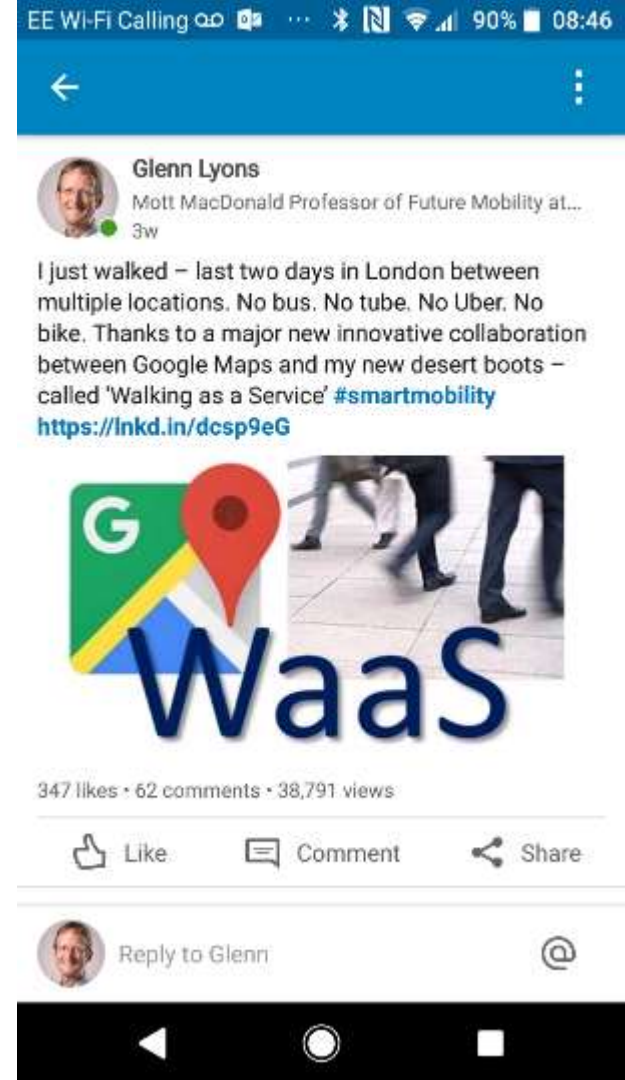
How long will it take?

