

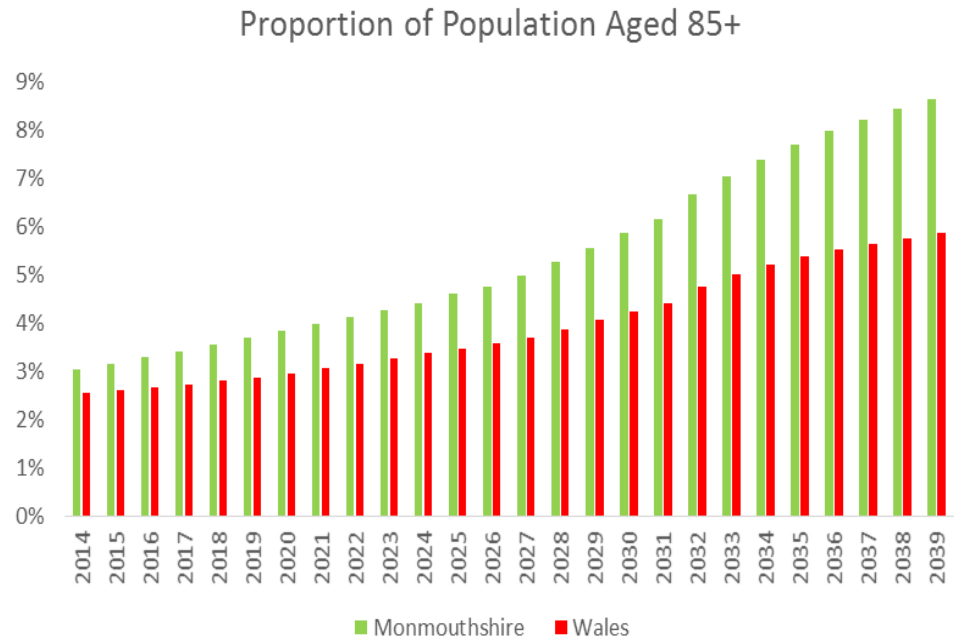


Issues and solutions for rural connectivity and transport

Rural Services Network
15th January 2020
Martin Higgitt Associates

Some challenges

- Rural public transport network in many areas in terminal decline
- Declining services within rural settlements
- An ageing population. E.g. in Monmouthshire:
 - >65 forecast to grow from 24% to 37% by 2039;
 - >85 from 3.1% to 8.7%.
- Climate emergency: need to decarbonise transport and reduce absolute levels of travel



Some observations

- Huge diversity of “rural” contexts
- And huge diversity of people in terms of access to transport and travel needs
- Conventional public transport will always be a challenge
- Solutions:
 - Reduce need to travel by making more services locally accessible
 - Help communities to deliver transport services for themselves
- But
 - We need to understand more about travel demand
 - Need a radical rethink of how we organise and finance rural transport

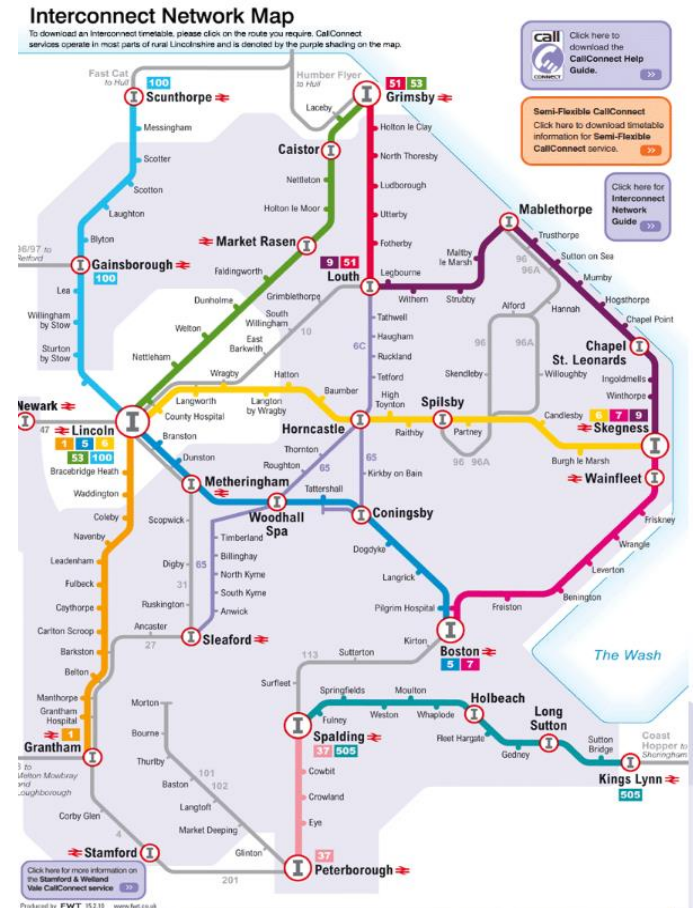
Opportunities: improve access to services and amenities locally

