

Outline of four future travel scenarios developed to inform testing of new LTP

Scenarios (brief narratives)	Just About Managing	Prioritised Places	Digitally Distributed	Urban Zero Carbon
	<p>Weak economic and population growth has led to a period of stagnation. Working from home trends from the post-pandemic era have largely continued, where those who can work from home a couple of days a week do. Although electric vehicles are much cheaper to run, many people simply cannot afford the upfront cost to make the change – and ICE vehicles are cheap in the second-hand market. Together these have had a negative impact on public transport demand and revenues. Climate change effects are starting to be felt, but there is little political appetite to push forward policies to address problems.</p>	<p>In the last two decades, the opportunity to work from home and cheaper housing outside cities has led to a revival of rural and coastal areas. Economic growth has been moderate, with many placing a greater focus on work-life balance and local communities, which are centres for out-of-office working, leisure and socialising. The circular economy and shared services, including local car clubs are a key part of life. Electric vehicle take-up is reasonably high, although many still hold onto older ICE-powered and hybrid vehicles because of concerns around the embodied carbon of new vehicles.</p>	<p>Over the last two decades, the green technology sector has boomed. This has been a boon for economic growth in the UK and in the roll out and take-up of electric vehicles, alongside a growing market of autonomous vehicles. Ease of car travel alongside demand for larger houses – which better support working from home - has led people to move to cities and towns. Digital substitution for work, business, shopping, health support and other services is deeply embedded in society. New business models ensure efficient delivery of goods and services to people at their door.</p>	<p>Liverpool, alongside other UK cities, are at the centre of a thriving green UK economy. Cities are attractive places to live and work. Climate change has led to significant shifts in attitudes and behaviour, in terms of increased public transport use, use of active modes and less consumption generally. Digital connectivity has allowed the provision of personalised, tailored, multi-modal travel subscription packages allowing people to easily travel to wherever they need to go, using whatever modes are needed. Digital connectivity and new business models also support multi-modal efficient freight deliveries.</p>
GDP growth/capita				
Technology pace / EVs				
Housing/employment growth	Continued pattern of growth	Growth in rural / coastal areas	Growth in towns / cities	Growth in Liverpool city centre
Tourism	Increased domestic tourism	Increased domestic tourism	International tourism	International / city tourism