

# 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 shelter 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