

RURAL TRANSPORT

The sustainability of rural society and the rural economy is an important issue for transport policy. The development of integrated rural transport solutions for both passengers and goods must recognise the important role that all transport modes can play. Central Government sees the need for:

- accessible local facilities
- the important role of the car
- good quality public transport
- better co-ordination of services
- a stronger role for local communities
- improved road safety

Local authorities now have access to a variety of rural transport investment funds to meet these objectives, such as rural bus subsidy grants, rural bus challenge, rural transport partnership funds and parish funds.



TTR offers a comprehensive service to local authorities, transport operators, rural businesses, regional and national government and other rural agencies.



We provide:

- bus challenge bid development for local authorities
- management and implementation of schemes on behalf of local authorities;
- assistance with grant applications;
- stakeholder consultation and strategic policy review;
- social exclusion and rural needs assessment;
- evaluation of existing and proposed schemes;
- accessibility analysis and network appraisal;
- scheme specification and demonstration;
- design and specification of local transport initiatives and travel plans;
- intelligence on European best practice;
- market research surveys and focus groups; and
- web-based applications to support rural communities' economic development.



The following are examples of projects we have undertaken:

Managing Scheme Implementation and Evaluation

Managed a Rural Bus Challenge initiative to develop a primary bus network in Leicestershire and Rutland.

Assisting Grant Applications

Identified projects suitable for Parish Transport grant funding in the East of England for the Countryside Agency.

Developed Rural Challenge Bids for Lancashire and Nottinghamshire County Councils

Accessibility in Rural Areas

Developed approaches for addressing access to education, work, food and health in response to the Social Exclusion Unit report on transport, and managed case studies in Nottinghamshire, Manchester and Devon.

Undertook market research, analysis and accessibility modelling in Dorset and West Sussex. Carried out an independent evaluation of a number of car clubs to assess their success and potential for further development.

Rural Transport Telematics

Evaluated the impacts of a new Real-time information system in Gwynedd, as part of the European Arts project: this is one of the first



applications of advanced telematics in a rural setting.

Strategic Rural Policy Consultation

Carried out stakeholder consultation on Norfolk's structure plan.

Rural Transport Traffic Calming

Conducted two innovative CountryWays rural traffic management projects in Oxfordshire and a similar project (TRANQUIL) in Buckinghamshire.

New Technology

Managed the specification and implementation of public transport information systems, rural transport telematics architectures and web-based applications in Norfolk, Bristol, Birmingham and Liverpool.

Promoting Clean Energy

Encouraged renewable bio-fuels which are CO2 neutral which may be of great benefit in urban and rural settings

Scheme Assessment

Evaluated the impacts of a range of rural transport solutions in countries across Europe as parts of the ARTS project.

Conducted a major in-depth evaluation on the impacts of the Rural Transport Partnership Scheme, in particular how successful it was in meeting transport needs, the goals of central government and the Countryside Agency's own objectives.

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