



Meeting the Spatial Challenge: *How far can rural transport reach?*

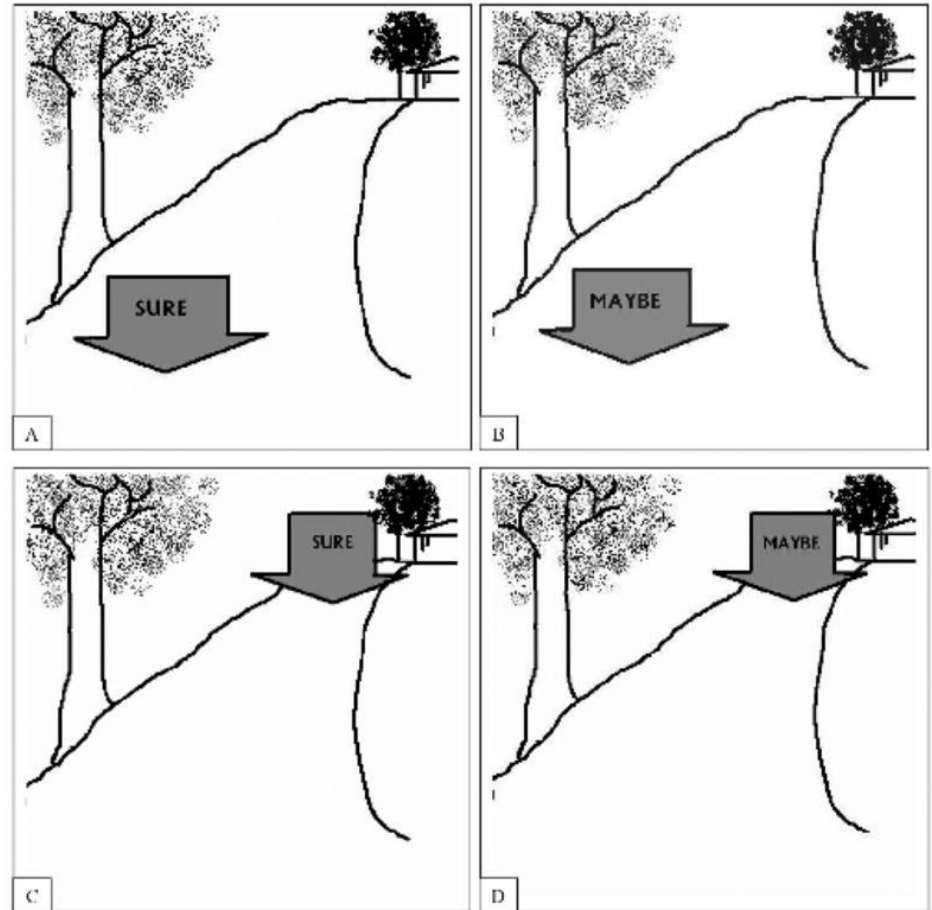
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Scope of Enquiry

- Traversing psychological distance
- A rural transport mind-map
- The art of the possible
- Changing the mind-map?
- Alternative approaches to car use – rural reach?
- Who uses Community Transport?
- Community Transport - rural reach?
- Community Transport – growth potential?
- Case Studies
- Conclusions

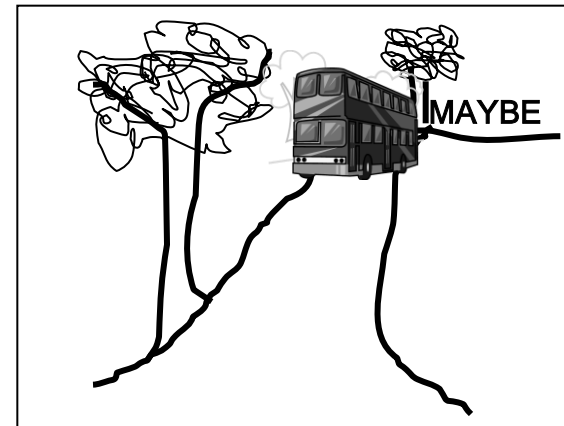
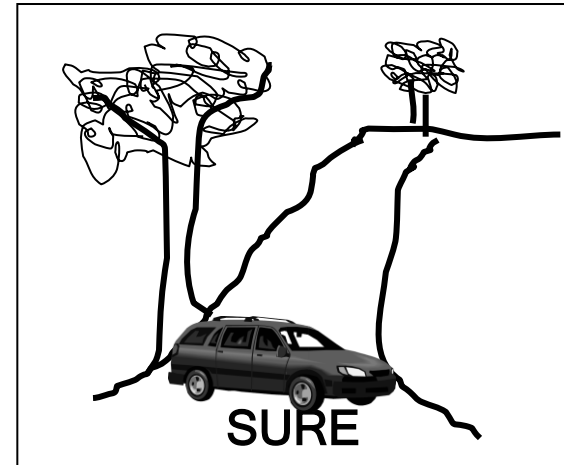
Traversing psychological distance

- Each arrow in this picture word task contains a word denoting either psychological *proximity* (“sure”) or *distance* (“maybe”).
- Participants responded faster to *distance-congruent* stimuli (a spatially distant arrow containing a word that denotes low likelihood, or a spatially proximal arrow containing a word that denotes high likelihood).



Traversing Psychological Distance

- If we replace the arrows with a car and a bus, my suspicion is that for the *car owner* the car is automatically psychologically *proximal* and the bus *distant*.
- In this context the 'spatial challenge' is less about traversing physical distance, and more about the difficulty of closing the psychological gap in the rural car owner's 'mind-map' and creating enough 'critical mass' (potential passengers) to support rural transport network development.



