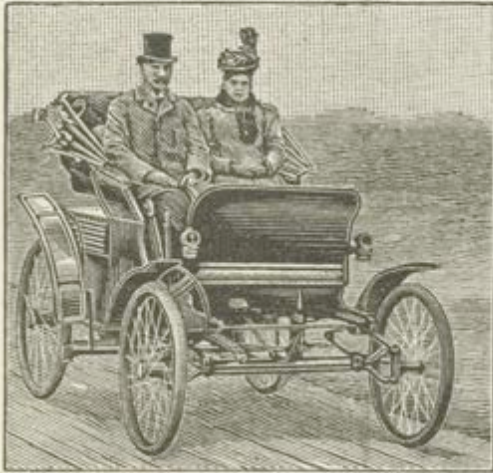


How demand is understood in scenario planning *- a personal perspective*

Professor Glenn Lyons, UWE Bristol

Deep uncertainty and transition

DISPENSE WITH A HORSE



and save the expense, care and anxiety of keeping it. To run a motor carriage costs about $\frac{1}{2}$ cent a mile.

THE WINTON MOTOR CARRIAGE

is the best vehicle of its kind that is made. It is handsomely, strongly and yet lightly constructed and elegantly finished. Easily managed. Speed from 3 to 20 miles an hour. The hydrocar-

bon motor is simple and powerful. No odor, no vibration. Suspension Wire Wheels. Pneumatic Tires. Ball Bearings.  Send for Catalogue.

THE WINTON MOTOR CARRIAGE CO., Cleveland, Ohio.

When the rear-view mirror no longer feels like such a good indicator of the road ahead

When?

Scenario planning...

- Exposes and embraces uncertainty rather than seeking to reduce or conceal it
- Explores and legitimises the plausibility of different futures unfolding
- Helps examine travel demand *in* society
- Helps challenge preconceptions and unconscious bias
- Helps avoid 'policy failure'

Why?



A number of key drivers...



can influence a diverse group of people...



to paint multiple pictures of plausible futures

- **Decide upon a focal question** (e.g. ‘How could or should the transport system evolve in order to support mobility in the future?’)
- **Highlight key drivers of change**
- **Consider drivers of change in terms of importance and certainty of outcome**
- **Identify critical uncertainties to define a canvas**
 - What will society want to do in future?
 - What will it be able to afford to do in future?

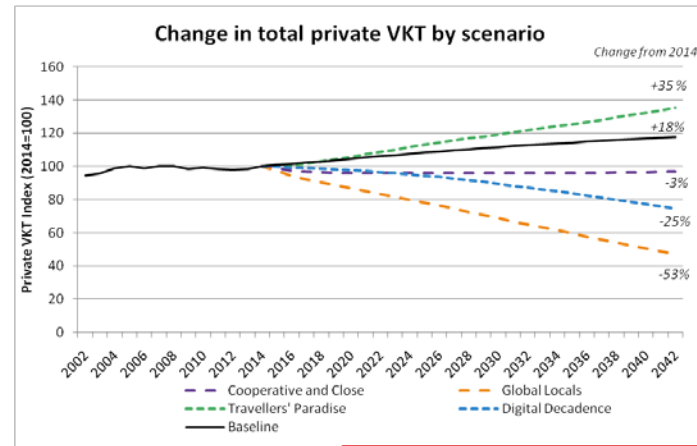
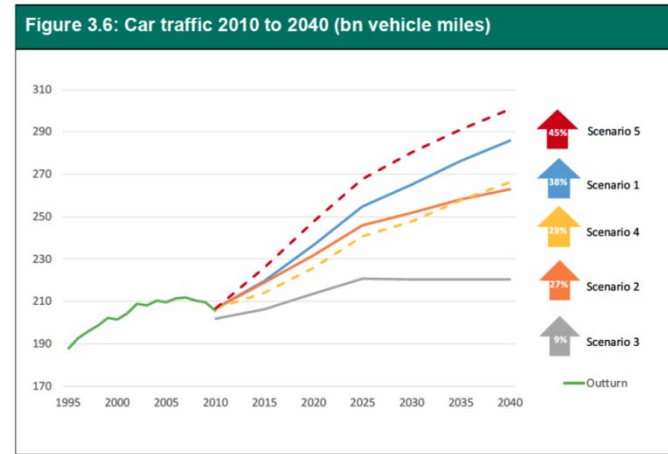
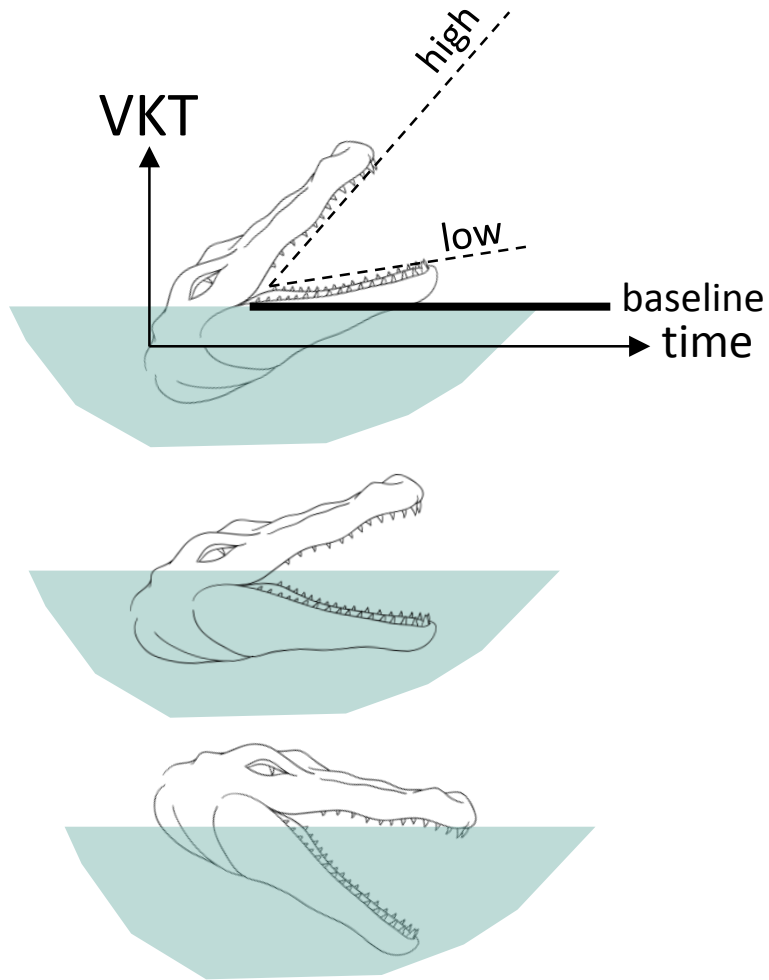
How?

Scenario planning...

- Is an art as much as a science
- Like other techniques, involves simplification of reality through assumptions
- May be most effective as a participatory process
- Can appear to raise more questions than it answers
- May appeal to storytellers but not number crunchers

Limitations?

Never trust a crocodile



Post truth?

You can be very precise but inaccurate

How to accommodate an appropriate level of future demand in the most appropriate way to support society's future needs?

when we don't know what the question means or what those needs are

A wicked problem?

Triple Access

Physical mobility

Proximity

Digital connectivity

Embracing uncertainty is an opportunity to take greater responsibility over shaping the future



A way forward?