

Co-ordinating Individual Action Programmes in Rural Transport Management
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WORKSHOP on
Integrating Rural Transport Provision – Marketing and Community Approaches

*Location: DHC, 7-9 North St. David Street, Off St. Andrew Sq., Edinburgh. EH2 1AW
Tel: 0131 524 9610. Location is 5 minutes walk from Waverley Station. Map below.*

Date: Wednesday April 30th. 11.00am – 4.00pm. Lunch will be provided.

Outline Programme

10.30	Coffee	
11.00 – 11.15	Introductions	Paul Davison Project Manager – CO-OPERATE
11.15	Priorities for Rural Transport: Accessibility & Inclusion	John Farrington, Aberdeen University
	Sustaining Rural Communities – economic development & community participation	Derek Halden, DHC
	Discussion	
	Co-ordination & Integration Approaches	Paul Davison
	Discussion	
12.30 – 1.15	Lunch	
1.15	Rural Transport Markets Whose needs are traditionally targeted? Who else could be included? <i>Transport needs of different people groups & barriers to new forms of provision. How can these be brought into the mainstream and develop a new breed of users?</i>	Paul Davison & Derek Halden
	New approaches to marketing rural transport	
	• Young unemployed	David Banister, UCL
	• Interest Groups & Events	Brian Masson, Angus Transport Forum
	• TORG Experiences	John Nelson / Jenny Mageean, TORG, Newcastle University
	Discussion on other approaches	
3.15 – 3.30	Tea	
3.30	CO-OPERATE Survey Approach and next steps	Paul Davison
	Discussion	
4.00	Close & Tea	