



# Reaching the Unreachables ?

Innovation in Rural Transport Provision

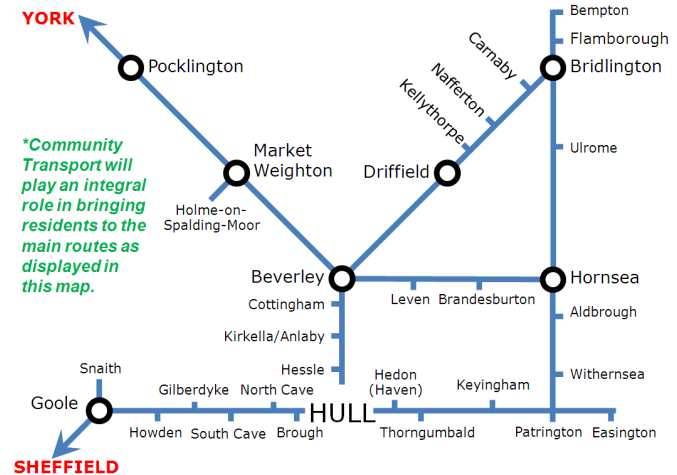
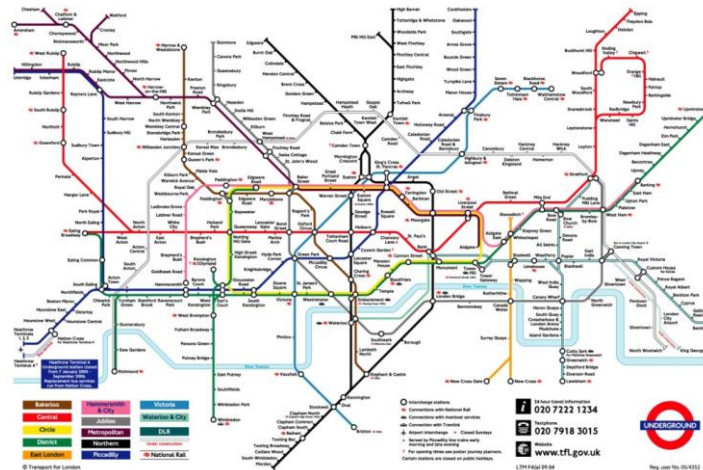
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# Scope of Enquiry

- The rural transport challenge
- The limitations of targeted provision
- Who are the unreachables?
- Where are the unreachables?
- The East Riding of Yorkshire Community Transport Strategy - innovative actions to reach further
- Can community development extend transport reach?
- Is the 'community bus' a potential solution?
- The importance of collaboration and coordination

# The rural transport challenge



- Velaga et al. (2012) point to 3 fundamental challenges for rural public transport; 1) the long distance between homes, 2) low population density, and 3) unpredictable level of passenger demand. Bjerkemo's Swedish study (2003) concluded that low demand for public transport services is a direct factor of sparseness of population.

