



# Rural Transport Conversation

**Friday 22 July 2022**

## **Activity feedback**

We asked 6 questions at the beginning of the event and revisited those subjects at the end of the event after hearing the speakers.

This is the feedback we collected on post-it notes. Rather than duplicate a comment, attendees were asked to agree with comments already made by 'ticking' the notes. These are recorded in the number of comments box.

### **1. What is Connecting Communities and what is it used for?**

<b>Feedback</b>	<b>Number of comments</b>
No idea/don't know	4
Rural transport connecting service	2
Connecting people to services	2
Website out of date for East Suffolk - lists Waveney and Suffolk Coastal	1
Urban and rural community transport offer	1
Umbrella/signposting public facing service that connects people to their local community transport operator/provision	1
Umbrella organisation for community transport DRT	1
To allow those in built up areas to access the countryside	1
Supports the levelling up agenda	1
Providing more local services/groups/support	1
Over used phrase	1
Making sure our residents have access to facilities wherever they live, creating a happy place to live, limiting isolation	1
Label given by SCC for a variety of services	1
It's a contract for DRT services?	1
Improving and providing access	1
Hub and spoke	1
For old people to go shopping, doctors etc	1
For any people in rural areas without access to a frequent public service	1
Enabling those from rural communities to access services in less rural communities	1
Does the user understand the green impact?	1
Does the public know what it is or what it does?	1
Dial a ride	1

Community car schemes, door to door services, demand responsive bus services using volunteer and paid drivers	1
CC fund other transport in rural areas such as BACT, HACT, CATS, FACTS, GoStart, communities together	1
Building more cycle lanes	1
Attempt to provide a familiar service across all rural areas of Suffolk	1
Access to shopping, tourism, health services etc	1
To reduce carbon emissions	1
Reduce loneliness/social isolation/helping people to come together	2
Share ideas	1
How one/many communities can join	1
Giving people independence	1
Helping communities to access services	1

### **Afternoon feedback**

#### **Opportunities to expand/target the service**

Mix of vehicles	1
Manage expectations for quick, cheap, frequent travel	1
Contacting service users and planning to meet their needs	1
Use vehicles on other contracted services i.e.: H2S/ACS	1
Adjust fares to manage demand to either increase /decrease patronage	2
Provide services for evening economy	1
A lot of people will be put off Suffolk on Board site by having to book first when they don't know what's possible	1
Use more technology to be more efficient	1
Frequency to drive choice to sustainable	1
Clearer information on websites of what is on offer and prices	1
Push the message that CT is cheaper than a taxi	1
Funding to enable a mix of vehicles	1
Look wider than CT. Be more innovative - e-bikes, shared transport, moped rental schemes	1
Integrate with existing transport	1
Using the BT model enables change and targeting actual users	1
Using the data given by the guest speakers today. Taking their guidance.	
Linking and paying for their services/analysis	1
Identify regular transport movements and target them	1
Tik-toc to reach a younger new audience (social media in general)	1
Include services for younger users i.e.: 16-19 college service	2

## **2. Accessing services - what are the challenges?**

<b>Feedback</b>	<b>Number of comments</b>
Mobility accessible transport	5
Locality and rurality	4
Knowing about them (publicity)	3

