

CTS
Symposium,
UWE Bristol,
3/07/25

Eda Beyazit,
Kiron
Chatterjee,
Dan Johnson,
Asa Thomas,
Muhammad
Adeel &
Li-ke Jiang

Workshop: Future of Rural Mobility



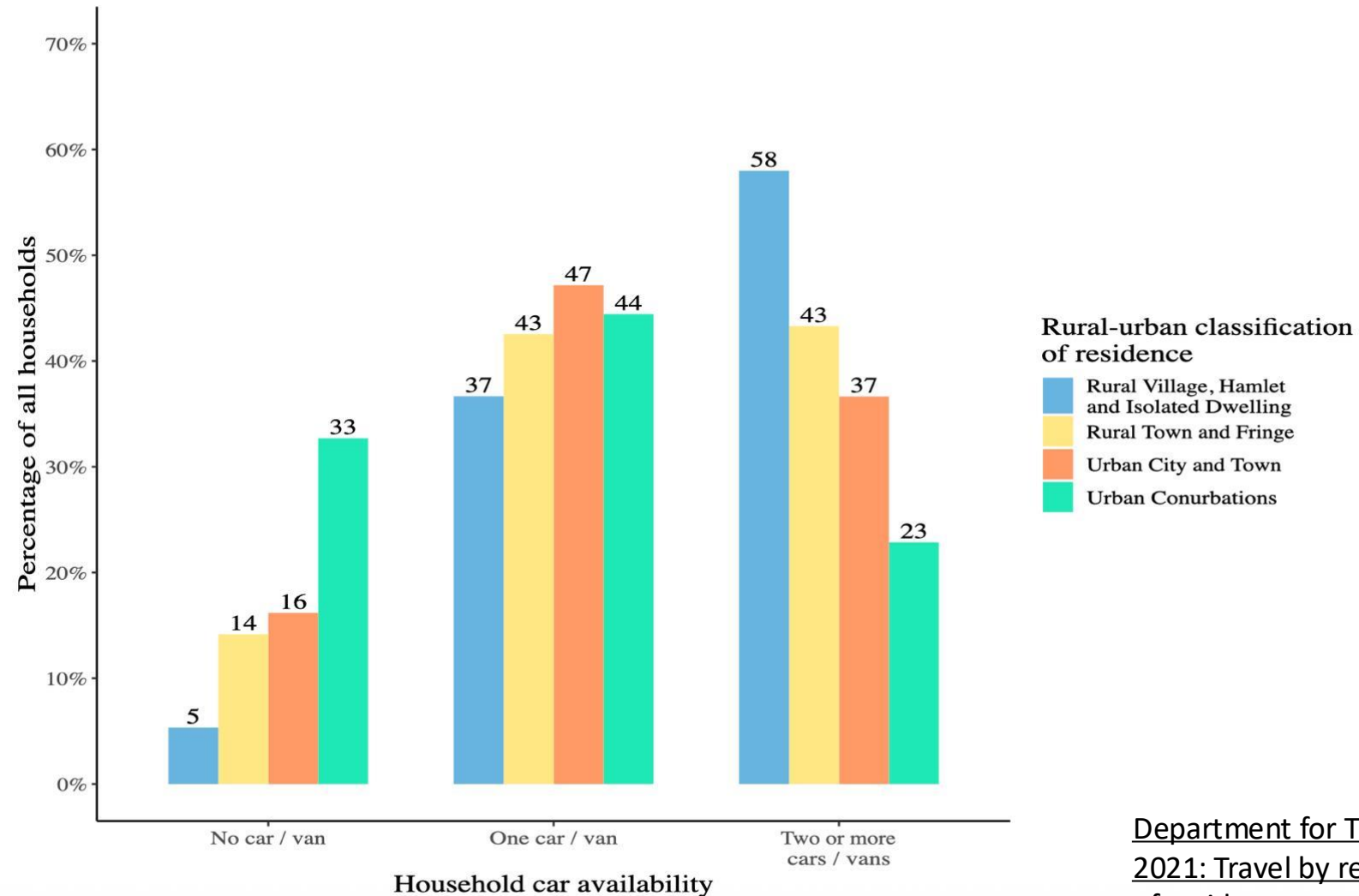
Workshop structure

1. Introduction to the workshop and the context (15 minutes)
2. Tom Main, Gloucestershire CC: Improving a rural transport network followed by Q&A (25 minutes)
3. Group discussions (45 minutes)
 - 3.1 Rural life (10 minutes)
 - 3.2 Restructuring rural transport (25 minutes)
4. Key messages (5 minutes)