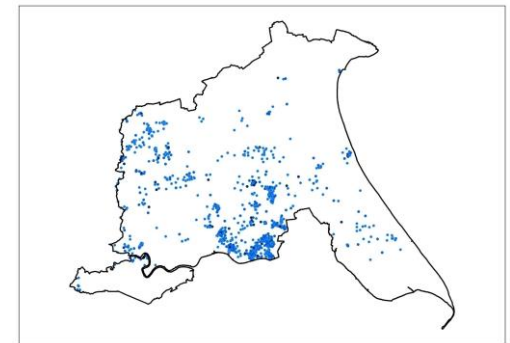
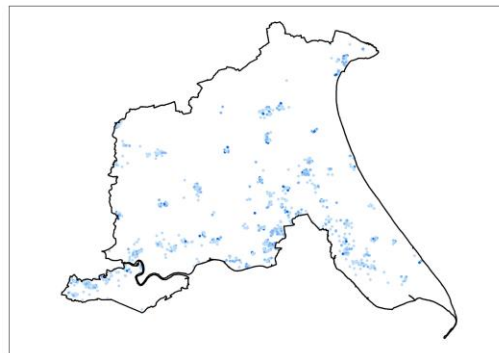
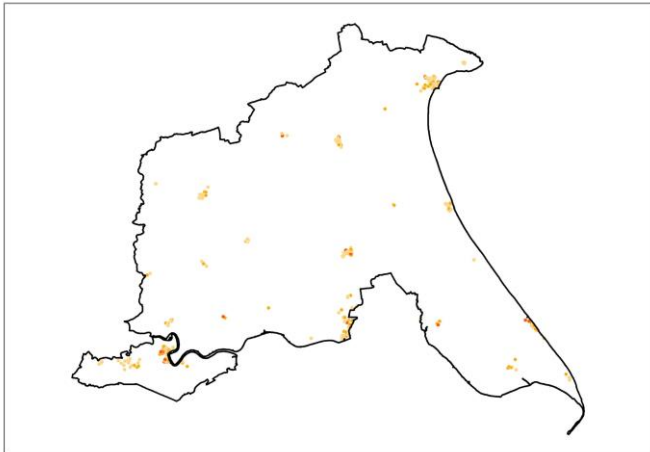
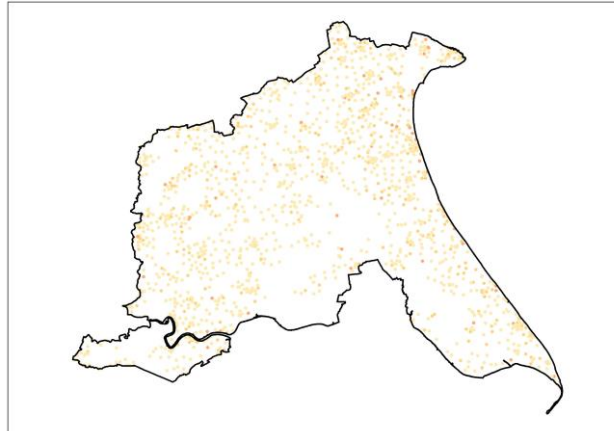
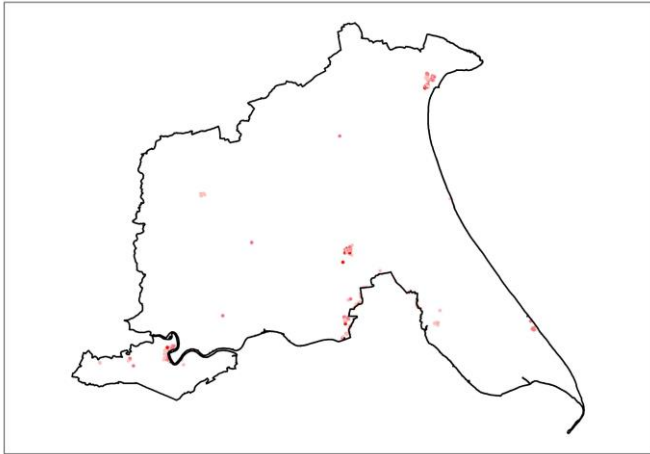
# The limitations of targeted provision

- Demand-responsive, targeted (community transport) services are one tool to overcome this challenge
- However they tend to be limited to *many to one* (fixed route) rather than *many to many* origins and destinations
- If carefully planned and targeted they can be extremely effective at combating rural isolation
- However they tend to provide mainly for older residents and can be perceived as 'exclusive' or 'closed' services
- Section 19 legislative frameworks exacerbate this perception due to membership and booking requirements

# Who are the unreachable?

- ERYC Data Observatory's 'Community Transport - Customer Insight' project identified CT passengers using MOSAIC population segments
- Of 6,000 regular passengers 4 groups predominated (A, E, F, G) - older, lone pensioners; early retirees, older workers and pensioners
- Under-represented groups include (B,C) low income families, single parents, young working people, (D) older people living in small rural villages and (K,L) affluent families with children
- All these groups include some potential users of rural transport but are hard to reach for different reasons