Rural Transport Mind Map

COMMUNITY BUS

- Very worthwhile service
- It supports my local community
- Meets important local needs
- I can use it occasionally
- I can get involved in running it
- I could volunteer to drive



- I'm not aware of this service
- I don't think I'm eligible to use it
- Timings unsuitable for my needs
- Meant for older or disabled people
- Requires phone booking day before
- I don't want to take someone's seat

TRAIN

- Fast and direct
- Comfortable and safe
- I can work/read on board
- Safe parking at station
- Avoids road congestion
- On board refreshments
- Good station facilities
- Option to travel 1st class



- Sometimes unreliable
- Expensive unless pre-booked
- Parking limited at station
- I have to carry heavy luggage or other items
- I have to drive or cycle 5 miles to nearest station
- Walk of 10 minutes to the office

TAXI

- Generally reliable
- Available on demand
- No need to park at rail station



- Only operators are in town
- Requires telephone booking
- Doubles cost of journey – high cost
- I don't want to share

BUS

- Reasonable cost
- Generally reliable
- Useful at weekends
- Goes to the market town
- Good for leisure trips
- I can go for a drink



- The service is neither fast nor direct
- Lack of personal space
- Loss of personal control and independence
- 5 minute walk to bus stop
- Doesn't go to the supermarket
- I'm worried about my personal safety
- I can't buy a bus-rail through ticket
- Noisy schoolchildren in the morning
- Local bus shaker in poor condition
- Need to find a timetable/go on website
- No evening services – only useful during day
- Couldn't replace the car – too infrequent

CAR

- Gives me personal freedom and independence
- Fast and flexible, saves me time
- Space for luggage, shopping, other items
- I can go when and where I want to
- My car is reliable and efficient
- I will arrive fresher and can carry wet weather gear 'just in case'
- I can give other people lifts/collect children/shop on way home
- I can't imagine life without a car
- I can travel in comfort and privacy
- I can drive myself and I'm in control

- High cost of fuel
- Running costs
- Parking costs
- I get less exercise
- I can't have a drink
- Traffic congestion



CYCLE

- Low cost
- A sustainable travel choice
- Cycling is healthy exercise
- Pleasant in summer



- Fast traffic on rural roads
- No dedicated cycle lanes
- Slow – takes too long
- Most journeys too far/too strenuous
- Unpleasant in bad weather
- I may have to change clothes on arrival

The art of the possible (I)

- ‘Greener Journeys’ - July 2012:
“... the bus sector faces its greatest financial challenge for a generation. Two key issues going forward are the prospect of further spending cuts, and the risks associated with the devolution of transport funding without ring-fencing. Buses have been more adversely affected by cuts to Government spending than other modes of transport”.
- Campaign for Better Transport Dec 2012:
“The picture that emerges this year is of continued cuts to funding and services in many parts of the country with 41% of local authorities making cuts. This is on top of the big cuts in funding and services that we reported in 2011. Last year’s cuts were severe with one in five council supported services either withdrawn completely or cut back. The total estimate for cuts in 2011/12 was £36m. This year, the combined total of cuts identified is £18m.”

The art of the possible (2)

- In 2011/12 bus mileage on supported services in England outside London fell by 9 per cent on previous year .
- BSOG cut by 20% (April 2012) and government proposes that BSOG for supported services will be paid to councils as a capped, non-ring fenced grant in proportion to their share of the England-wide tendered mileage.
- The more rural the area, the more likely that bus routes are provided under contract - rural services are often marginal and its unclear if the capped grant will increase in the future to cover rising fuel and running costs.
- In these circumstances rural bus services could become less frequent, full price fares could increase and a there could be substantial reductions in routes.

The art of the possible (3)

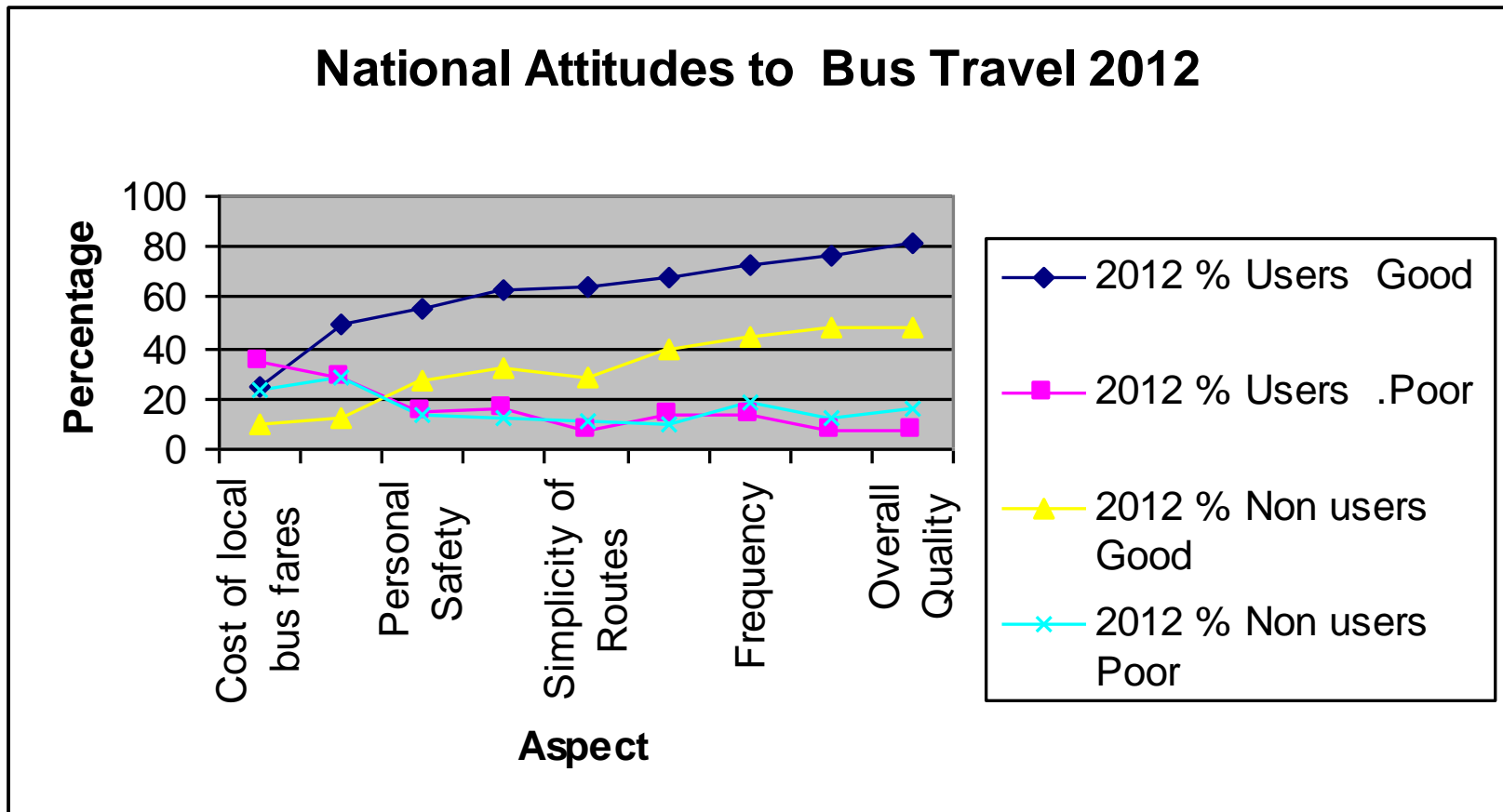
- RAC study (2009) 'The Car in British Society' concluded that car use was still "embedded" in most aspects of daily life, and that people believed the benefits still outweighed the disadvantages.
- Car-licence holding among adults is the highest in rural areas, with 85% of households having one.
- Researcher, Dr Karen Lucas from Oxford University, said: "Our research suggests that most people cannot envisage a future without their cars and many would go to considerable lengths to continue using them".
- Study found that nearly half of car owning households are 'low mileage' (1-5k pa).