CONTEXT

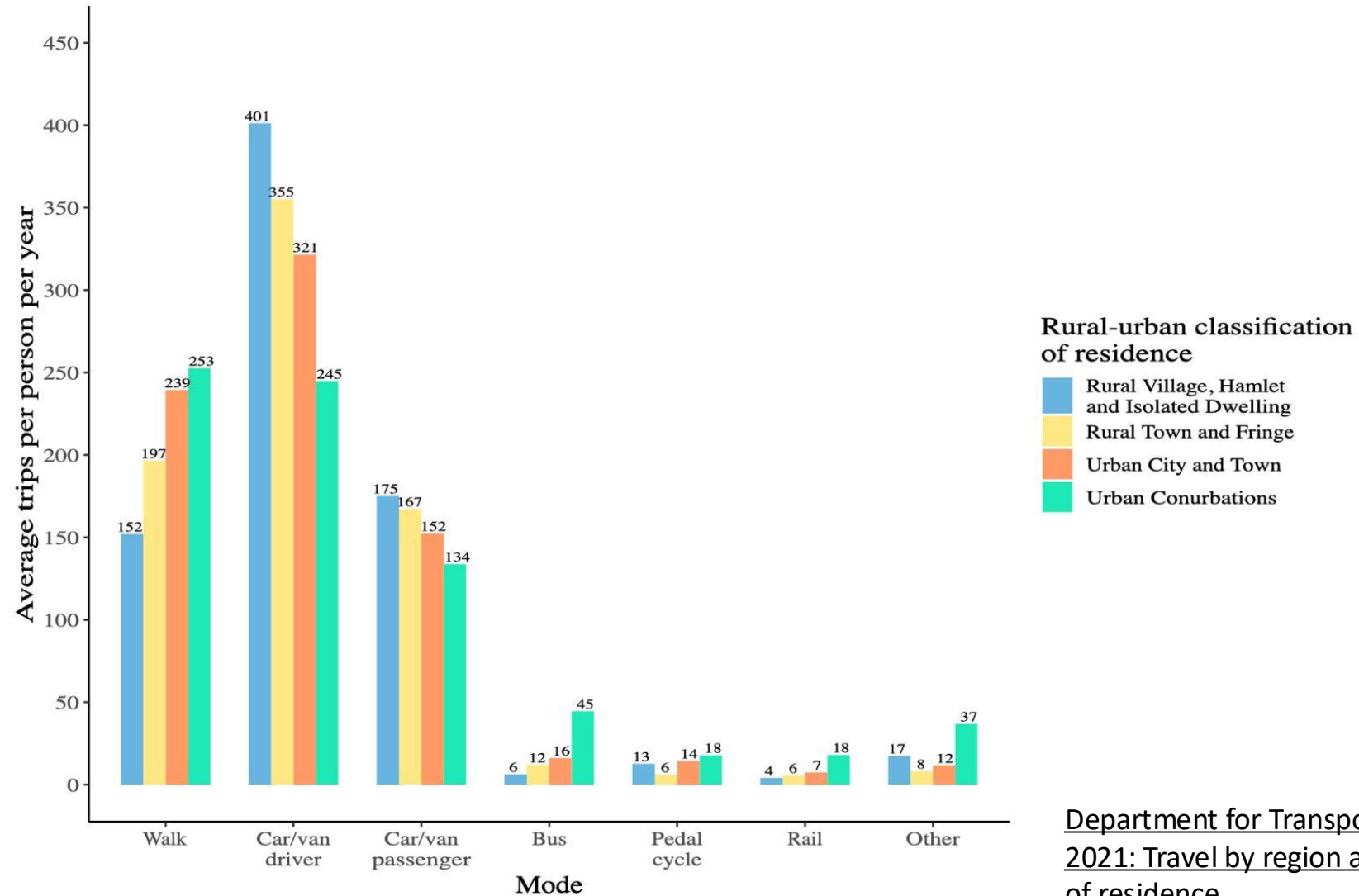


Household car availability in rural areas



Department for Transport (2021). National Travel Survey 2021: Travel by region and rural and urban classification of residence

