



S-MAP 2030

An Action Plan for Seamless Mobility
in North West Europe

Potentials for Improvement:

Actions to improve the journey experience, and seamless mobility, from a traveller's perspective are shown in the table above and beside, arranged in four themes: *Seamless Information, Seamless Ticketing, Seamless and Timely Connections and Seamless Interchange Hubs.*

Simplified Information

Multi-modal and international travel information becomes the norm, with tools such as 'augmented reality' developed to help with wayfinding.



New applications are emerging that help with information delivery and wayfinding, but as yet remain uncoordinated. There is much potential here.

Personal Mobility Management

Mobility providers will organise tailored door-to-door travel, and provide real-time information and journey support in the event of disruption or changes.



Ticket machines at interchanges such as Gare du Nord in Paris develop into multifunctional and multimodal Journey Information Terminals, complementary to face-to-face information provision.

Positive Journey Experiences

The high quality services and journey experiences offered on longer-distance journeys, which support productive use of journey time, extends to all journey legs.



The current provision for travelling can be much enhanced, with a better eating experience, and perhaps using dedicated sections of the train for business, entertainment, educational and children's facilities.

Positive Interchange Experiences

Although the need to interchange is removed wherever possible, hubs contribute to the positive journey experience.



King's Cross in London is an example of an excellent station redevelopment, with a new western concourse and wider regeneration around the station

Potentials for Improvement

Simplified Information

Incompatible data streams and lack of strategic coordination of information; in some cases information for different services is not located together.



Booking a journey with cross-border connections is easiest on the Deutsche Bahn website – there needs to be a European-wide version of this type of provision.

Personal Mobility Management

A competitive market-based approach leads to an inward focus and fragmentation between services.



At times, it is the personal help that counts and all stations need this face-to-face guidance on offer, like at the train station in Breda/NL.

Positive Journey Experiences

The current focus on a single mode means that shorter journeys are usually not recognised as significant elements of longer journey chains.



Mobile technologies will transform the journey experience, allowing the journey to become a productive and enjoyable experience rather than 'wasted' time.

Positive Interchange Experiences

There is currently no structure in place for minimum standards for different interchange levels.



Kassel's tram-train shows that an effective integration of previously distinct services is possible; in Kassel/DE the tram-train now provides a network across the sub-region.

Acknowledgements

For further information contact

City of Eindhoven
Henk Kok, Synaptic Project Leader
Sector Strategy/Bureau International Coordination
P.O. Box 90150, 5600 RB Eindhoven, the Netherlands
h.kok@eindhoven.nl

Iqbal Hamiduddin
Bartlett School of Planning UCL, Wates House
22 Gordon Street, London WC1H 0QB, United Kingdom
i.hamiduddin@ucl.ac.uk

Communication & Design

neubighubacher, Cologne, Germany
Vermeulen Brand Design, Landgraaf, the Netherlands

Images

All photos and images from the SYNAPTIC study team, with the exception of Eurostar train photos (Eurostar International); Delft station (Mecanoo); Delft Station Rebuilding Site (Fritz van den Dop), Rotterdam station (Team CS, Rotterdam Centraal); High Speed2 (HS2 Ltd); and King's Cross redevelopment (Argent), Touch & Travel (Deutsche Bahn), COMOVE App (COMOVE).

Project Website

www.synaptic-cluster.eu
www.synaptic-cluster/solutions

Produced 04/2013

The use of the S-MAP is strongly encouraged.
Please feel free to use, multiply and copy it.

Acknowledgements

S-MAP 2030 has been written by a team from University College London as part of the SYNAPTIC project - and includes important contributions from the wider SYNAPTIC project team members. Thanks to all who have contributed to this document and to the extensive research that supports it, outlined in the S-MAP 2030 Technical Report (November 2012) and S-MAP 2030 Technical Report of NWE Journey Audits (November 2012).

SYNAPTIC Expert Group

Professor Sir Peter Hall, Dr Iqbal Hamiduddin, Dr Robin Hickman, Professor Peter Jones, Charles King and Colin Osborne (University College London), Professor John Nelson and Dr Mark Beecroft (University of Aberdeen), Mario Ramirez-Reiez and Dr Celiane Camargo Borges (NHTV Breda University of Applied Sciences), Professor Helmut Holzappel (University of Kassel), Professor Dr Felix Huber (University of Wuppertal), Gösta Weber and Henk Kok (City of Eindhoven), Simon Hubacher (neubighubacher Consultants), Bonnie Fenton (Rupprecht Consult), Olaf Lewald (City of Bielefeld), Stuart Murray (Transport for Greater Manchester), Winfried Schmitz (TraffiQ, Frankfurt) and Willy Smeulders (European Passengers Federation).

Student Research Assistance

Thea Sellmann, Sandra Vinge, Dan Durrant and Edwin Loo (University College London), Craig Morton and Konstantinos Papangelis (University of Aberdeen), Joyce Fong, Rumen Moskov and Mirjam Wubbels (NHTV Breda University of Applied Sciences), Katharina Dillmann, Isabelle Hoth and Thorsten Stubenrauch (University of Wuppertal).

Thanks to consultees across Europe which include

European Commission DG MOVE and DG Region, European Passengers' Federation, International Association of Public Transport (UITP), City of Bremen Senate Department for Construction, City of Eindhoven - Environment and Transport, Passenger Focus, Passenger Transport Executive Group (PTEG), Bus Users UK, London Travelwatch, Rail Users Ireland, La Fédération Nationale des Associations d'Usagers des Transports (FNAUT), ProBahn, Verkehrsclub Deutschland, Reizigers Openbaar Vervoer (Rover), l'Association des clients des transports en commun (ACTP), Vlaamse Reizigersbond REBO, Trein Tram Bus (Belgium), POLIS, Nahverkehr Rheinland GmbH NVR