The art of the possible (4)

- Remodelling of rural bus networks may enable better use of resources, but is unlikely to increase overall reach.
- Beyond short-term funding there is little resource available to develop new services.
- Targeting services on those most isolated and in need has to be a priority, and there is evidence to show that this approach can succeed *and* reduce subsidy costs.
- Community transport can fill gaps and expand to reach more of the most isolated and vulnerable – but should it be expected to produce substantial modal switch?
- New approaches to accessing cars – but existing models are mainly urban-based and require critical mass.

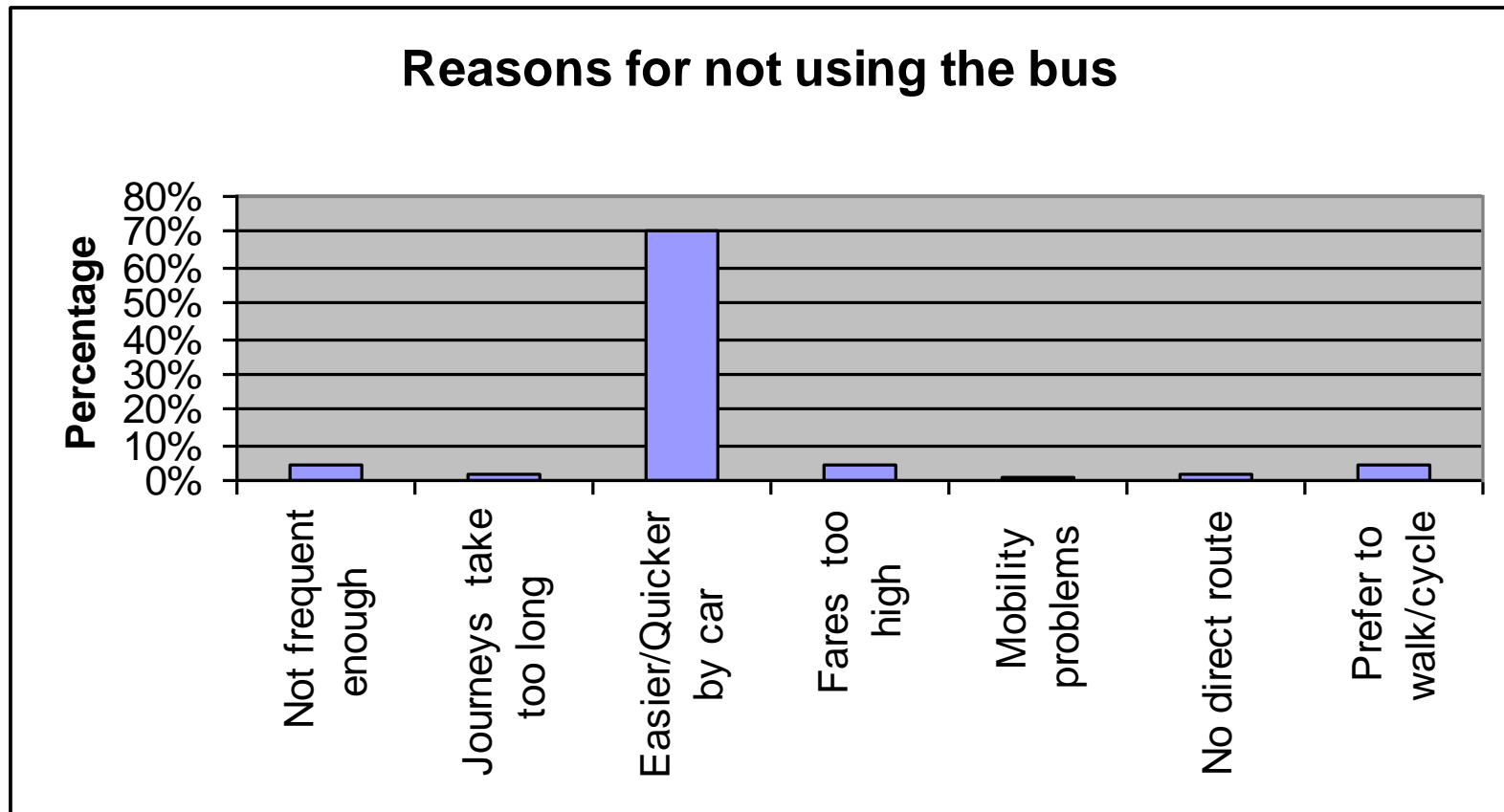
Changing the mind-map?

- Attitude to bus travel is not the main issue.



Changing the mind-map?

- The main issue is simply our love affair with the car.



