

CO-OPERATE

# Introduction

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# Introductions

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- Who you are
- Where you have come from
- Where you are going to

# CO-OPERATE

Co-ordinating Individual Action Programmes in Rural  
Transport Management

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- Identify/ develop appropriate **marketing approaches** for rural transport services by understanding needs of current and potential users.
- Identify rural transport market **opportunities to improve accessibility**
- Improve understanding of how **community transport** solutions can be brought into the **mainstream** & perception changes that may be required.

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Involves:

DHC Ltd

Aberdeen University

Plus UCL

- EPSRC / DfT Funded  
LINK Future Integrated  
Transport Project
- January – October  
2003

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- Review: Rural Transport Co-ordination & management approaches, individualised marketing approaches
- Develop & Administer Survey
- Recommendations for information / management systems
- Optimum techniques for each people group

# Workshop Objectives

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- Discuss Rural Transport Perspectives & Developing Approaches
- Consider means of marketing new rural transport solutions
- Share Ideas, Knowledge and Best Practice
- Theorists, Practitioners & Facilitators

# Outline

- Morning: Rural Transport Issues
  - Accessibility
  - Social Inclusion
  - Community Development
  - New Approaches, Co-ordination & Integration
- Afternoon: Meeting transport needs
  - Identifying needs & people groups
  - Matching new transport models with needs and expectations
  - How CO-OPERATE will develop

