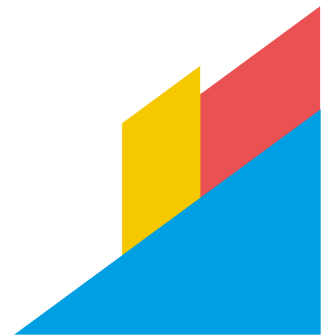


## Community-led solutions for improving rural transport

RSN Rural Transport Seminar – 24 February 2021

Bill Freeman  
Chief Executive, Community Transport Association

 @ctabill



# Introduction to CTA and community transport

## *The Community Transport Association*

### Our vision:

Communities everywhere creating and sharing their own accessible and inclusive transport solutions

### Our mission:

To champion, connect, support and grow a thriving community transport movement across all parts of the UK



### Five values shaping how we work:

We put members first

We lead with authority and responsibility

We prioritise mobility and accessibility

We champion volunteering

We think big

# Introduction to CTA and community transport

## Community transport in rural communities

### Community Bus Services



### Trips / Group Hire



### Demand-responsive services

**getabout**  
Helps you to get where you need to be!

Do you have difficulty in accessing essential services in Northumberland?

Getabout can help

Or would you like to make a difference in your community?

We're looking for volunteers to help deliver getabout

We'd love to hear from you

Call **03333 441740** today!

You can find more information at [www.adapt-tyndale.org.uk](http://www.adapt-tyndale.org.uk) or by emailing [generaloffice@adapt-tyndale.org.uk](mailto:generaloffice@adapt-tyndale.org.uk)

Northumberland County Council  
Adapt (North East)

### Community Car Schemes



### Wheels to Work



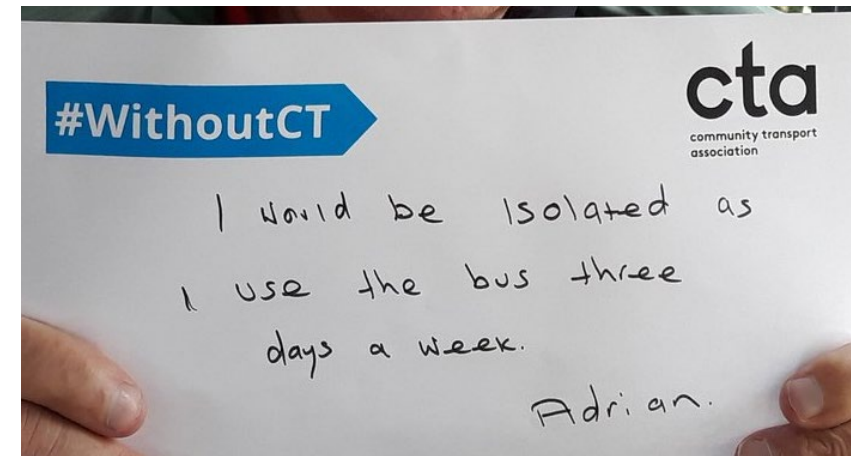


# Community-led solutions for improving rural transport

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## *Things we need to fix...*

- Over-reliance on private car
- Limited options for alternatives (which narrows further if you are less mobile owing to age and disability)
- Fragility of existing alternatives
- Getting more (social) value for public spend
- Reducing emissions



# Community-led solutions for improving rural transport

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## *Three ideas about the future...*

- Greater integration
- Better collaboration
- Doing innovation differently



## Community-led solutions for improving rural transport

## Greater integration

- Bus market reform
- Whole network approach - public, community and shared transport, alongside and connected with active travel
- Bigger role for demand-responsive?
- Mobility hubs (Como UK resources and accreditation)



# Community-led solutions for improving rural transport

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## ***Better collaboration***

- Collaboration in commissioning and provision can combine and meet needs in a better, more integrated way
- This has modelled over the last year in local coordinated responses to the pandemic
- Strong links between local public bodies and community organisations enables more coordinated and integrated support for residents and communities
- Kruger report – calls for a more collaborative and trusting model of service design and commissioning
- Total Transport?



# Community-led solutions for improving rural transport

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## *Doing innovation differently*

- Policy-makers must be open-minded about where innovation may be found and how it can be tested and supported
- Build on best of what's there already
- Localised, place-based approaches to creating positive change
- Relentless focus on creating social value and sustainability of models which deliver this
- Community wealth-building to create local economic resilience







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**Or follow CTA via @CTAUK1**

**www.ctauk.org**