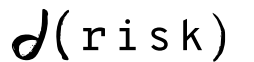




SCALE

Solihull and Coventry Autonomous Link Evolution

September 2025



Project overview

Background

TfWM, as part of the SCALE consortium, explored the possible role Autonomous Shuttles (AS) might play in the West Midlands public transport offer. For successful deployment of these vehicles, it is fundamental to understand potential user needs, barriers, preferences and attitudes.

Research aims

- Identify barriers to the uptake of autonomous shuttle services.
- Investigate user perceptions of autonomous shuttles in terms of journey need, safety and onboarding experience.
- Understand how the service can be optimised for maximum utilisation.



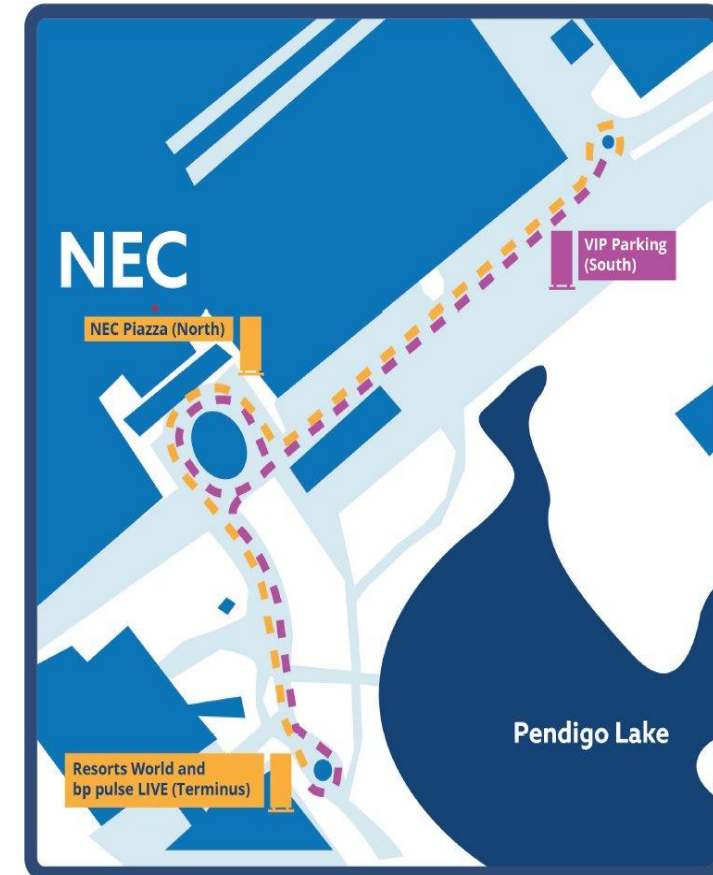
3 shuttles



5+ safety
operators



Free service
during trial



Customer Insight activities



STAKEHOLDER
WORKSHOP



PRE-TRIAL
SURVEY



IN-TRIAL
SURVEY

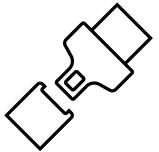


FOCUS GROUPS

Findings



User acceptance



Safety – technical and personal



Operational service



Accessibility



Transport for
West Midlands