

Dear fellow Yorkshire Society Member,

You may remember me from my role in helping organise Yorkshire in the City a few years back, here's some information about the Technology Strategy Board transport national discussions which I'm delighted to be able to bring to Leeds and will take place from 10am to midday followed by a working lunch at the Leeds Club on July 16.

The Technology Strategy Board is the UK's innovation agency. Its goal is to accelerate economic growth by stimulating and supporting business-led innovation and is one of the few government departments to have an increase in budget, up from £260 million to £340 million this year.

Sir Paul Judge will be hosting, the relevance here is that Sir Paul is currently an Alderman of the City of London, will be made a Sherriff in September and is then scheduled to become Lord Mayor of London in two years' time, so relationships are continuing nicely between Yorkshire and the City which bodes well for future engagement! Sir Paul's early career was with Cadbury Schweppes where he led the multi-million £ buyout of their food companies in 1985 to form Premier Brands which was successfully sold in 1989. He then became Chairman of Food from Britain, Director General of the Conservative Party and a Ministerial Advisor to the Cabinet Office, Chairman of the Royal Society of Arts, President of the Chartered Management Institute and the Master of the Worshipful Company of Marketers. He was also the benefactor and founder of the world renowned Judge Business School at the University of Cambridge.

The theme on July 16 is Transport Solutions for UK Business. Organisations / companies invited to attend and contribute will include LEPs, City, County and District Councils, the NHS, tourism organisations, the National Trust, trade associations, chambers of commerce and private sector companies and industries who are large-scale end-users of transport and other relevant parties.

See attached some briefing notes, you will see that solving the broader transport challenge requires a different approach and thinking, our approach therefore is to ask the broader question "how can we move people and goods more efficiently by applying intelligence into our transport systems and networks". In other words, we consider achieving the optimum balance between human behaviours innovation and technology to be crucial to success.

The overall aim of these end user discussions is to understand the potential market for new innovation by getting to know the end user, the user that relies on transport for their business and social activity. It is the users of transport that create the problems but equally can form part of the solution. In setting this aim, the TSB transport team hopes to establish a better understanding of the commercial opportunity that exists for the developers of these innovations and technologies, with innovation being a new way to do something with existing products and services that will lead to a commercial outcome, also if there is a willingness to pay for solutions going forward that would be co-funded through collaboration from the Technology Strategy Board.

The objective is to:

- Identify market pull through end user requirements and examine how they may change in future;
- Appropriately segment the analysis to enable a clear understanding of potential market that affect different elements of transport (such as car, public transport and freight trips, or trips within urban areas and outside urban areas);

Finally, the output of these discussions should inform an activity to scoping and defining boundaries for innovation and technology in integrated transport.

We're not after any immediate solutions at this stage as we need to understand the problems and challenges first.

In order to create an interesting discussion we're inviting just 25 to 30 participants. Please let me know if you are (or of you know anyone who would be) interested.

There is no charge to attend.

Best regards,

Jeff Tucker

M.D

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# Technology Strategy Board

Driving Innovation

## Developing the business case for Integrated Transport – why you?



Transport in the near future will be one of the **biggest single challenges we will face as a nation**. With constraints on our natural resources for food, living and health our ability to sustain current levels of mobility will be compromised, businesses and our freedom to travel people, getting people to work and goods to the supermarket will require a different and innovate approach to our daily lives. **Integrating transport systems could be the solution?**

The Technology Strategy Board is the **UK's national innovation agency**. Our goal is to **accelerate economic growth by stimulating and supporting business-led innovation**.

We understand business; our people come mainly from a business background. We work across government, business, and the research community – **removing barriers to innovation**, bringing **organisations together** to focus on opportunities, and **investing in the development of new technology-based products and services** for future markets.

Our vision: for the UK to be a **global leader in innovation** and a magnet for innovative businesses which can apply technology rapidly, effectively and sustainably to **create wealth and enhance quality of life**.

### context

Transport within the Technology Strategy Board is in response to, UK Government policy, economic and sustainability requirements and industry needs and is structured into five key areas:

1. Aerospace & aviation;
2. Road;
3. Marine;
4. Rail;
5. **Integrated transport**

In taking integrated transport at a macro level it is thought by transport industries that **transport integration boosts the economy, social inclusion and reduces the environmental impact** and it seems clear focusing on mobility should be able to enhance these goals sustainability and improve **financial returns in transport, but does it – what is the business case?**

## Summary of research findings so far....

The outputs of the Atkins “think piece” suggested there is work to be done in **building an environment of openness to the challenge** and there is a **cost to the economy**, a cost to the **natural environment** and other impacts to **social activities and health**.

**Although this is a uniquely difficult market to size and segment to quantify, there is considerable depth and variety to be found within both domestic and in global markets.**

Frost and Sullivan have seen that at the end of 2009, over **50% of the global population** now live in urban areas, a **trend forecast to increase**, with the majority of countries economic growth coming from mega cities. The challenges this brings are **mainly congestion and pollution, estimated to cost the UK around £60bn** annually in **lost productivity and health related conditions** respectively.

Businesses that rely on transport **will loose from the bottom line if projections are correct!**

**People are living longer**, the over 70 age group holding a driving license increased from **40-59%** over the same period, so whilst new products and services (such as connected vehicles) are starting to emerge to reverse the trend of reducing younger drivers, key consideration will be given to road safety and accessibility to accommodate elderly drivers.

All the above and others will place disproportionate challenges onto our transport – how we do business in the future will need to change, **so how can innovation and technology play a role?**

## Assessing end user market requirements for transport

Solving this broader transport challenge requires a **different approach and thinking**. Asking the question **“how can we move people and goods more efficiently by applying intelligence into our transport systems and networks”**

The overall aim of these end user discussions is to raise the awareness to businesses and users that the country needs to you to innovate, and to **identify where investment** could **unlock barriers** –

In setting this challenge **it provides opportunities for businesses to innovate**, to seek new products and services from emerging technologies and markets, so how can the UK be best placed to enable innovation?

To do this the **TSB transport needs you** to establish a better understanding of the commercial opportunity that may exist for developers of these innovations and technologies.