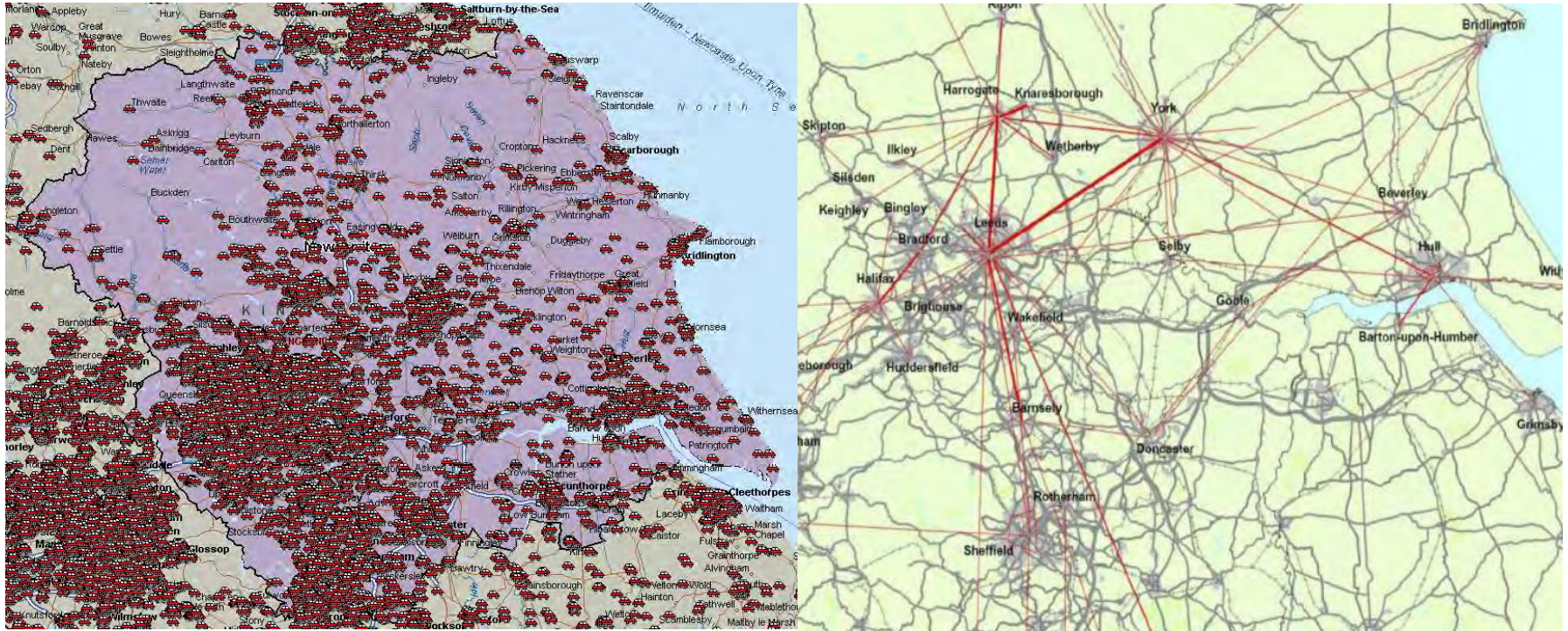
Changing the mind-map?

- DfT Sustainable Travel Towns programme trialled packages of measures to promote 'smarter choices.
- Most revenue spent on Personal Travel Planning.
- Bus trips per person grew substantially, by 10%~22%, compared with a national fall of 0.5% in medium-sized towns (not all growth directly attributable). Also substantial growth in cycling and walking.
- Biggest changes in modal choice were for short trips in inner areas – leisure and shopping.
- Report saw merit in piloting of new initiatives targeting change in medium/long-distance journeys and to travel in rural areas, with focus more intensively on travel for work.

Alternative approaches to car use

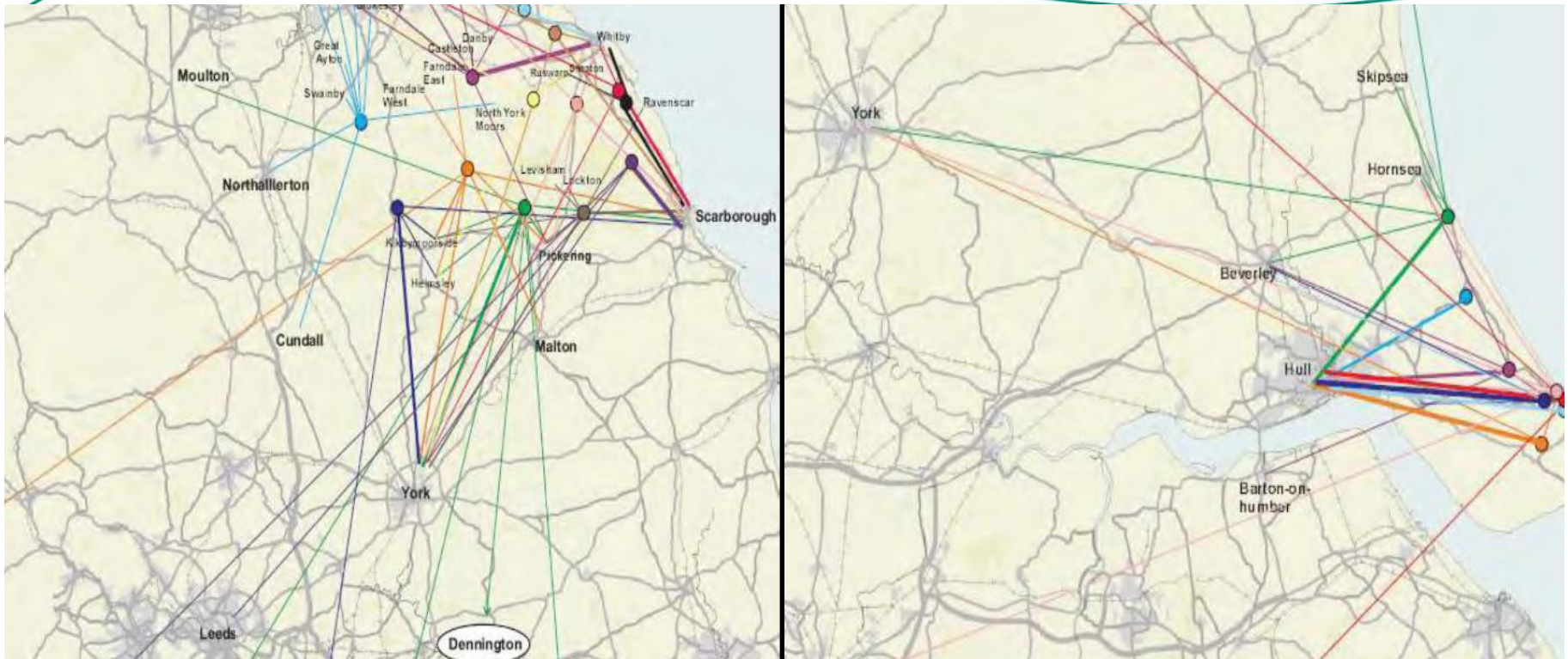
- Increased fuel costs may explain why weekly car mileage averages have reduced though car *ownership* is rising.
- Increased fuel costs may explain increases in car sharing.
- Increased fuel costs have not led to increased bus patronage (outside London).
- 5,590 people sent a 'request to share' message during the fortnight of 'Liftshare Week' 2012 - 50% up on 2011.
- 'Liftshare' has over 500,000 members in the UK.
- Peer-to-peer car rental schemes now established.
- Large-scale Shared Taxi schemes – have mostly failed in the UK with the exception of schemes aiming to address social exclusion.