Provision of cashless services/ticket machines /apps	3
Access to digital to enquire or book	2
Advanced booking can be a challenge for some	2
Intellectual access - geography and name (Brand)	2
Knowing the services in your area (timetables)	2
We are creatures of habit	2
Does it meet individual need?	2
Perception of who it is for	2
Defined by age	2
Disbursement - rurality	2
On demand isn't helpful to access work or education	2
Availability of suitable mobility access vehicles	2
Costs	2
Consistency across providers	2
Different providers - different tickets etc	2
End to end ticketing MaaS	2
Contact for booking can be troublesome - telephone, digital, text	1
Pre-planning of service needs (by clients) can be tricky (in demand services?)	1
Technophobia/financial security if only apps and contactless possible	1
Lack of IT equipment and skills	1
Convenience 24/7 - all about me	1
District boundaries for onward travel (demonstrates a lack of awareness of border hopping ect?)	1
Connecting bus and rail services to reduce waiting times	1
Alternatives when the bus doesn't turn up. Lack of faith in the service.	1
Public need to know what services there are	1
Slow broadband	1
The transport is unaffordable?	1
Physical ability to get from home to the bus and to where I want to go at the other end	1
Unwanted interaction from other passengers e.g.: towards disabled/women	1
Low-income households spend a disproportionate amount of money on motoring - 20%	1
Transport affordable which is better than going by car	1
Lack of community vehicles/not enough for number of people wanting to book	1
Joining up services e.g.: buses meeting trains	1
Bus passes can't be used on community buses	1
<b>Afternoon feedback</b>	
<b>Opportunities to improve access</b>	
Identify where the need is	3
Knowledge sharing and education for using apps etc	2
Reduce retirement age	2
Funding for more D1 drivers	2

Small team of decision makers	2
Better infrastructure to connect active travel to public transport e.g.: cycles on buses, cycle parking at bus stops	2
Reduce costs if a more targeted process - no wasted journeys	2
Positive outlook marketing to help change perceptions	2
More holistic approach that ignores LA boundaries	1
Use BT model that is interchangeable with changeable data immediately	1
Planning process - identify opportunities to sensibly site services/facilities	1
Target audience communication needs - based on age	1
Through ticketing - MaaS subscription services	1
Creation of habit - influence new habits to achieve economically sustainable transport solutions	1
Mobility hubs	1
Make alternatives prohibitive due to cost	1

### 3. Transport solutions - why do/don't people use services?

<b>Feedback</b>	<b>Number of comments</b>
<b>Reasons to use services</b>	
To enjoy a drink/social reasons	2
No other means of transport/don't have a car	2
Good service	1
Maintain independence	1
Environmentally friendly	1
<b>Reasons not to use services</b>	
Cost	5
Transport is about convenience - often public transport is not provided at times needed and is infrequent	2
Hours of service prevent travel convenience	2
Complexity of bus network when buses aren't direct between places	2
Fear of Covid - limited social distancing	2
Buses are grubby, hot and full of strange people	2
Timetables not fitting with what the individual need is	1
Length of journey v driving or cycling	1
No suitable service	1
No public buses	1
Lack of network coverage	1
Can't get home if service ends	1
Cost of rail travel	1
Driving standards [drivers think they are F1 drivers]	1
Not cool to go by bus	1
People increasingly used to subscription services - one fee for unlimited use	1
Prejudice/stigma	
Impossible to find out what's available/lack of publicity	3

Lack of knowledge of how to get a bus	3
Parking is nice and cheap or free	2
People have developed transport/journey habits and don't consider changing routine	1
Marketing of the service	1
Lack of qualified drivers for voluntary groups	1
I've paid for my car, so I'll use it	1
Everyone drives	1
Use personal vehicle - don't cover all hours	1
Convenience of car	1
Don't identify as someone who uses a bus	1
Regular car drivers resist change due to lack of knowledge	1
Young people likely to develop same habits as parents	1
Society changed - it's all about me - expectations that everything is available at the touch of a button 24/7	1
Need to build for easy use - many more roads are needed in order free flow of public transport - idling is a problem	1

#### **Afternoon feedback**

##### **Ways to address these issues**

Constantly drive publicity - look for new ways to advertise/better advertising	4
Increase funding for/subsidise services	3
Employ non-transport people to advise on how to promote to people	1
Brand	1
Subsidise for all but more heavily for the young and the elderly	1
16-19 card get lower cost but not pensioners	1
Make all transport free [not cars]	1
Demand manage - increase cost of parking	1
Share funding from other depts - as public buses help mental health	1
Work with local councils to identify local needs	1
Create app	1
Culture change	1
Change mindset	
> London/[methods] multi-modal trip	
> rural mindset one mode from A to B - fear of missed connection?	1
Ask Govt to spend HS2 money on sorting out rural transport first	1