- Expand services offered by village shops / Post Offices
- Mobile services
- Mobile 'Market day'
- Crowd-sourced services
- Getting on-line: e.g. on-line towns, digital health services etc.
- Community hubs



Opportunities: strategic approach

- Define and seek to strengthen a core network of bus and train services between principal service centres
- Provide high quality local interchanges supported by provision for onwards travel



Opportunities: providing community transport services

- Hayfield Sustainable Transport Limited provides 2 minibuses for use by community groups and succeeds by pooling demand.



- Oxfordshire CC offer minibuses used for school and adult social care services to communities / individuals 10-2pm every day.




Opportunities: car clubs and ride sharing



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Mull and Iona Lift-Share
Closed group



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About this group

Description

Started in March 2015 as part of Mull and Iona Community Trust's Sustainable Transport project, this lift-share page aims to drive forward our long term plan for developing economical and affordable travel on Mull and Iona. Lift-sharing is an important part of this and is open to all who may benefit.

Group Type

Travel

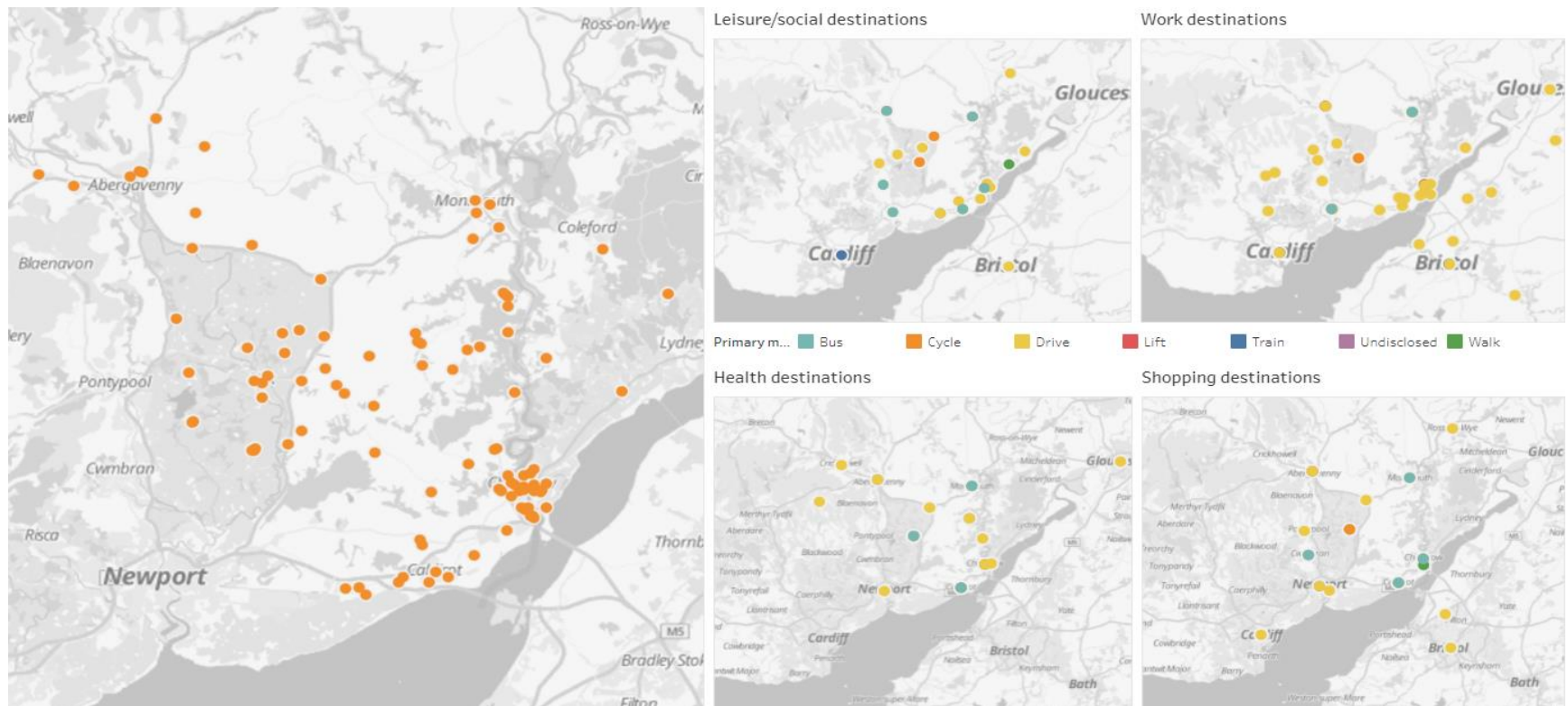
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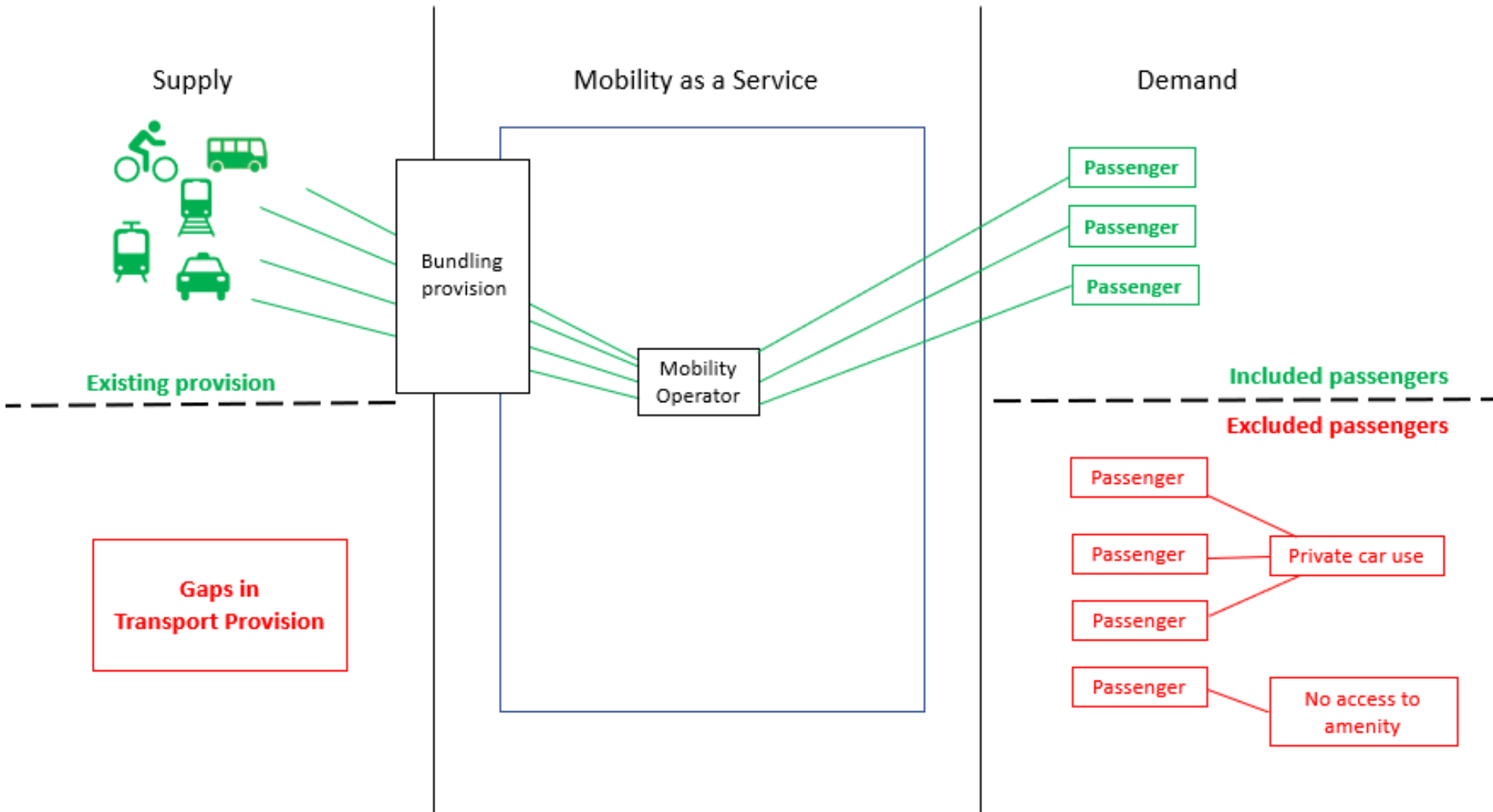
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Developing a better understanding of travel needs

