

CO-OPERATE

Rural Transport Markets

Paul Davison



Introduction

- *Needs and Challenges for Rural Transport Provision*
- *Consider new forms/ models of provision*
- What barriers may arise?
- How to ensure benefits are understood?
- What features can help overcome them?
- How can services be developed and marketed to meet needs of user?

Cultural Barriers ..or pointers.?

- Individualism: Low willingness to use public and voluntary initiatives or services
- Reliance on relatives/ friends for lifts
- Public transport is stigmatised socially and culturally – poor quality and inflexible
- Inertia - reluctance to try new schemes

Cultural Barriers ?

- Community transport can be perceived as amateurish, unsafe or charitable
- Dial-a-ride and associated initiatives – perceived as for less able or elderly only
- Car culture persistent for young / unemployed – sustainability of solutions?

Marketing Approaches

- Direct contact/ involvement of users in development
- Community Ownership e.g. Fellrunner
- Branding
- Awareness raising and information
- Links with destinations and trips-
Recognise natural geography
- Individualised Approaches

Understanding Needs

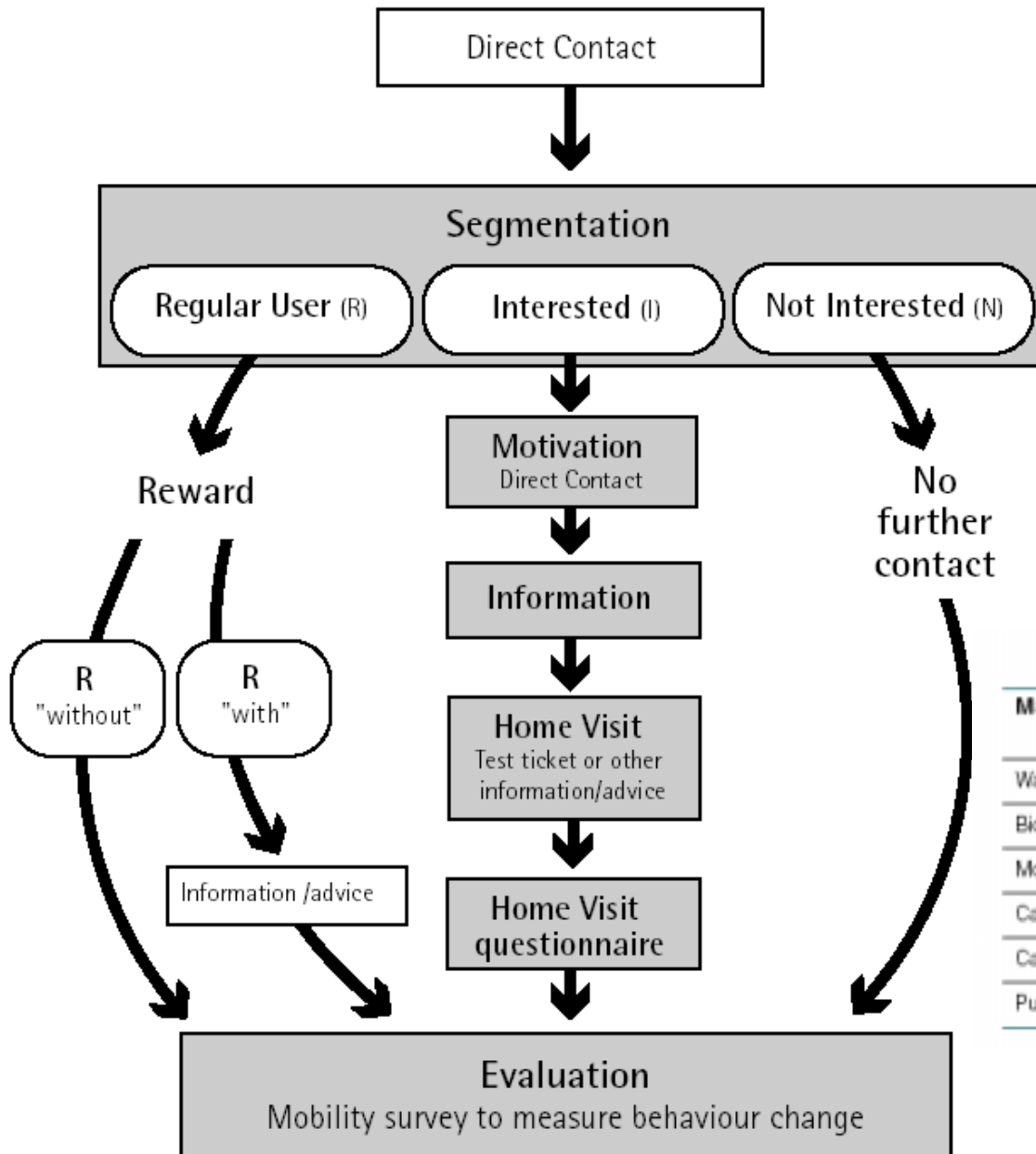
Key People Groups

- Young people
- Unemployed & Low income
- Elderly
- Disabled

Others

- Visitors
- Higher income residents

Individualised Marketing

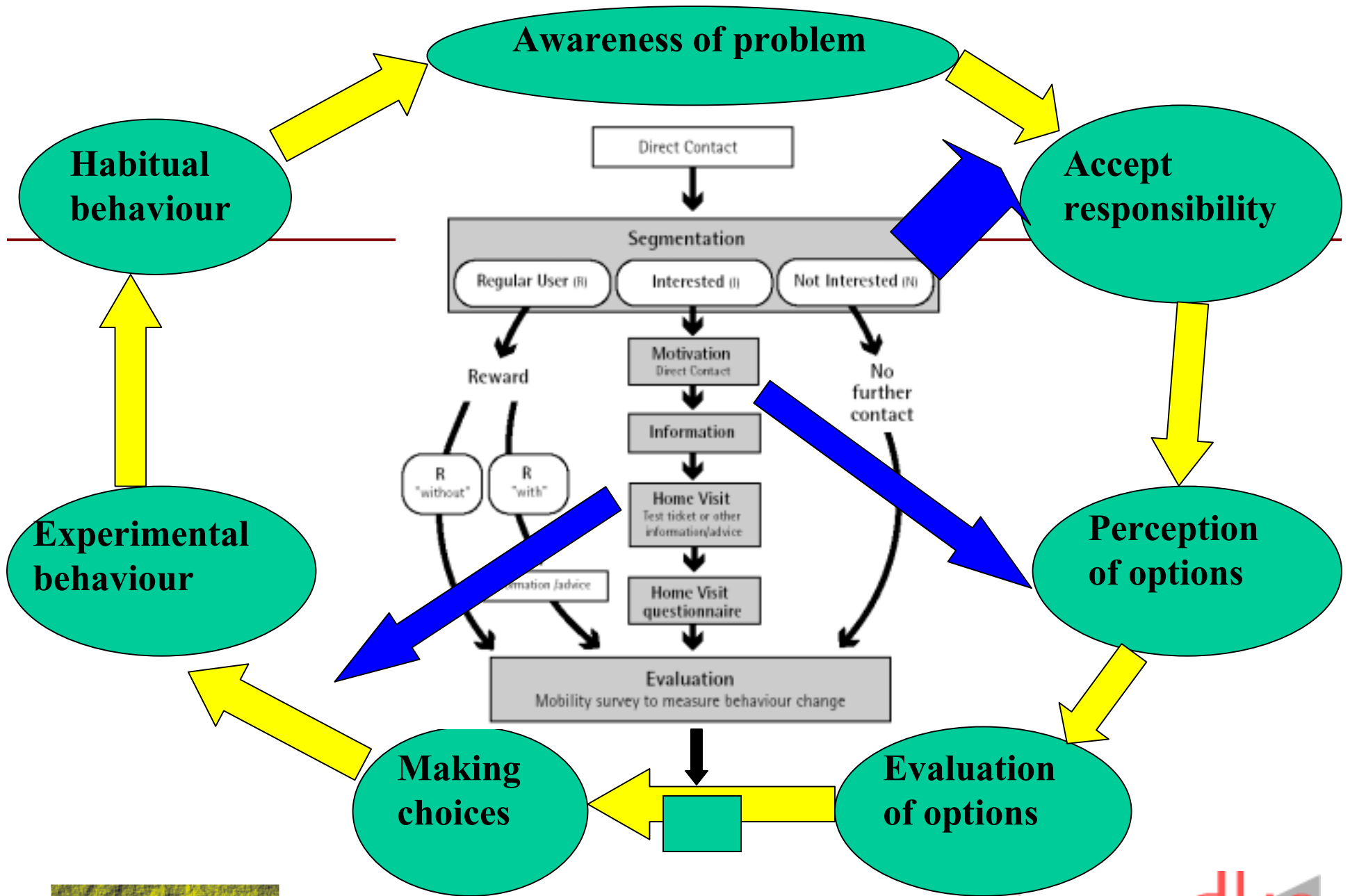


Main mode	Frome		Gloucester	
	% Without IndiMark®	% With IndiMark®	% Without IndiMark®	% With IndiMark®
Walking	30	33	27	30
Bicycle	0	1	2	3
Motorbike	0	0	1	1
Car as driver	44	41	44	40
Car as passenger	21	19	22	21
Public transport	5	6	4	5

The process of Individualised Marketing

Individualised Approaches

- Sustrans Experiences & Overseas
- 14 Pilot Projects Underway (DfT co-funded)
- North Yorkshire – rural towns – personalised journey planners for children & parents
- A means of
 - Community engagement
 - Information provision
 - Guiding & Supporting
- May not be easy or cheap!



Conclusion