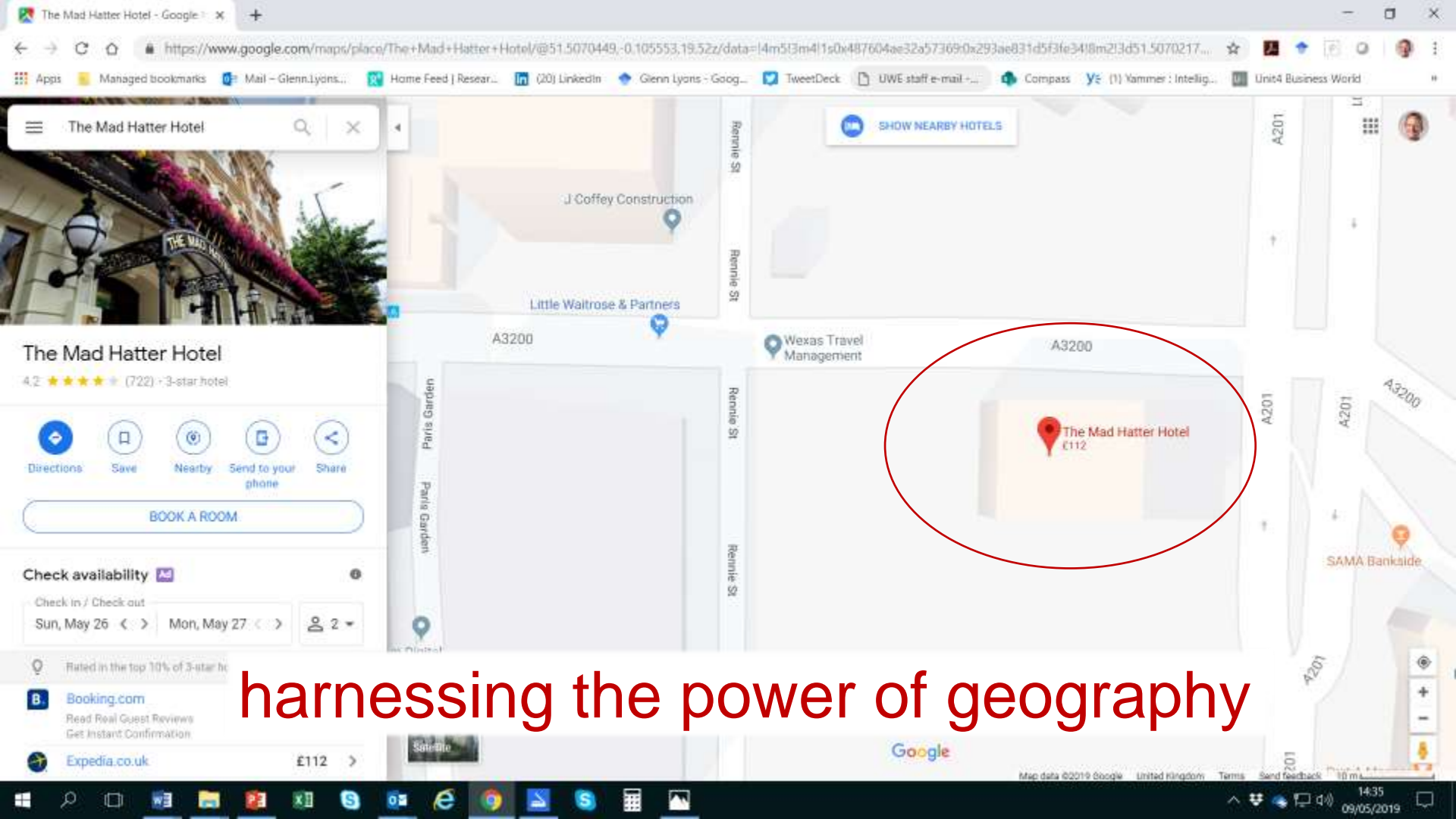




“the future is already here its just unevenly distributed”

William Gibson  
(science fiction writer)





harnessing the power of geography

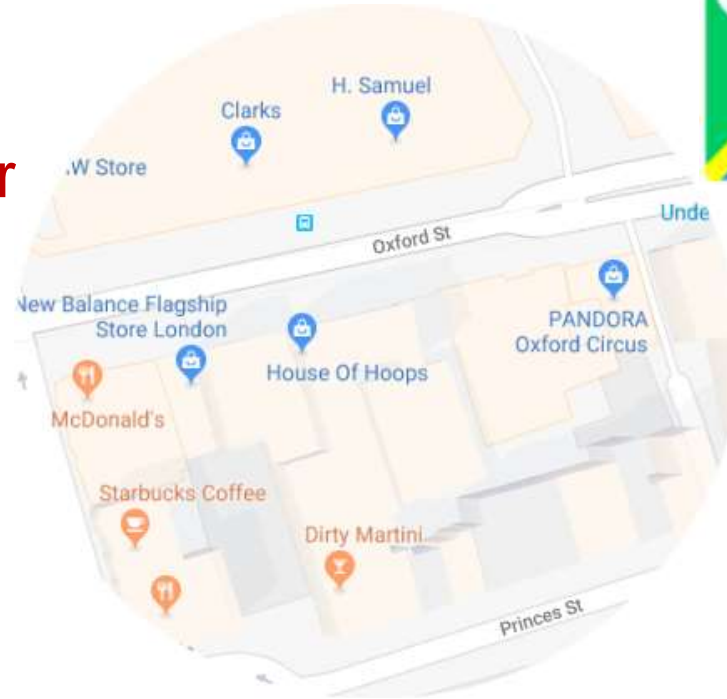


pedestrian



provider

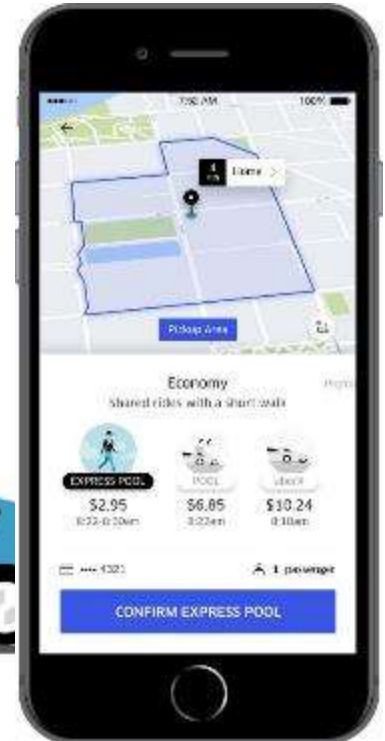
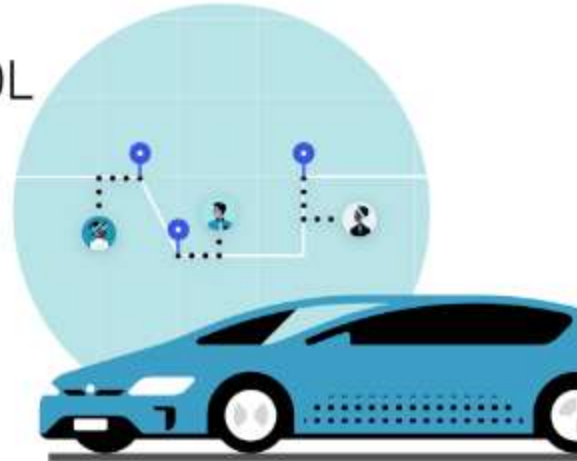
proprietor



