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'I have been particularly inspired by the French ability to think big and create real transformational change' **SIR PETER HENDY CBE**,
Commissioner of Transport for London

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A TALE OF TWO CITIES: STRASBOURG AND MANCHESTER

The Mayor of Strasbourg and CE of Transport for Greater Manchester on how their cities move

'My smartphone is my preferred mode of transport'
PATRICK MCLOUGHLIN MP, Secretary of State for Transport

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5 minutes with...

Eurostar boss **NICOLAS PETROVIC**

FREDERIC MION

President of **Sciences Po**, on its 8-year strategy



All change for next generation transport

WE ARE IN TRANSITION BETWEEN THE MOTOR AGE AND THE DIGITAL AGE, AND HEADING FOR A VERY DIFFERENT WORLD, OBSERVES **GLENN LYONS**, PROFESSOR OF TRANSPORT AND SOCIETY, **UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL**

the Internet, Web and mobile phones, then, as a digital immigrant (a child of the motor age), you will likely be experiencing the ongoing change in society very differently to the digital native reader. Recent insights across a number of countries are revealing that digital natives are less inclined towards car travel. Affordability may be a key factor but perhaps more fundamentally young people are no longer part of the love affair with the car that shaped their parents' lives – they are in a world where connectivity and expression of self are taking different forms and establishing different norms. Declines in car use being observed in recent years are notably in cities. With urbanisation as a global trend, there seem to be some important dynamics of change at work in terms of urban transport.

I believe these dynamics are the result of a collision between the motor age and the digital age. There is currently much hype about driverless cars and a sense of inevitability that this will be a transformative technology for future urban transport. I cannot help feeling this is driven by the digital immigrants and a rather technologically deterministic outlook. It is possible that autonomous vehicles may become a mainstream element of future urban transport. However, I believe there are much more significant features of digital age change to pay attention to as a result of the collision.

The digital age is changing how people participate in society; it is changing where, when and how we access people, goods, services and opportunities. The World Wide Web is 25 years old this year. If you are a digital immigrant, cast your mind back to a world before the Web. Verbs such as 'email', 'google', 'skype' and 'ebay' did not exist in people's lexicon. You could not sit in an 'office' at home from where you could stay in touch with a network of colleagues across the world and access

Dear reader, are you a digital native or a digital immigrant? If your journey into adulthood predated

global resources from a few clicks of a mouse; where you could exchange and modify documents, photos and video; where you could buy your groceries without leaving your chair or check cinema times and book tickets; where you could see and speak to someone for free through a computer screen; where you could share thoughts, news and material with a network of friends and acquaintances. A quarter of a century ago, getting from A to B in a motor car helped you 'connect' with opportunities at destinations. It would have been pure

science fiction to have a device while on the move called a 'smart phone' that could locate you, direct you, entertain you, connect you to others and allow you to work, shop and play.

Twenty-five years' worth of digital age change has crept up on us all and there can be no doubt that it is gradually but profoundly

“25 years' worth of digital age change has crept up on us and... is profoundly changing social practices and ultimately the nature of our demand for travel”

changing social practices and ultimately the nature of our demand for travel. Imagine where a further 25 years might take us. I believe this will be into city living in which there is much more flexibility in the time and location of the activities in which we participate and in which we will have an increasingly rich and seamless mix of physical and virtual encounter. Transport will be a 'background' activity. Owning and driving a vehicle will seem a dated concept. There will be much greater appetite for shared use transport. Our capacity to flexibly make use of our time through digital screens (probably ones which by then we will wear as augmented reality glasses) as well as behind windscreens will mean waiting for public transport, riding on it and walking from it to final destinations will barely be an inconvenience. Our cities will increasingly function through the mass movement of information rather than the movement of vehicles. Walking and cycling will thrive as precious urban land use is liberated from the car.

We need our digital natives to ensure that the public and private sector professions responsible for shaping our cities and the movement within them are joined by new creative minds with an appetite to grasp the opportunity of change that the digital age is thrusting upon us. ■