

## CO-OPERATE WORKSHOP 30/04/03

### Group Session Summary

This session considered 3 specific people groups as a means of considering key lifestyle issues, travel needs and means of communicating and marketing rural transport services.

	Young People	Older People	Unemployed / Low Income
<b>Key Lifestyle drivers &amp; needs:</b>	<ul style="list-style-type: none"> <li>• Independent Mobility</li> <li>• Flexibility</li> <li>• Anonymity – able to get away</li> <li>• Security – reassuring parents</li> <li>• Networking – groups and after school activities</li> <li>• Costs</li> <li>• Alleviating boredom...</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain independence</li> <li>• Costs</li> <li>• Social interaction (staff and fellow passengers)</li> <li>• Maintaining Health</li> <li>• Security &amp; Safety</li> <li>• Familiarity &amp; Reminiscence</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of drive ..or not.. Entrepreneurial?</li> <li>• Limited time budget</li> <li>• Cash flow</li> <li>• Irregular journeys – variety of O&amp;D</li> <li>• Desire to travel - inhibit travel</li> </ul>
<b>Travel Needs – key requirements &amp; other issues e.g. timing/ destinations:</b>	<ul style="list-style-type: none"> <li>• Social and recreational</li> <li>• Shops</li> <li>• Work (PT jobs)</li> <li>• Urban areas / towns</li> <li>• Late night</li> <li>• Flexibility of timing</li> <li>• Weekend – sports and leisure</li> </ul>	<ul style="list-style-type: none"> <li>• Access to healthcare facilities</li> <li>• Daylight hour provision</li> <li>• Markets &amp; shopping</li> <li>• Local history &amp; interest</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduling Issues – activity-based. Shop opening times, school times</li> <li>• Limited resources</li> <li>• Responding to opportunities e.g. job interview</li> <li>• Appointments – medical appts. linked with travel</li> </ul>
<b>Potential Marketing Approaches and Tools:</b>	<ul style="list-style-type: none"> <li>• Cheap fares – loyalty card and discounts for other services/ facilities</li> <li>• Branding – including type of vehicle – trendy /cool</li> <li>• Awareness of sharing space with other passengers</li> </ul>	<ul style="list-style-type: none"> <li>• Face to face contact for example at /in: <ul style="list-style-type: none"> <li>○ Lunch &amp; social clubs</li> <li>○ Village/ community halls</li> <li>○ Hairdressers</li> <li>○ Bingo halls</li> </ul> </li> <li>• School projects – influence on Grandparents</li> <li>• Internet</li> <li>• Male/ female equality of provision</li> </ul>	<ul style="list-style-type: none"> <li>• State of the art techniques.. for street cred.. mobile phones, Text messaging</li> <li>• Image is critical to way something is marketed</li> </ul>
<b>How to engage this group in Community Solutions</b>	<ul style="list-style-type: none"> <li>• Go to “home turf” – youth clubs and school, clubs, pubs</li> <li>• Posters, Internet</li> <li>• Text messages</li> <li>• Link mobile phone to transport service</li> </ul>	<ul style="list-style-type: none"> <li>• Involvement in design of services – timing, destination, staff training</li> </ul>	<ul style="list-style-type: none"> <li>• Image &amp; Communication</li> <li>• Working through established admin. Structures</li> <li>• Talk their language – don’t “dumb down”</li> </ul>

While the three groups were useful for the workshop, it was proposed that the three variables of Age, Ability, and Affluence will vary throughout all individuals with no specific pattern. This makes it difficult to propose marketing approaches that fit all requirements.

It was noted that there are similarities in lifestyle drivers across the people groups, but needs and marketing approaches diverge down the table.