# Looking for WaaS in MaaS

Mobility intermediaries are **selling** access to mobility

Express POOL



# different business models

## MaaS

selling access to mobility

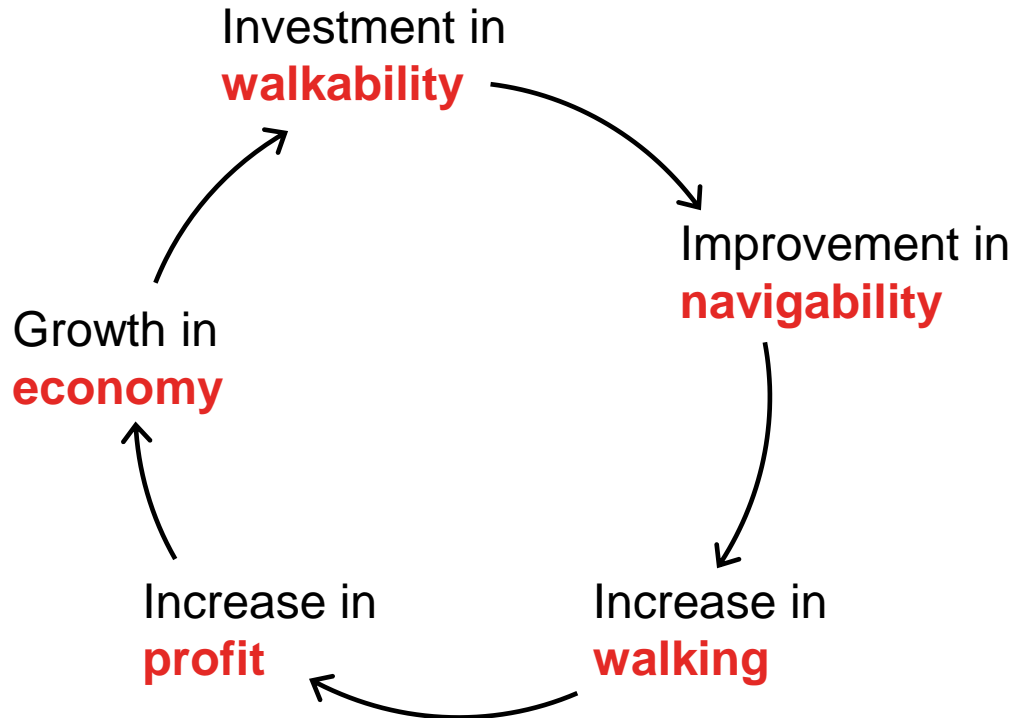
## WaaS

selling access to geography

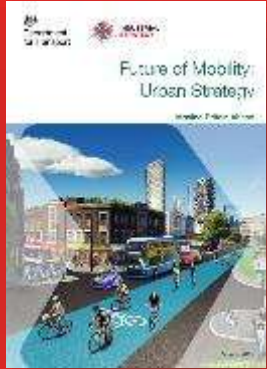
selling access to consumers

*'if a product is free  
then you are the product'*

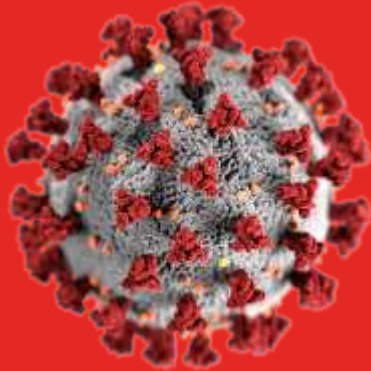
# WaaS circle of virtue



# looking to the future

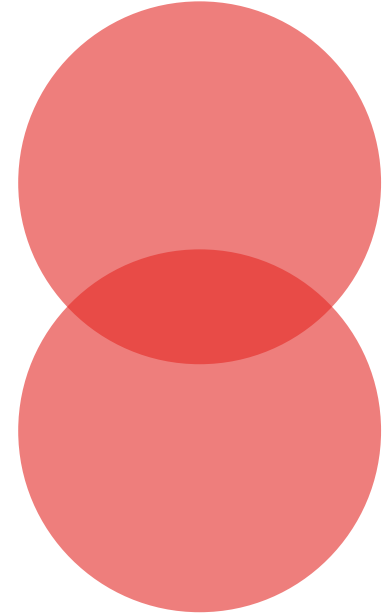


“Walking, cycling and active travel must remain the best options for short urban journeys.”



**Walking  
aimed  
at  
Shareholders**

**Walking  
aimed  
at  
Sustainability**



Thank you