Formal car-sharing: rural reach



- Yorkshire & Humber Regional Rural Car Share Study (2010)
- Approx 18,000 registered formal car scheme members

Informal car sharing – rural reach

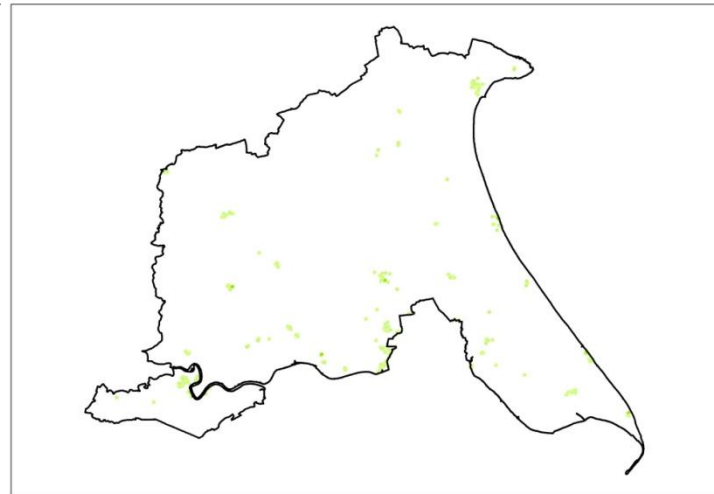
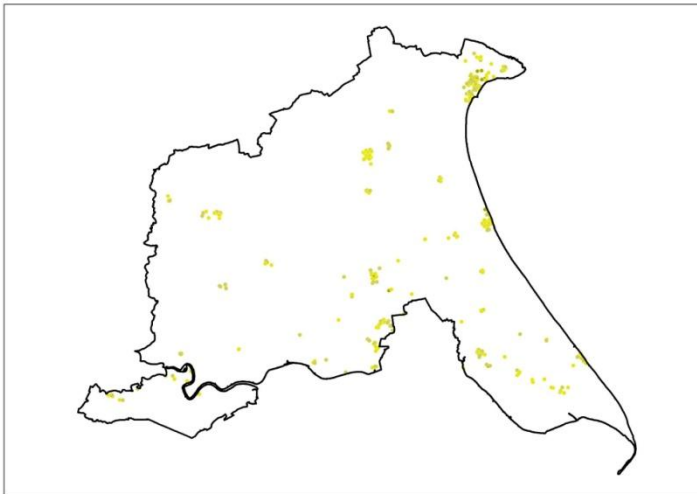
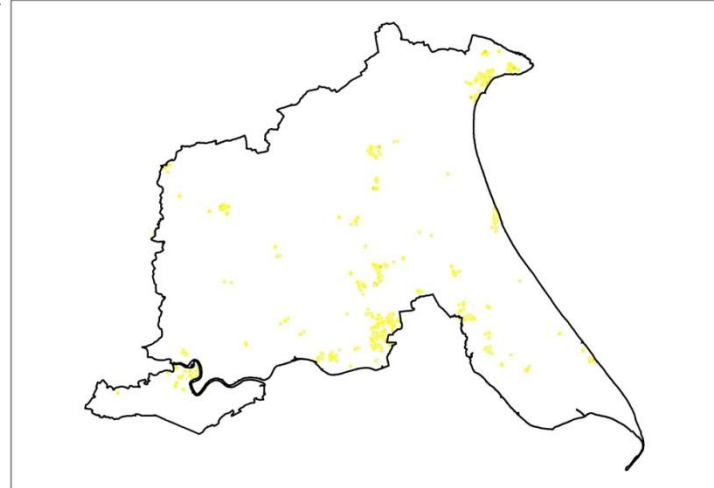
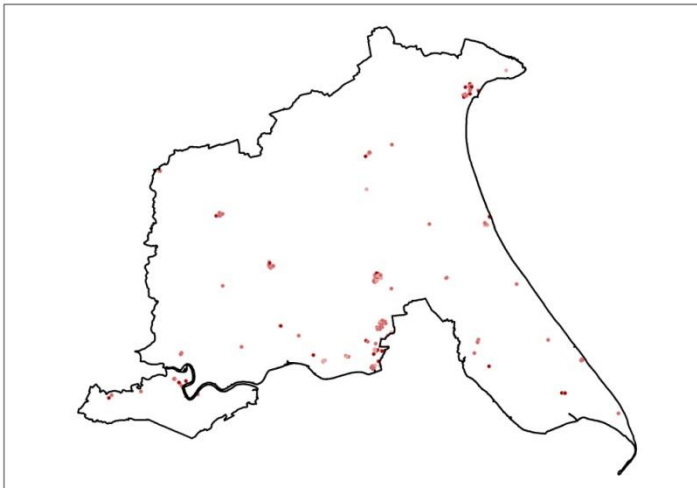


North Yorkshire Moors and South Eastern Holderness: current impact of informal car sharing (2010). 68.2% of respondents had informally offered or received lifts on a regular basis. 0.5% were car scheme members. Ratio of informal to formal sharers 135:1 (Survey with 405 full telephone interviews).

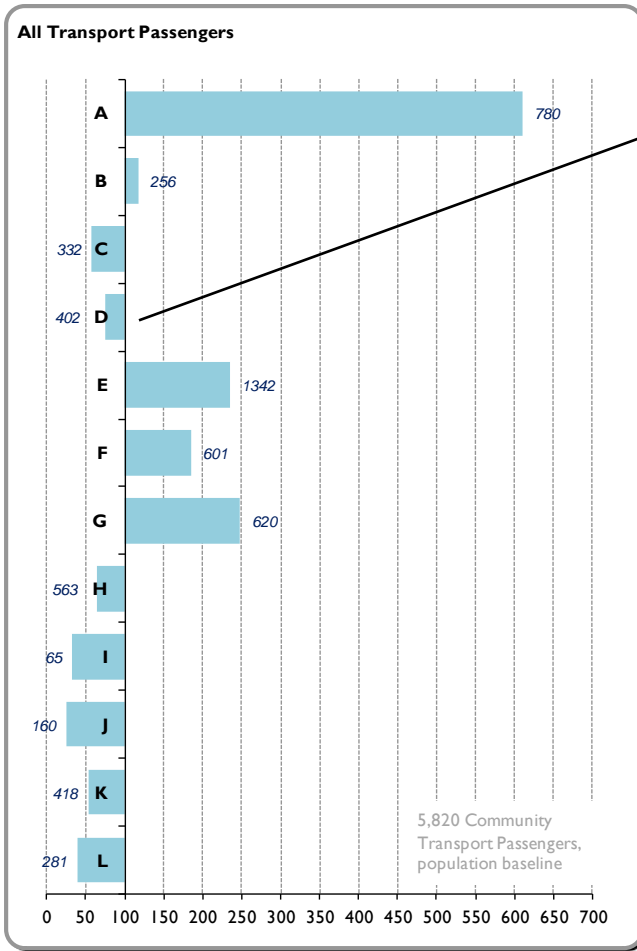
Who uses Community transport?