#### **4. Green Travel - what do you think green travel is, how important is it to you?**

<b>Feedback</b>	<b>Number of comments</b>
Cycling and walking (for short journeys)/active travel	4
Charging infrastructure	4
Reduce harmful emissions to zero	3
Green travel - reducing CO2 emissions	3

Maximising opportunities to walk or cycle (improve health)	2
Reduce fossil fuels/end to net zero	2
Dual fuel as a steppingstone potentially	2
Existential important	2
Vital - if it can do the job	2
Tech?	2
Vehicles manufacture - use recycle materials	2
Depends on location - consider practicality - easier in towns	2
Green /hydrogen vehicles	2
Integrated travel - bus and train (consider impact)	1
Cycle routes and footpaths	1
Minimal use of resources	1
Optimum use of resources	1
Gradually reduce dependency on the internal combustion engine	1
Represent value for money incentives	1
Important to us but crucial for our children and theirs - our legacy	1
Public transport - includes [renewables]	1
Should/needs to be important but practically can't be at the moment. immediate demand v. long term impact	1
Very important for the future [20 years plus]	1
Can't compromise service delivery	1
Particularly challenging for rural travel	1
Availability	1
Availability from manufacturers/cost/waiting time	1
Electric fleet - how do you convert to this?	1
initially EVS should be a starter journeys	1
Affordability	1
Challenge for community car services	1

### **Afternoon feedback**

#### **What can we do to move towards more green travel?**

Better support for home working - rural broadband, mobile phones, tax regime for home offices, heating allowance	2
Reduce fares [train, bus] it shouldn't be cheaper to fly than use a train/bus	1
Integrated ticketing e.g.: oyster card	1
Use a stick approach - legal restrictions	1
Incentivise - use a carrot - financial, peoples [?]	1
Better capital investment in cycle routes and pedestrians	1
Raise awareness, educate younger generations re: active travel modes	1
Active travel/multi model/travel hubs	1
Walk and cycle more	1
Joint transport options between removal vans/supermarket deliveries/ milk floats/ with space for passengers	1
Car share	1
Car clubs	1

Bring back subsidies on purchasing of vehicles	1
Funding vehicle EV points	1
Tax airlines more to invest in green travel	1
Change P11D tax rate for company funded season tickets	1
Funding	1
Bus companies willing to renew fleets with low-emission and zero emission buses	1
Net zero emissions	1
More 'save the planet' via transport that's greener	1
Workplace charging points	1
Charging points on streets for houses without off street parking	1
Understand the environmental impact of electrical waste	1
Reduce costs of vehicles and charging points and electricity	1
More charging points across the county	1
Hydrogen	1
Extended range on vehicles	1

#### 5. Post Covid recovery - your views. Challenges, obstacles, opportunities?

<b>Feedback</b>	<b>Number of comments</b>
Loss of volunteers com car drivers and CC drivers	4
Tax breaks - funding i.e.: special offers	1
Funding for drivers wages and training costs	2
Industrial action	1
Increasing cost - fuel, wages and utilities	3
Lack of money	3
Tax more for cars to fuel	1
Public volunteer confidence in returning to vehicles and life	3
Lack of drivers - delivery vans	2
Business power, not supported	2
Returning use may have been faster than expected	1
Integrating transport modes - DRT	1
One ticket system - transport hubs	1
Reduced reliability	1
People's physical state and mental deteriorated	2
Lack of confidence to travel	2
Social exclusion, isolation	1
Uncertainty of how new variants affect	1
More people beginning to live with it - minority affected	1
Health impacts - mental and physical, waiting times, poor service/management of appointments at doctors	1
Telematics	1
Merging services	2
Opportunities for home working, reducing transport costs, delivery vans, use local shops	1

Employment opportunities - drivers etc	1
Young people increasingly using our services	1
Need more publicity of what's out there in simple form	2
Opportunity to recruit volunteers under 70!	1
Continuation of working from home	1
Regulation nominated travel officer in large companies	1
Opportunity - people can't afford their cars any more	1
Reduction in commuting by car could make walking and cycling more pleasant [consider seasons?]	1

