



# Rural Mobility Centre of Excellence

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[www.transporteast.gov.uk/rural-transport](http://www.transporteast.gov.uk/rural-transport)

# Rural Mobility Centre of Excellence



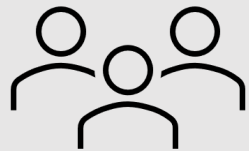
Practical advice  
and support



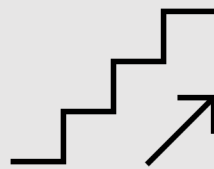
Improved  
decision making



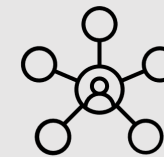
Bespoke to  
our region



Capacity and  
capability



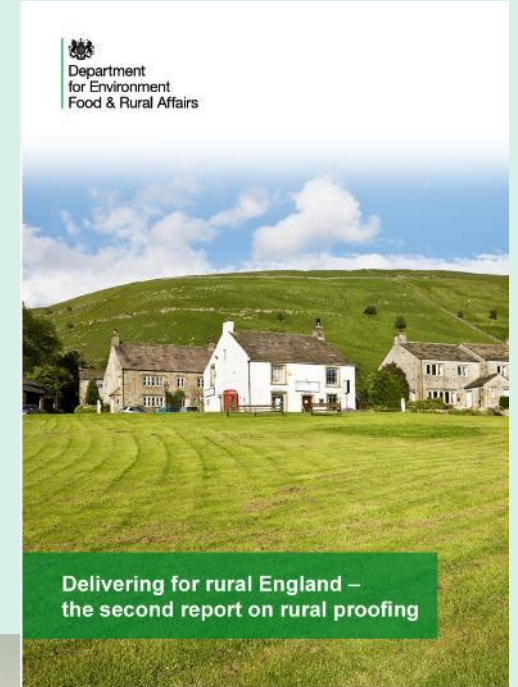
Economies of  
scale



Better  
communication

# Rural Mobility

# Rural Mobility Centre of Excellence



**GOV.UK**

Home > Transport > Local transport

News story

## New £2 million competition launched to help decarbonise local transport

UK businesses can apply for up to £500,000 to run pioneering trials that tackle local transport challenges.



**CATAPULT** The UK's innovation accelerator for cities, transport & place leadership. Part of The Catapult Network

What we do | Live projects & outcomes | Innovate on opportunities | Research & insights | Events | Podcasts | About

Home > Rural Transport Accelerator

## RURAL TRANSPORT ACCELERATOR

Applications close midnight 29 February

[APPLY NOW](#)

Department for Transport

## Future of Transport

Helping local authorities to unlock the benefits of technology & innovation in rural transport

HM Government

## Unleashing rural opportunity

# Rural Mobility Centre of Excellence



VISIT EAST OF ENGLAND



TRANSPORTEAST





**The Future of Rural Mobility**  
Bringing communities closer to the services, amenities and employment opportunities they need to succeed.

Midlands Connect  
Transport | Investment | Growth  
February 2022

Midlands Connect  
Transport | Investment | Growth

**MAKING THE CASE FOR RURAL INVESTMENT**

England's rural areas are being failed, lacking the support needed to provide our countryside and coastal communities with the opportunities they need to grow and prosper.

WSP

**Future Mobility Strategy**

South East Future Mobility Forum

Rural Accessibility  
Piloting in the South East

Future Mobility Working Groups

Future mobility strategy strategic plan

TRANSPORT FOR THE SOUTH EAST

STB Rural Mobility Outputs and Tools

**Mobility Hubs Business Case Guidance**

England's Economic Heartland

ENGLAND'S ECONOMIC HEARTLAND

**Policy position statement: Rural Mobility**

May 2022

To achieve our vision for the North, TfN will work with our local partners to develop the evidence base for rural mobility and work collaboratively to share best practice, theoretical evidence and innovative solutions.

88%  
Rural residents make opportunities for rural mobility and work collaboratively to share best practice, theoretical evidence and innovative solutions.

TRANSPORT FOR THE NORTH

**Western Gateway Coach Strategy**

Western Gateway  
Sub-national Transport Body

**SOUTH WEST RURAL MOBILITY STRATEGY**

March 2022

Peninsula Transport  
Western Gateway  
Sub-national Transport Body

**Rural Mobility Centre of Excellence**

Transport East is creating a regional Centre of Excellence on Rural Mobility.

TRANSPORTEAST



# Building the Evidence



## Transport East Rural Survey Base

Welcome to the Transport East Rural Survey Base. At the end of 2022, Transport East reached out to over 1200 parishes across their region that incorporates Norfolk, Sufolk and Essex. The survey asked a range of questions about things relevant to understand transport in the region, with a primary focus on understanding, for each parish:

- the amenities and facilities present
- the transport services and infrastructure present
- potential issues and improvements that may improve access to services

This dashboard presents the results and allows further investigation of the responses.