- ERYC Data Observatory 'Customer Insight' project identified and segmented CT passengers (MOSAIC).
- 4 key groups (A, E, F, G) are main CT customers. 12 'locally bespoke' MOSAIC clusters in all.
- Similar pattern across all operators/areas.
- **A's** are older, lone pensioners with low incomes and often in poor health.
- **E's** are better off, early retirees, active and reasonably healthy.
- **F's** are older workers and pensioners, low-mid income, living (often alone) in semi-rural or coastal locations.
- **G's** are similar, but with lower income.

Who uses Community transport?



Who uses Community transport?



SEGMENT D

EAST RIDING OF YORKSHIRE

18,725 households, 11.7% of households in East Riding

SEGMENT D AT A GLANCE
See Understanding Icons page for key

SEGMENT INFORMATION

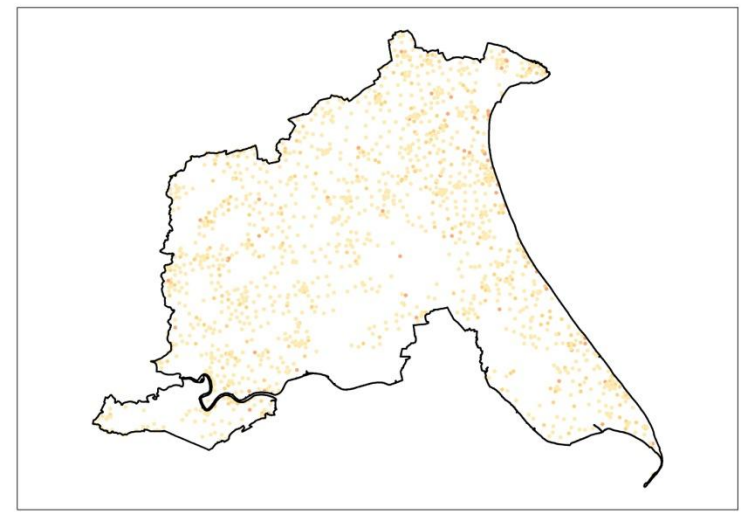
- Older people
- Small villages & rural areas
- Detached properties
- Farming & agricultural tourism
- Many self employed
- Varying levels of income
- Cars important
- Low fear of crime, very cohesive communities
- Average responsiveness across several communications channels

POTENTIAL SERVICE NEEDS

- Home to school transport, primary fires & special service

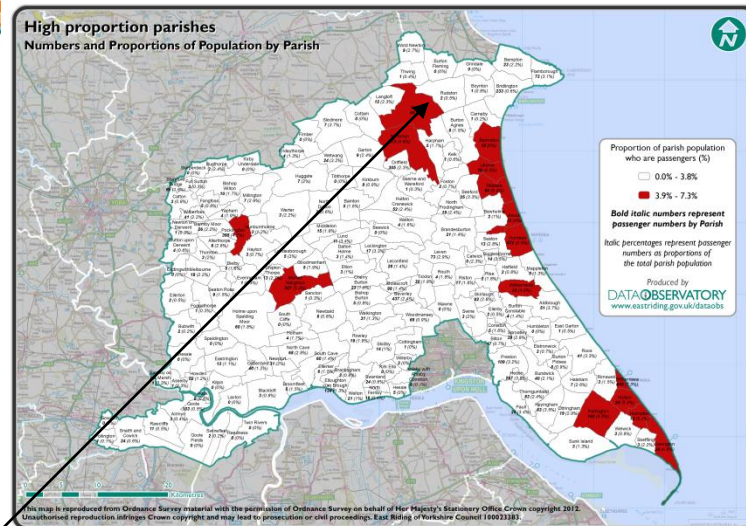
COMMUNICATION METHODS

- Receptive to face to face contact & magazines



Parishes with high proportions of CTP's

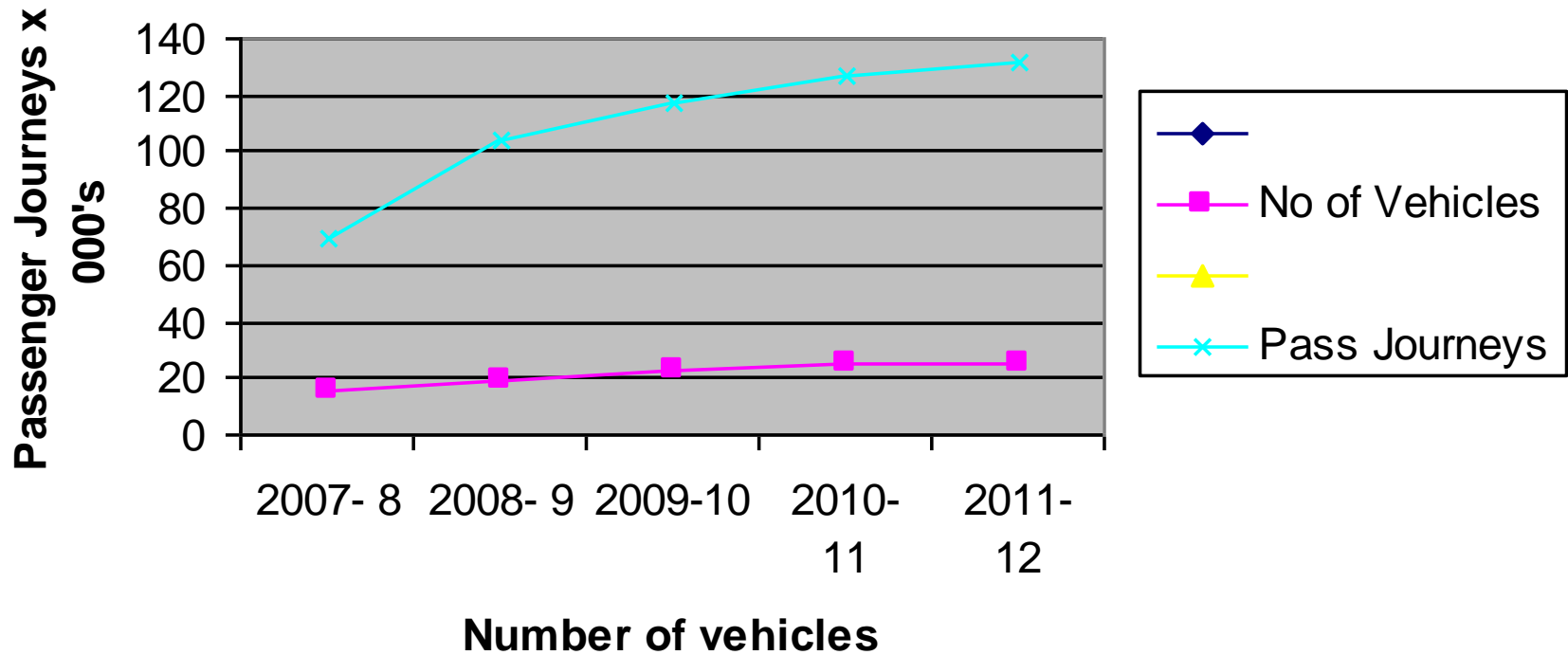
NAME	Passengers	Population	Proportion of Passengers by Parish
Withernsea CP	409	6309	6.5%
Market Weighton CP	337	6371	5.3%
Patrington CP	113	2232	5.1%
Skipsea CP	38	785	4.8%
Hollym CP	21	442	4.8%
Withernwick CP	22	465	4.7%
Pocklington CP	395	8415	4.7%
Nafferton CP	113	2463	4.6%
Hornsea CP	394	8595	4.6%
Easington CP	33	745	4.4%
Ulrome CP	10	247	4.0%
Kilham CP	46	1141	4.0%



