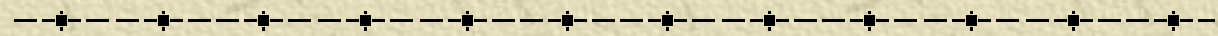


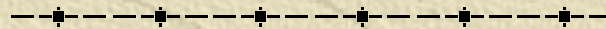


Angus Transport Forum



Marketing Rural Transport Services

Brian Masson



Background

- ✦ Angus Transport Forum
- ✦ Established 1997
- ✦ Based at Stracathro Hospital, Brechin
- ✦ Membership of over 75 local organisations and operators
- ✦ Voluntary Organisation – Supporting Individuals, Community Groups, Statutory and Voluntary Bodies

Community Representation

✦ Creation of 6 Local Area Groups:

1. Arbroath/Montrose Hinterland
2. Brechin/Glenesk
3. Carnoustie/Monifieth Hinterland
4. Forfar/Letham Hinterland
5. Kirriemuir and the Glens
6. Newtyle/Liff/Muirhead

Marketing Public Transport Services in Rural Areas

✦ The problem

✦ Low population density

✦ Wide range of expectations

✦ Seasonal demands both tourism and employment

✦ Sustainability issues

Marketing Public Transport Services in Rural Areas

✦ People issues

✦ Most people are habitual in their travel patterns

✦ What are the needs of the individual

✦ What are the expectations of the individual

✦ Explore life events planning concept

Marketing Public Transport Services in Rural Areas

✦ Solutions

✦ Identify existing resources

✦ Coordinate demand and resources

✦ Use new technologies GPS, Databases, Call Centre technologies etc.

✦ Involve the community in service design

✦ Create markets to meet interests

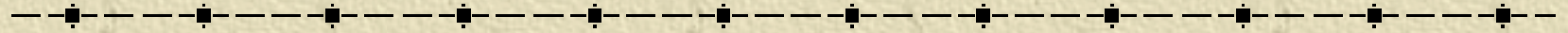
Ideas to market rural transport services?

-
- ✦ Identify lifestyles in the area.
 - ✦ Church membership can be relatively strong in rural areas.
 - ✦ Hairdressers – men and women visit on average at least once every six weeks
 - ✦ Golf clubs
 - ✦ Farmers markets
 - ✦ Schools
 - ✦ Pubs and hotels

Travel Clubs

-
- ✦ Identify local interests and create travel club solutions
 - ✦ Involve local business to support local communities
 - ✦ Involve all local transport providers
 - ✦ Mail drop to each individual advising on local events relating to their own interests

Summary



- ✦ Think like a person not a problem solver
- ✦ Adopt the chaos theory
- ✦ Out of chaos comes order.