**How to use this dashboard:**  
Please click through the pages. They are grouped and sustainable, transport facilities, transport issues within parishes.  
On the left hand side of each page, you will be able to filter by:

- County
- Borough
- Parish

It is also possible to interact with the graphics on different slices of the data.

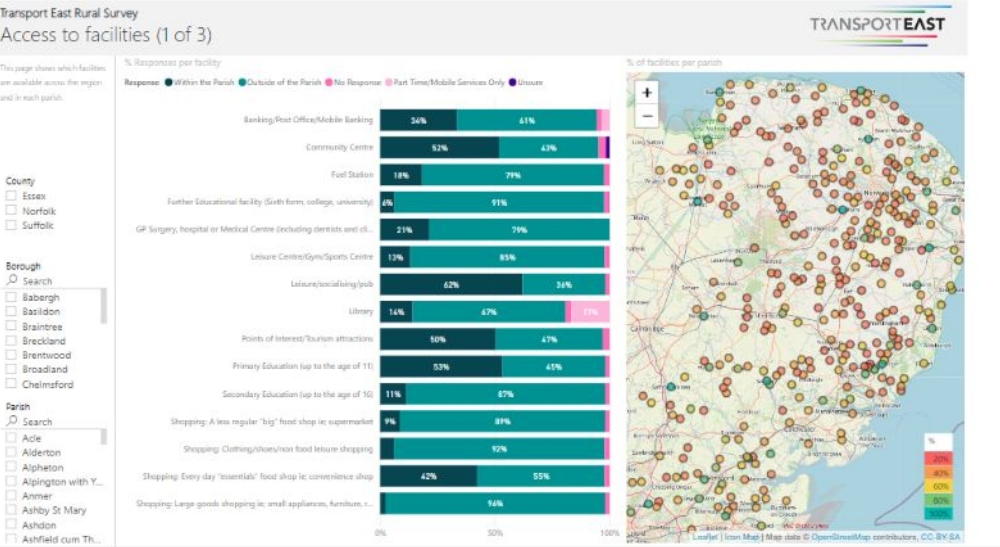
Transport East Rural Survey  
Access to transport facilities (public)

Accessibility: 425, 375, 325, 275

County:  Essex  Norfolk  Suffolk

Borough:  Babergh  Breckland  Breckland  Breckland  Breckland  Breckland

Parish:  Aisle  Aisleton  Alington  Alington with Y...  Anmer  Ashby St Mary  Ashdon  Ashfield cum Th...



### Car Buté, Scotland

**Key takeaway**  
Car share schemes in rural areas are likely to be low utilisation but give significant community benefits.

**Description**  
Car Buté is operated by Fyne Futures, a charity and not-for-profit on the Isle of Bute. It has one Toyota Yaris situated in the main town of Rothesay on the island. The car club has been operating since 2011. Over the nine years of operation, it has been reviewed and developed to ensure it serves the main objectives of Fyne Futures: to reduce carbon emissions and support the community.

The initial idea for a car club resulted from a study undertaken with Caledonian University to establish Bute's carbon footprint and seek input from residents on options to reduce emissions. Using the outputs from this study, they tested and trialed different options in feasibility studies and pilots. The initial proposal to run the car club was led by a separate organisation, which then handed the project over to Fyne Futures. They secured more funding to ensure the car club was properly resourced with a part-time member of staff and created a marketing plan and brand for 'Car Buté'. The plan was to run



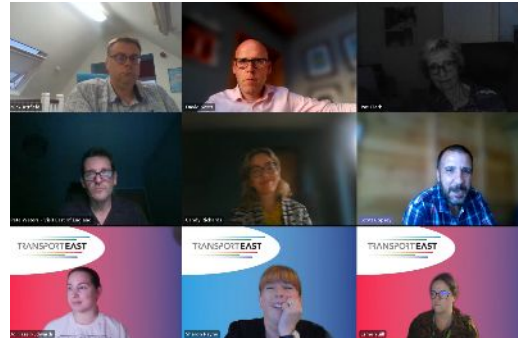
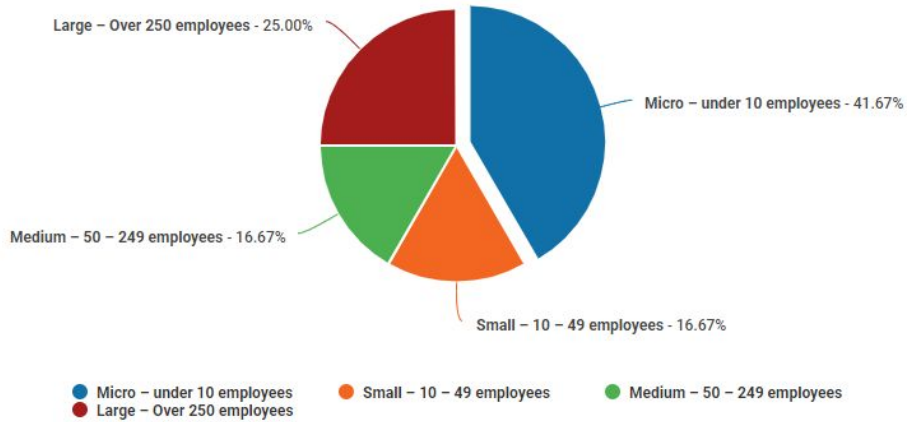
### Bovabus, Wales