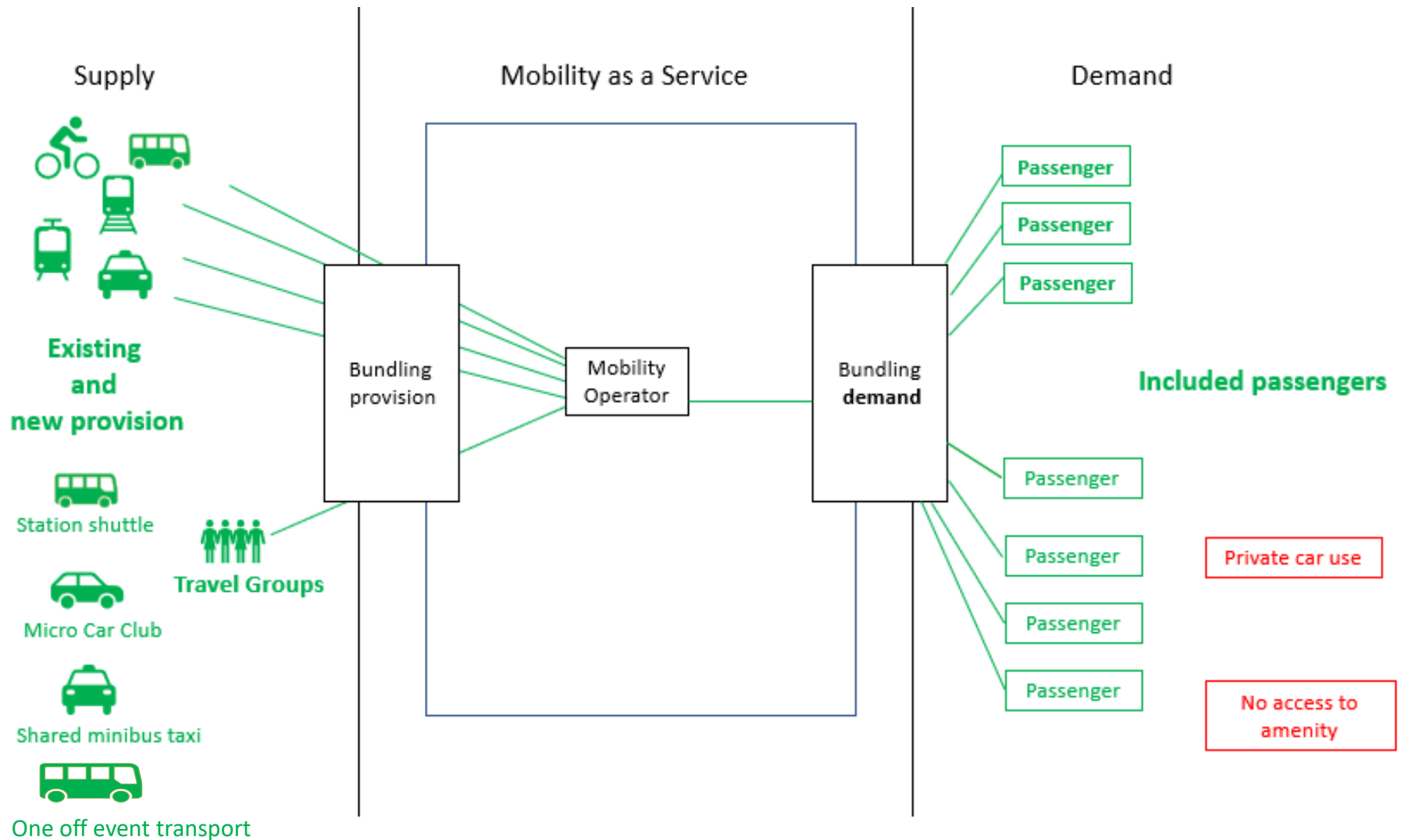
- Monmouthshire GovTech Challenge: tackling rural isolation and loneliness
- Zipabout project to cache journey planning info to build up picture of demand



Opportunities: bundling demand



Opportunities: bundling demand



Rethinking rural transport

- Total Transport approach
- Invest to save business case:
 - lots of money being spent in silos
 - and what are the costs of poor transport access?
- Enabling social entrepreneurial approaches:
 - Communities to provide services for commissioning authorities
 - Providing 'commercial' services for visitors / business users
 - In tourist locations, funding of transport services through visitor levy

Total Transport: a more cost effective approach to commissioning local transport services?