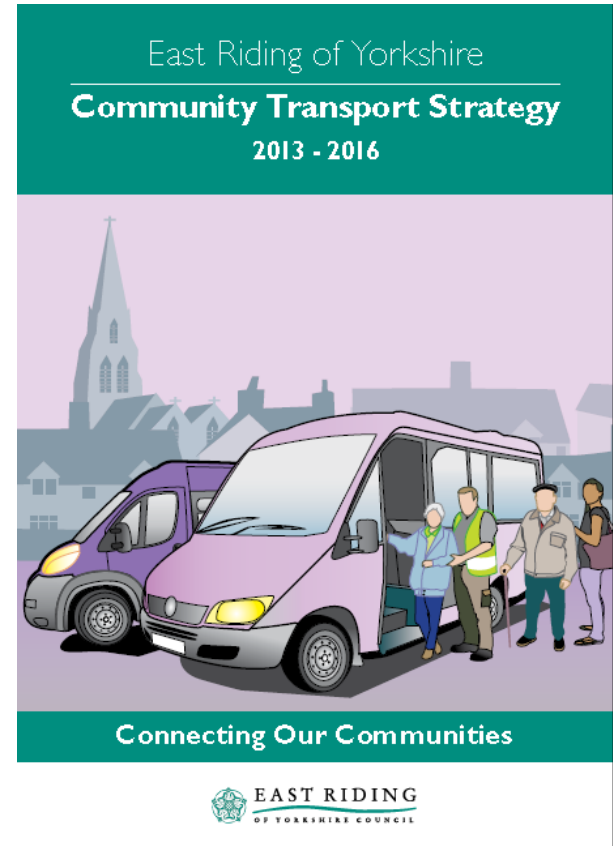
# Where are the unreachables?



Top left - B  
Bottom left - C  
Top right - D  
Bottom right - K  
Below - L

# The ERY CT Strategy

- The Strategy explicitly aims to grow CT's core market and extend the sector's reach
- Innovative actions include:
  - Using Community Development techniques to extend provision, especially for young people
  - Developing a network of new Section 22 Community Bus Routes
  - Developing better referral systems to link vulnerable or isolated individuals to transport opportunities
  - Further developing collaboration and coordination with the commercial bus sector



# Using Community Development

- Being tested through the Goole GoFAR - *Going Further* BIG Lottery Reaching Communities project
- Includes a part-time CDev worker for rural Howdenshire - connecting rural residents to opportunities and services in the towns of Goole and Howden
- Progress after 8 months against outcomes is encouraging
- 149 new young people have become regular users of Goole GoFAR's services - (yr 1 target 25)
- 590 new passengers have used the project MEDiBUS transport to health service (yr 1 target 500)
- 263 new isolated residents have regularly accessed social activities using the GoFAR's DRT and Group Hire services (Yr 1 target 100)



# S 22 Community Bus Routes

- We have developed a Community Bus model based partly on the Dutch 'Buurtbus'
- 5 potential routes in new BIG Lottery and LSTF bids - filling network gaps and offering both peak and off-peak travel from rural to urban/market town centres
- Local Support Committees will directly market and promote these services to potential passengers
- We'll also use promotional applications and social media
- Because they are registered, timetabled, locally owned routes *open to all*, we are confident these services have the potential to reach many of the formerly 'unreachable'

# Collaboration and Coordination

- Community transport should complement rather than directly compete with the commercial sector
- We have an excellent working relationship with our main local bus operator EYMS, who support our proposals
- New community bus routes will link into commercial or supported network services where possible, and will offer access to employment as well as off peak travel
- Collaboration with bus operators and with local communities can help us to develop new open to all services that can fill network gaps, reach further and address the fundamental challenges of low and unpredictable demand, distance and low density

# Contact Details



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