**Key takeaway**  
Demand Responsive Transport can be used to integrate with scheduled bus services through co-ordinated timetables and stop infrastructure.

**Description**  
Bovabus is a fully accessible local bus service, which operates within a specific area providing a mixture of both fixed routes, to serve areas and bus routes that are not served by scheduled bus services. It was originally introduced to replace an existing bus service that had become unviable as a traditional fixed route timetable based operation. Since then it has evolved to provide a feeder service to 5 Transport Wales strategic services as well as a zone of DRT provision within rural mid Wales. It has now expanded to two operational zones: North Pembrolkshire and Carmarthenshire. It provides both fixed route and demand responsive bus routes that can be booked up to a month in advance. Fares are based on journey distance but can connect to other bus operators. Discounted tickets are also available, as are bus passes and spare

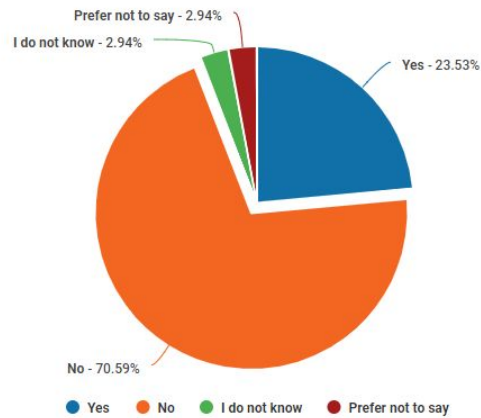
Figure 4 - Bovabus Bus driving through rural Wales [Source: Bovabus]

# Strategy Hub



## Recommendations

- Central Government
- Local Government and other public sector service providers
- Transport East and Partners



access area bus buses car community connections cost days difficult diss drive evening  
 expensive friends good haughley hour hourly infrequent ipswich journey journeys lack limited live  
 local london longer miles nearest norwich pass passengers people public rail regular  
 return route rural service services shopping station stowmarket suffolk taxi  
 taxis town towns train trains transport travel village walk week work years

# High Level Themes



- Access to real-time data
- Buses – frequency, connecting routes, delays, cancellations
- Rail connectivity and the location of stations – works and industrial actions
- Ticketing and Fares
- Booking CT, DR and Taxi – how to optimise for availability, accessibility and cost
- Improving perceptions of sustainable modes
- Improving active travel infrastructure to improve safety
- Planning and land use
- Social isolation and mental health; personal safety
- Access to vital services - medical appointments, shops, education and work
- Freedom for disabled travellers and accessibility
- Shared transport - car clubs/bike clubs and relying on neighbours for lifts
- Transport links or lack thereof with tourism
- Rural areas being left behind in the race to net zero; air quality
- Parking – on street and off street, location, price, use as a disincentive
- Digital connectivity – reducing the need to travel



# Recommendations for Central Government



Focus on building long-term capacity and capability within local authorities to support innovation in rural transport

Expand the Local Integrated Transport Settlements to cover all local transport authorities in England

Work with Sub-national Transport Bodies to develop a social value module for transport business case appraisals including monitoring and evaluation, to better deliver government priority outcomes from transport investment

Establish a rural regulatory 'sandbox' area to explore how different forms of transport could be used more effectively, if the regulatory environment could be flexed

Work with academia and regional partners to focus future research into rural transport on evidence gaps including young people, disabled people, freight and rural businesses

Continue with £2 fare cap beyond 2024 and ensure concessionary fares are applied and funded consistently across all bus operators, Community Transport and DRT services, including the fare cap

Increased and longer-term funding for the Rural Mobility Centre of Excellence, to maximise its impact and create a resource all English rural authorities can use to share good practice and drive efficiencies

Work with the Rural Mobility Centre of Excellence to fund, deliver and evaluate rural pilots that address current research gaps potentially through a specifically rural 'Future Transport Zone' or innovation pilot

# Recommendations

## for Local Government and other public sector service providers

Access to jobs: Local authorities and Enhanced Partnerships to foster increased collaboration between employers, operators, education providers and policy makers

Experiment with new provision - recycling funding from parking revenues/visitor levies, Business Improvement Districts etc

Access to education and training: As skills responsibility returns to local authorities, embed rural needs in new and existing plans, programmes and funding opportunities, considering transport access

Prioritise maintenance and improvement of rural walking, wheeling and cycling infrastructure to reduce car dependency for short trips.