01.06.2017 | [Guest blogger](#) | [Save our buses](#)

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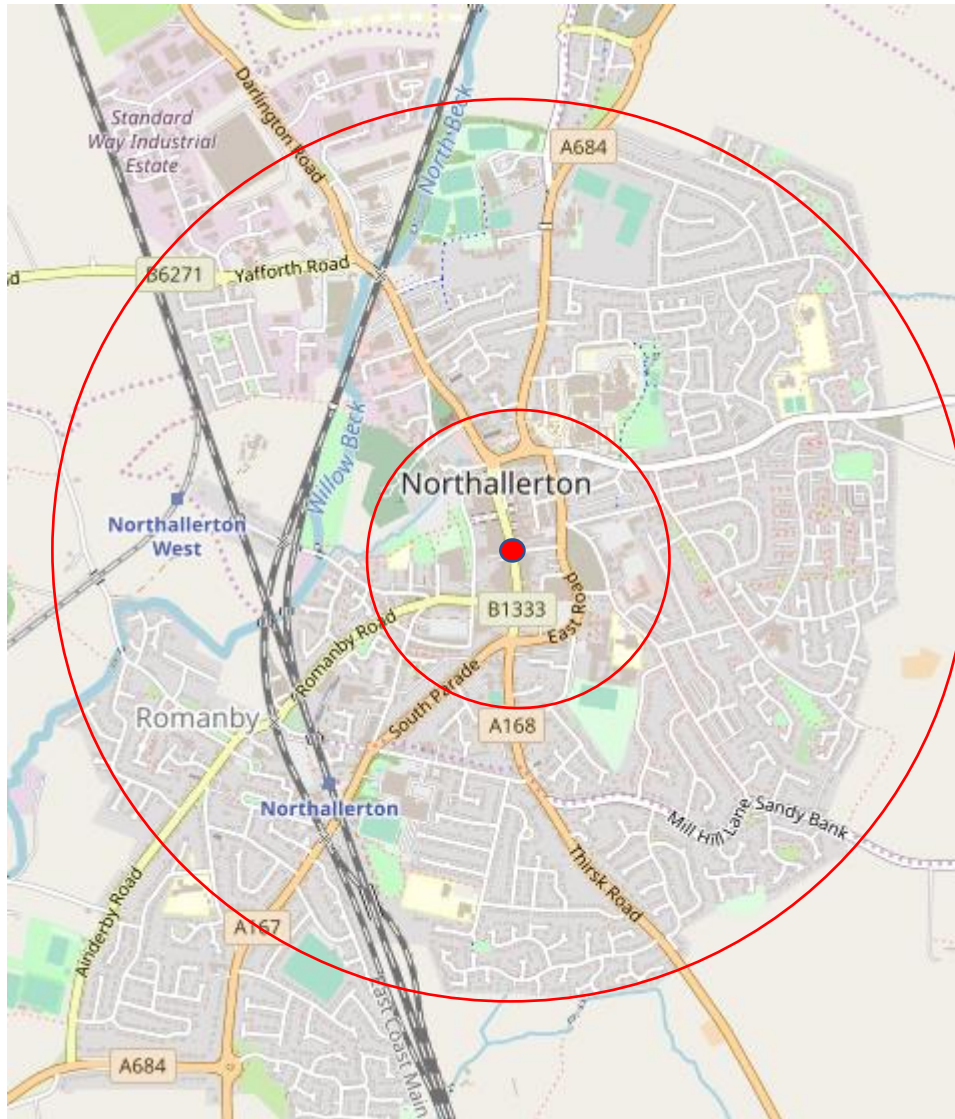


The concept of Total Transport is creating waves in the local transport world, potentially linking up bus services with other road transport services (like patient transport and school transport) to pool resources and make savings. James Coe, Policy and Public Affairs Executive at the Community Transport Association, wrote this guest blog for us on how Total

Transport pilots are working out, and the potential to improve transport elsewhere.



Remember walking and cycling!





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