NAME	A	E	F	G	Total Households
Withernsea CP	204 (6.2%)	335 (10.2%)	327 (10.1%)	314 (9.6%)	3272
Market Weighton CP	174 (5.3%)	165 (5.0%)	156 (4.8%)	223 (6.8%)	2920
Patrington CP	109 (3.3%)	34 (1.0%)	107 (3.3%)	77 (2.4%)	969
Skipsea CP	0 (0%)	40 (1.2%)	59 (1.8%)	15 (0.5%)	352
Hollym CP	1 (0.0%)	11 (0.3%)	33 (1.0%)	1 (0.0%)	250
Withernwick CP	0 (0%)	11 (0.3%)	60 (1.8%)	1 (0.0%)	220
Pocklington CP	192 (5.9%)	449 (13.7%)	243 (7.4%)	136 (4.2%)	3720
Nafferton CP	17 (0.5%)	109 (3.3%)	151 (4.6%)	89 (2.7%)	1080
Hornsea CP	197 (6.0%)	639 (19.5%)	843 (25.8%)	285 (8.7%)	4062
Easington CP	22 (0.7%)	9 (0.3%)	10 (0.3%)	66 (2.0%)	364
Ulrome CP	0 (0%)	4 (0.1%)	4 (0.1%)	0 (0%)	128
Kilham CP	11 (0.3%)	31 (0.9%)	28 (0.9%)	21 (0.6%)	493

Community Transport - growth potential

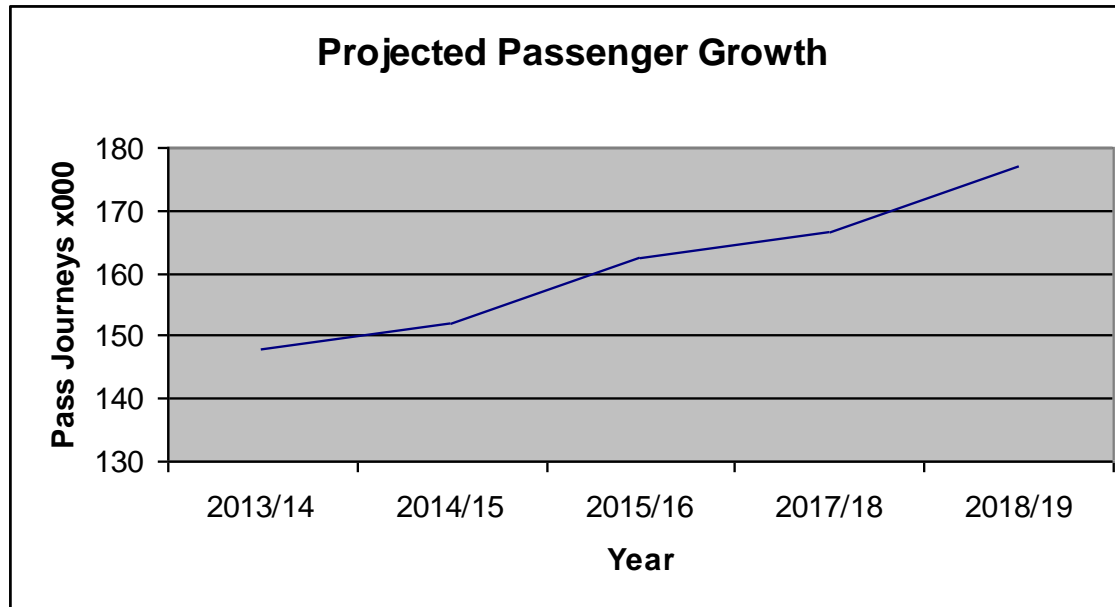
CT Capacity/Growth Analysis



Community Transport - growth potential

- In the East Riding CT currently serves 16% of households in its core market segments (A,E,F,G). (5,809 members).
- Vehicles operate at 70% of absolute maximum capacity.
- Draft ERY CT Strategy plans for 2% growth in baseline operational capacity per year for next 5 years (to 80%).
- This requires investment in at least 5 replacement vehicles and will deliver 4,000 additional passenger journeys per year/800 new members.
- A conservative estimate of latent demand in the sectors core market would be a further 4% of total households.
- Meeting that demand would require an additional 3 vehicles – delivering an additional 700 new members.

Community Transport - growth potential



Item	2012-13	2018-19
Vehicle Fleet Capacity	25	28
Passenger Journeys per annum (single)	137,000	177,000
Membership	5809	7400
% of core market served	16%	20%

Case Study: Kilham

- Kilham is within an area ranked amongst the 25% most deprived areas in the country as measured against access to housing and services.
- 12% employed in agric / 25% public/health/education.
- 2 shops, 2 pubs, PO and Village Hall. Supermarket 6m, Rail Station 4m, GP Surgery 3m.
- 53 no car households (13%). Limited off peak local bus service to Bridlington and Driffield 3 days per week.
- 3 people (0.7%) travel to work by bus, 71% by car or motorcycle, 8.3% walk or cycle, 20% work from home.
- CT currently serves 50% of households in its core market segments (A,E,F,G). (46 passengers/4% total pop).
- No registered car share members offering lifts.