Align maintenance, incident planning and climate resilience planning to reduce transport impacts of weather events on isolated communities

Undertake transport access impact assessments to include social, environmental and longer-term economic factors when public service locations, or transport service provisions are changed to ensure rural residents are not further negatively affected

Ensure flexible bus services (including CT & DRT) are considered as an integral part of transport planning at all levels

Better join up between transport & land use planning for rural areas in all levels of government, to increase viability of rural services and maximise opportunities for sustainable journeys

# Recommendations for Transport East and Partners



Visitor destinations to promote/incentivise public and active transport, and foster better collaboration between public transport operators & visitor/tourism to increase sustainable tourism

Transport East's Rural Mobility Centre of Excellence to break down barriers across the public sector to integrate rural access needs into decision making

STB Rural Mobility group to develop 'rural pilot guidance' to share good practice, speed rollout, improve evidence and drive efficiencies

Access to health: Establish mechanisms for greater engagement between health and transport service providers to enhance evidence, planning, operations and outcomes

Transport East to build on the work from Midlands Connect and Transport for the West Midlands on a model for integrated ticketing in the East

Transport East, local government and operators to consider weekend, evening and seasonal travel demand impacts within analysis, planning and delivery

Transport East to bid for a multidisciplinary area pilot: Joining data or trialling new mobility hubs to provide evidence and a model for wider application

STB Rural Mobility group to work with rural experts to strengthen the evidence for the value of rural services and strategic case for investment

Transport East to work with Enhanced Partnerships, transport operators and representative groups to advocate for investment addressing barriers to public transport for seen and unseen disabilities

Transport East to explore opportunities to bring a partnership together under a 'Commuter Zero' umbrella to include rural locations



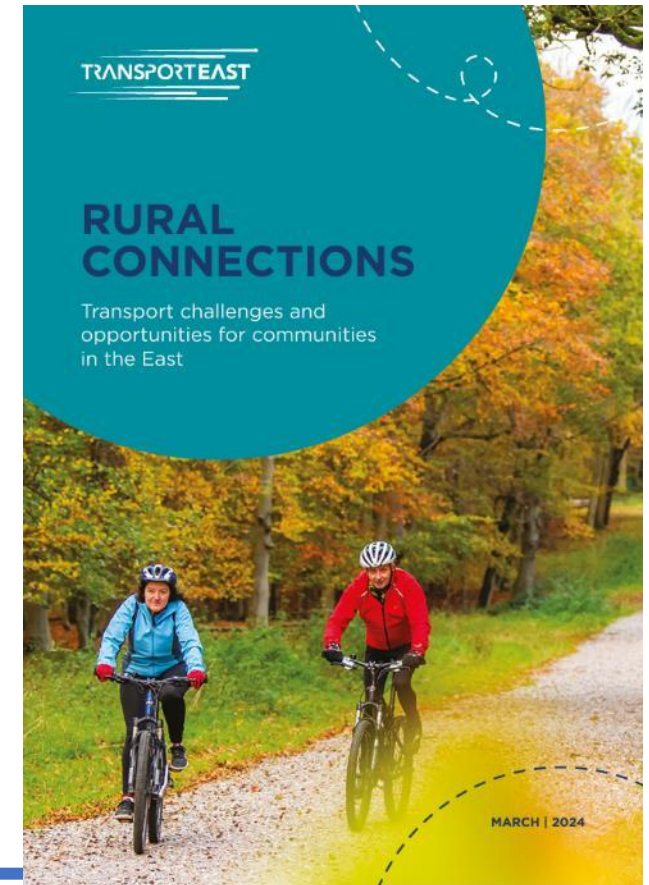
# Next Steps

**Report publication**  
Launch event and  
associated comms



**Ongoing**  
DfT liaison  
Roundtables  
STB workstream

**Engagement**  
Embed recommendations  
Action on recommendations



<https://www.transporeast.gov.uk/regional-strategy-hub/>



The logo for Transport East, featuring the text "TRANSPORTEAST" in a bold, white, sans-serif font. The text is centered between two sets of three horizontal white lines of varying lengths, creating a stylized, dynamic effect.

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# Thank You

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