

Getting around in rural communities



Total Transport research for Suffolk and Essex

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Exciting times

- Joint bid with Essex County Council went to DfT in February for a share of £4m Total Transport Pilot Fund
- Accompanied by letters of support – operators, CCGs, West Suffolk Hospital, West Suffolk College
- Offer letter for full amount requested received end of March
- Tender for consultant to undertake research went out in May, 5 bids received, presentations from 2 in June



FUTUREGOV

Digital and design for public services

www.wearefuturegov.com

@FutureGov

Appointed and started on Tuesday 21 July

Who are they?

- Digital and design agency for public services
- Design care, social and transport services around the needs of people that use them
- Strong action-bias, learn by doing and prototyping
- Build small, open technologies that support user-centred services – www.patchworkhq.com
- Past successes include www.casseroleclub.com – doing something great with an extra plate

Research brief

- Person centric approach
- 7 study areas

Area Type	Suffolk	Essex
Deeply rural	South Waveney (centred on the Ilketshalls and All Saints)	Uttlesford
Semi-rural	Stowmarket	Tendring
Rural-outer urban	Rural hinterland of Bury St Edmunds	Colchester
Essex-Suffolk cross border area of significant rurality	Sudbury	

- Digital solution

Methodology

- Three phases of work – Discover, Design, Develop & Deliver
- Discover – data, research, interviews & ethnographic work out in the field
- Design – considering met and unmet needs and possible solutions that maximise available transport capacity
- Develop & Deliver – prototype and iteration of concepts, ways of working, and digital solutions

Getting around in rural communities timeline

