

## CoMoUK: Vision, Value and Direction 2018.19

14.12.18

### Vision

Our vision is of a nation that uses transport to create inclusive communities, healthy people and a greener environment.

### Mission

It is our responsibility to utilise advocacy, research and development work to maximise the public benefit of shared transport.

### Values

CoMoUK as an organisation works to adhere to the following values:

- Work collaboratively with operators and other organisations
- Positive social and environmental outcomes are our priority
- CoMoUK is open and honest, with evidence and knowledge
- Impartiality is a key tenant of our work

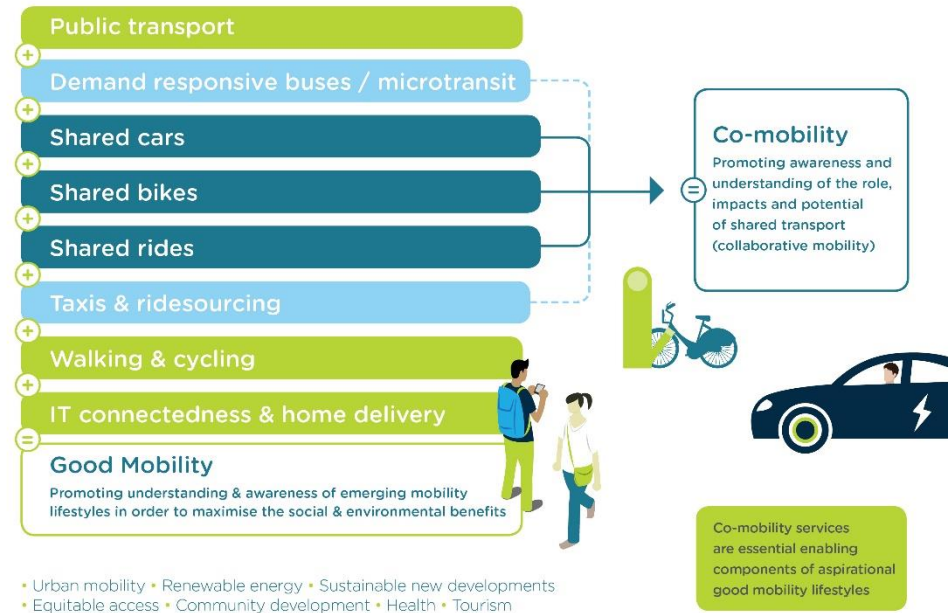
### What we do

Advocacy and strategic partnerships

- CoMoUK supports measures that promote collaborative mobility with the aim of providing equitable access to quality places and lifestyles

Research and metrics

- Metrics to provide evidence for growth, and the scale of impacts
- Annual surveys of car club members and bike share members, to provide evidence of social and environmental impacts



### Best practice guidance and advice

- Comprehensive good practice guides to promote greater understanding of latest developments for practitioners and policy makers
- Research and consultancy work on behalf of local authorities, transport authorities and community groups to plan, establish and develop car clubs, bike share and other shared transport initiatives

### Development projects

- Pioneering projects to ensure the social and environmental benefits are maximised and evenly spread, including Developing Car Clubs in England and the GoEbike project.

### Accreditation

- The accreditation body for car clubs and bike share in the UK

## 2018 Strategy

In 2018 the organisation rebranded from CarplusBikeplus to become CoMoUK. This was in response to the emergence of new shared modes, a blurring of lines and integration between operations, and a need to reflect on the role of co-mobility within the development of “new mobility”.

## Our Direction

Over the next year we will continue to work to increase the awareness and utilisation of shared transport. We will build upon the Scotland programme “Making Shared Transport Work” to extend this work in Scotland and develop opportunities for appropriate programmes in the English regions. Over the next three years CoMoUK will be partners in the [ShareNorth EU programme](#) which will bring expertise in shared mobility action plans and mobility hubs to the UK. We are looking at how we can support new and emerging models of shared transport such Demand responsive buses and e-scooters. We are working with partners to develop a set of Principles for Good Mobility. The Principles will be used a tool for the scrutiny of claims in new mobility sector and the articulation and advocacy of & for *good* mobility.

## Our Aims

In order to deliver our strategy the following aims will underpin our work:

- Facilitate the development of the most appropriate co-mobility schemes in a way which best complements other sustainable transport modes across the UK
- Encourage behavioural changes across the UK to support the uptake and sustainability of shared transport
- Be the go-to charity for knowledge and best practice across the UK

- Widen our funding sources to ensure that we are sustainable and as effective as possible in our mission. (current income sources are Transport Scotland, Scottish Government, Sustran, as well as individual local authority contracts, membership and car club and bikes share accreditation fees)

## Measuring our progress

Over the next year we will measure our progress through:

- Inclusion of co-mobility in national and regional policy frameworks
- Engagement with key stakeholders, measured through enquires, meetings, attendance at events, membership and accredited operators.
- Growth in the number of co-mobility schemes
- The positive impacts of schemes demonstrated CoMoUK and external research projects
- The number of organisations choosing to align with the “Good Mobility Principles”
- The response to behavioural change and awareness raising campaigns and people using Car Clubs, Bike Share and Ride Share and any other modes of shared transport

## Governance

CoMoUK is a charity with a board of trustees. A list of current board members can be found here: <https://como.org.uk/about/>

## Outline Plan for 2018-19

The table represents the core work areas for each mode and the increasing range of activities which are coming under the cross-cutting agenda co-mobility.

	<b>Car share</b>	<b>Bike share</b>	<b>Rides and the rest</b> (ride share / DT buses / e-scooters)	<b>Co-mobility:</b> Integration / Maas / mobility stations / good mobility principles plus...
<b>Core information and guidance</b>	Updated website guidance, printed materials. Scotland: audience led guidance and marketing campaigns.	Updated website guidance, printed materials.	New web content /position papers	Transport Scotland funded programme “Making Shared Transport Work”  Sharenorth EU programme
<b>Evidence base – internal &amp; external research</b>	Review and renew UK wide survey / focus groups.	Metrics & revised UK survey.  Staff review of external work.	Researching baseline position for DT buses and overseas evidence on e-scooters	Sharenorth EU programme
<b>Dissemination</b>	CoMoUK conference / regional events / new expanded Forum webinars on all shared modes / digital content			
<b>Advocacy</b>	Seeking to influencing context for successful development. Promoting Good Mobility.			
<b>Demonstration projects</b>		Bikes 4 All  Go- ebike  Consultancy projects		Scotland programme - scoping of audience specific projects  Sharenorth : Mobility action plans, pledges and Mobility hubs
<b>Services</b>	Accreditation – review of role	Accreditation		Good Mobility Quality Mark - explore potential