



PROJECT OVERVIEW

The Future Integrated Transport research programme was funded by the Department of Transport to identify the next generation of transport solutions. Current trends show that rural transport is progressively moving towards approaches that are more: needs responsive and demand responsive, technologically supported, and delivered through joint working. The CO-OPERATE (Co-ordinating individual action programmes in rural transport Management) project sought to:

- Explore ways to help communities overcome obstacles to accessibility.
- Identify how to build capacity amongst individuals and communities to solve their needs.
- Identify travel awareness/marketing techniques including using new technology to develop communication networks on rural accessibility.
- Develop a toolkit from best practice which can be applied in future action programmes to promote rural accessibility

The work started in 2002 and was completed in early 2004.

THE CO-OPERATE APPROACH

Effective travel demand management in rural areas involves users and providers sharing an understanding of problems, achieving an equitable approach to resourcing between users and providers and appropriate legislation and administrative mechanisms recognising the role of each stakeholder.

Improved communication between users and providers is central to success with these aims, and this can be facilitated by:

- Detailed psychological analysis of the factors affecting travel behaviour to inform targeted marketing
- IT/user interfaces, which make connections with wider needs of rural residents and businesses
- School and workplace travel plans
- Local hubs and multi-function centres to promote networking and facilitate joint delivery
- Flexible agencies for managing DRT
- Public funding to support social and economic needs
- Support for community transport which targets need

JOINT WORKING

Current public sector administrative structures have been established largely around single sector delivery. Future management needs to be much more integrated to tackle the challenges facing rural communities. The four key types of organisation providing transport services (public agencies, commercial operators, CT operators, and the rural population and businesses) all have distinct motivations for involvement in transport. Understanding these motivations is an important first step towards more integrated working.

Joint working currently occurs predominantly at either the top-level (involving those with administrative, political or financial control over services) or at the bottom-level through community based initiatives. Community based initiatives are most successful if supported by top down action and the top level joint working is facilitated through engagement with the community level.

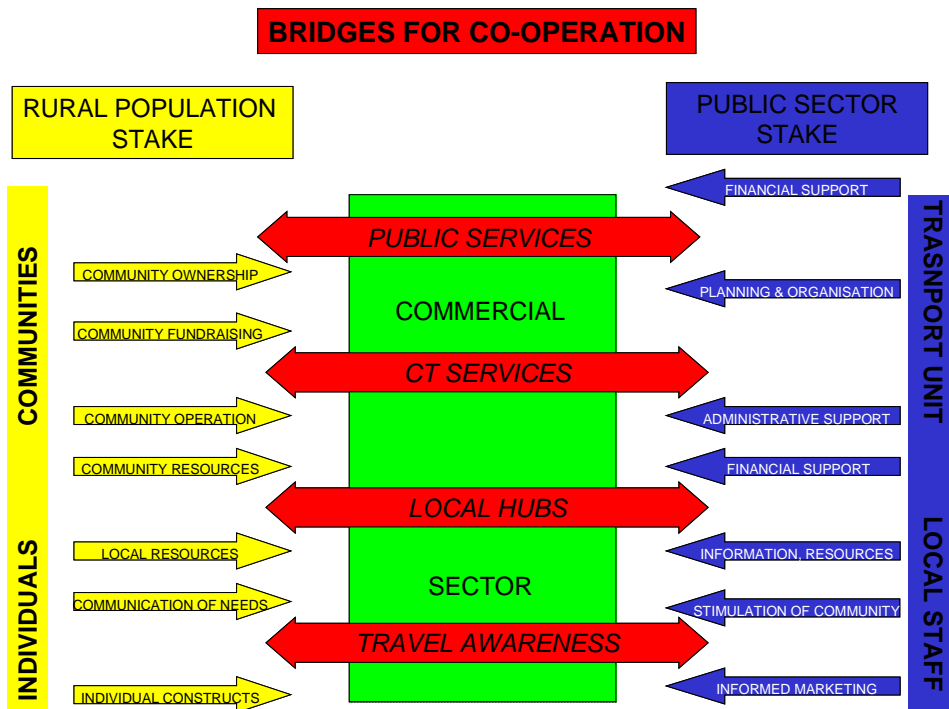
The research demonstrated, through a practical application in Aberdeenshire, how the approach can be interpreted and used to develop a shared understanding of the issues. The interactive process works well and can be used within individual action programmes building a dialogue from perceptions of current and desirable rural transport. For Aberdeenshire residents key constructs identify that action and marketing which concentrates on control, independence and concern for the future will reflect specific current transport concerns. Successful rural transport also needs to be associated with desirable lifestyles.



EFFECTIVE MARKETING

Managing this change in attitudes requires more sophisticated marketing techniques. Marketing is poorly developed in the transport sector with little understanding or attempts to understand or engage in dialogue with users by transport providers. A number of marketing approaches that reflect the perceptions and needs of the population are being developed under the banner of travel awareness/individualised marketing. These include business travel plans, personalised travel diaries, travel support and advice from service providers, and internet based services.

Of particular importance in achieving co-operation is to anchor and support delivery with community leaders. These leaders can be within the public, private or voluntary sectors and can make the connections in post offices, shops, CT schemes, local businesses, charities and other organisations.



Project in association with:



ABOUT DHC

Derek Halden Consultancy was established in 1996 to provide research and consultancy services on transport issues for both public and private sector clients.

We have now expanded and our current staff and associates includes leading expertise in transport planning, community development, psychology, transport and accessibility modelling, social inclusion, marketing, environmental assessment, and economic development.

Common to all projects is a commitment to draw from state of the art knowledge to ensure that solutions are soundly based and tailored to the needs of clients.

We have a strong track record of developing innovative approaches having trailblazed new approaches towards widespread practical application. These include safer routes to school, accessibility planning, and individualised marketing techniques.

We seek to deliver quality products on time and within budget and constantly seek ways to improve our performance.

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