### **Afternoon feedback**

#### **How can we restore confidence and get people back on buses?**

Education/reassurance	1
Provide telematics	1
Marketing [case studies etc]	1
Funding for marketing	1
Publicity - regional television?	1
Partnerships - more groups and activities with links to community transport	1
Co-ordinated and consistent approach/comms between different sectors/organisations. Partnership working especially with health bodies	1
Speed up travel - bus lanes - better travel offers	1
Give incentives - make offers	1
Improve reliability	1
Improve accessibility of bus services - more routes etc	2
Organised group trips for specific purposes e.g.: swimming, theatre	1
Registered routes specific journeys timetabled to encourage i.e.: supermarkets or markets etc	1
Emphasise the benefits of getting out and about. It's not just a trip - it's much more than that.	1
Mentoring - buddying	1
Encourage our parish/community magazines to run a feature on community transport citing examples such as in the impact report	1
Offer up mentor to encourage people out	1
Volunteering in own community	2
Introduce community 'gala' days	1
County advertising campaigns to change behaviour patterns i.e.: online shopping/meetings	1
Spread the work through organisations we represent to others	1

## **6. Marketing - what are the challenges?**

<b>Feedback</b>	<b>Number of comments</b>
Make it simple and in different formats to suit all ages	5
Hardest people to reach - most isolated or disadvantaged	3



Relying on the internet when many bus users do not regularly use IT	3
Finance costs [wages, fuel etc]	2
Lack of budget	2
Local knowledge recognition - different challenges in different areas	2
Perception	2
Keeping website up to date	2
Variety of audiences and access points	1
Image - all age groups	1
Engaging new audiences	1
We live in an area with lots of incomers - need to reach their families as well as them	1
Sometimes harder to communicate with people in towns - villages can be easier with parish magazines etc	1
Dispersed customers	1
How to encourage young/middle-aged people to shift from car to bus	1
More information about alternatives - how to get the information out there	1
Need to re-issue/update information and widely circulated	1
Training - particularly for community transport providers	1
Lack of professional input	1
Withdrawal of commercial routes gradually reduce travel options	1
Reach out to all areas	1
People don't want to think they are a burden, sometimes it's pride - different language for marketing	1
Too many services changes with not enough notice	1
Recruitment of the right people in the right job profile	1
Unified approach required	1
Advertising - cars get lots, other travel choices get none	1
Using the bus service in a more effective way	1
Communication in rural areas.	
Communicating that you are there to provide a service i.e.: social media, local magazines	

### **Afternoon feedback**

#### **What can we do to get people engaged and back onboard?**

Liaise with large employers for travel advice with incentives	2
Talks in schools re: transport options	2
Social media engagement with local or national celebrity endorsement	1
More regional messaging with local celebrity	1
More transport awareness events.	1
Smarter with marketing messages	1
App based information INSTA & TIK TOK messaging	1
Publicity across various mediums	1
Community transport orgs to organise trips	1
Local advertising and accessing group and organisations	1
Rural advertising on tractors/dust carts i.e.: unusual	1

Community hubs - activity and advertising	1
Target audience advertising i.e.: up to 30 and over 50s	1
Press activity [+ve]	1
Local champions persuasion by example	1
Rickshaw	1
Village notice boards	1
Parish newsletters, local Facebook groups, Parish notice boards, Local WhatsApp groups, Next Door	1
CAS, parish councils and enterprise partnerships should persuade venue owners to lay on and advertise community transport trips	1
Ethnic groups - higher percentage	1

Thank you for the conference. What was missing was what is transport SCC doing to develop rural transport. For example it has taken away bus services in Mid-Suffolk and caused problems. Why did it not see that the health (physical and mental) issues are involved not only in social care departments but also in transport? Is it possible for these two areas of SCC to get together and how buses [fixed as well as on demand] are essential for health and socialising [as well as business and arts] need different types of regular and dependable transport? Perhaps these departments could join financial plans in the future re: funding.

School transport: this has become less accessible to families due to SCC policy. This has caused problems. Problems that we are now discussing. This makes no sense at all, so I am hoping that SCC will review policies with better rural transport in view.