Case Study: Kilham

124 Kilham- Driffield– Bridlington Wed, Thurs, Sat (nBH)	
Driffield	09.05
Kilham	09.20
Bridlington	10.07
Kilham	10.55
Driffield	11.09
Driffield	12.30
Kilham	12.45
Bridlington	12.56
Kilham	14.15
Driffield	14.29
CT (MiBUS) (pre booked)	Tuesdays & Thursdays to Driffield
CT MEDiBUS (pre booked)	DRT to Hospitals/Healthcare

The local bus serves several other small villages and carries an average of around 20 passengers per day. It is a supported 'rural shopping' service operated under contract.

Case Study: Devon Fare Car

Fare Car 10: Thursdays and Saturdays (except Public Holidays)

Provides 2 return journeys per week from a rural area including:

• **Alswear • Ash Mill • Bish Mill • Bishop's Nympton • Chittlehamholt**
• **Clapworthy • East Anstey • King's Nympton • Knowstone • Mariansleigh • Meshaw • Molland • Romansleigh • Rose Ash • Satterleigh • Twitchen • Warkleigh • West Anstey**

Arrives South Molton 1000

Departs from South Molton 1410

Fares: £3.50 per single journey.

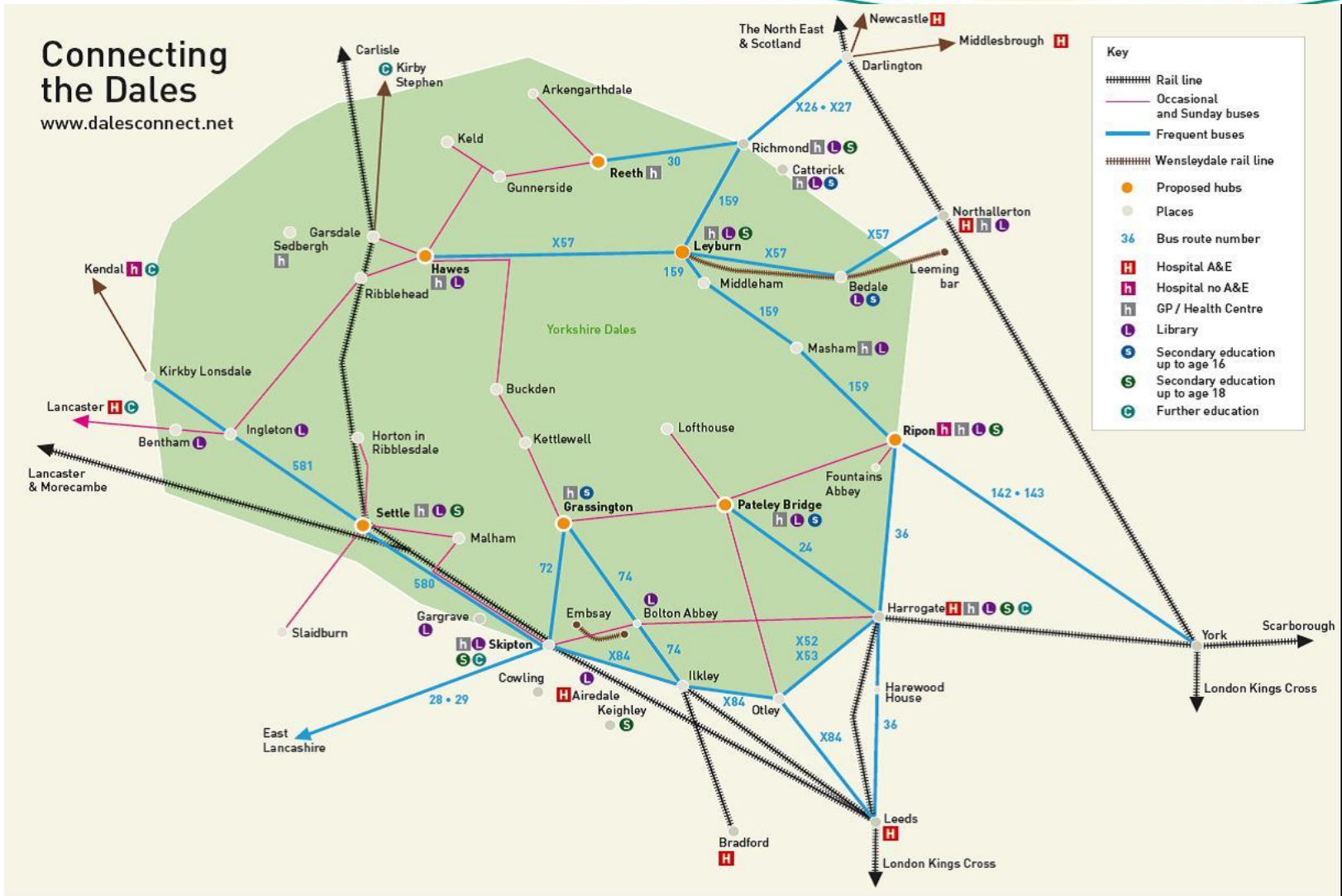
This is a subsidised fare. There are no further reductions for National Bus pass holders, children or other categories, except children under 5 who travel free.

Case Study: DITA

- Dales Integrated Transport Alliance – local ‘hub’ model.
- Yorkshire Dales – 8 volunteer-run hubs provide:
 - **Advice on all forms of transport**
 - **Assist residents/visitors with online bookings**
 - **Literature point & other local information**
 - **Gather information on/work with local operators**
 - **Promote public transport for local events**
- DITA works with community groups/hubs to start new S19 and 22 community bus routes (e.g. Dentdale).
- METRO support with LSTF pump-priming funding.
- District, Town and Parish Councils and YDNPA also provide match funding.
- Hubs expected to be sustainable after 1 year.



Case Study: DITA



Conclusions

- Changing the rural car owner's mind map is challenging, but local voluntary action, combined with rising fuel and other vehicle running costs may have some impact.
- Large-scale on demand shared taxi schemes are unlikely to be piloted in the current economic climate.
- Fixed destination DRT (CT or shared taxi) is cost-effective when correctly targeted and well planned/marketed.
- There is currently little scope for increasing the reach of the rural bus network: maintaining it is a major challenge.
- 'Localism' could encourage the development of new (or replacement) S22 Community Bus routes/other solutions.
- Car sharing will increase, but more slowly in rural areas.