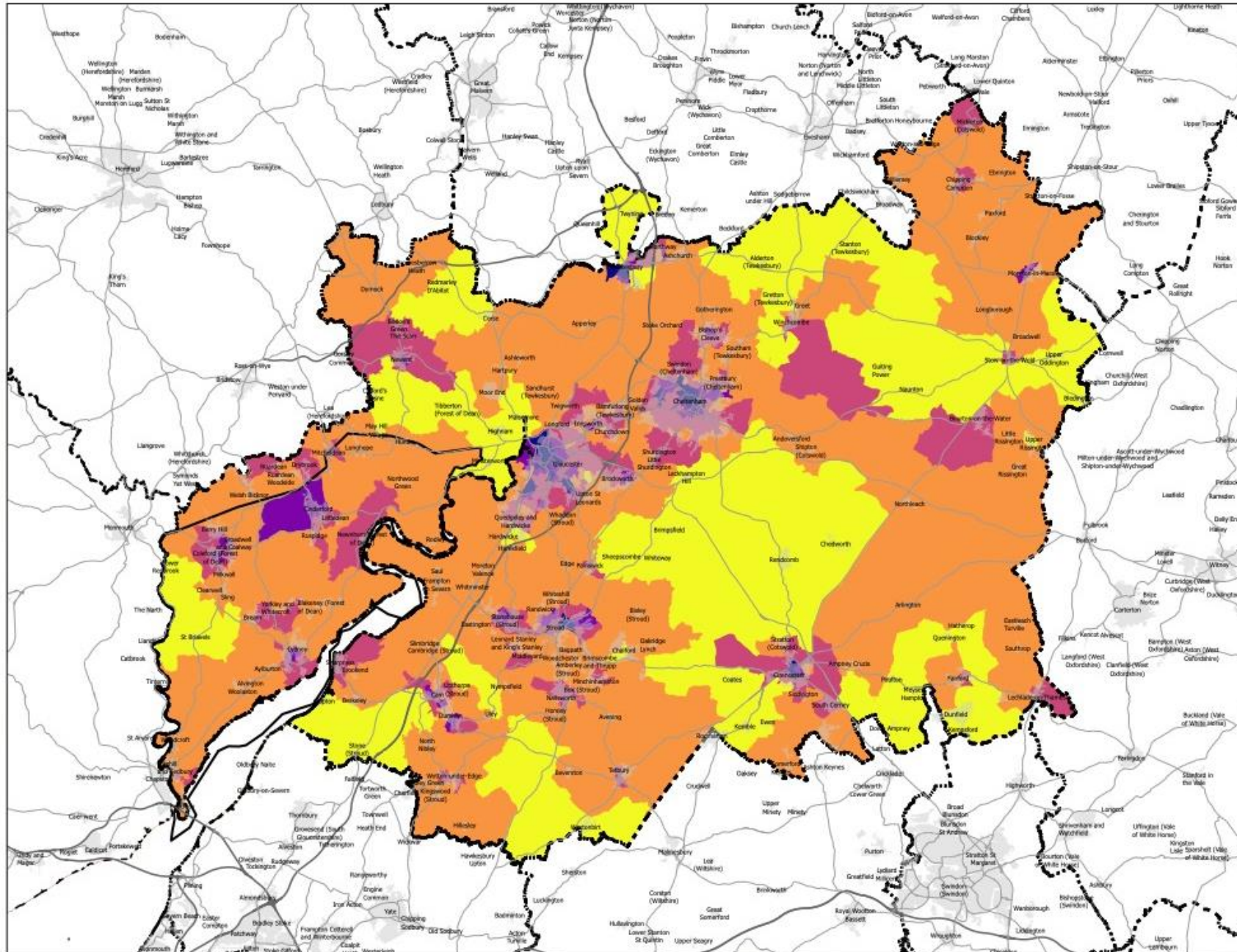
Car use in rural areas



Department for Transport (2021). National Travel Survey 2021: Travel by region and rural and urban classification of residence



Car ownership



Legend

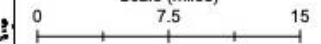
Percent households without a car

- Below 5%
- 5 - 10%
- 10 - 20%
- 20 - 30%
- Above 30%

- Settlement
- Motorways & Primary roads
- A & B roads
- Country
- County
- DRT coverage

Data source: UK Census 2021

Scale (miles)





Car access in the UK

- In 2021, in households which own at least one car or van, 65% of adult men are the primary drivers of a personal vehicle in their household. In comparison, 55% of adult women are the primary drivers of a personal vehicle in their household (this trend has been upward since the 1970s). (Department for Transport, 2021 - National Travel Survey Factsheet)
- One in six adults (16%) aged 16 and over in rural areas in England did not have access to a car or van they can use whenever they want in 2014-16 (Chatterjee et al., 2019).
- Our survey, conducted in rural areas, found that 22% of women have no car available, compared to 16% of men.





Bus availability and use

- 35% of rural residents did not have an hourly fixed route bus service within 10 minutes' walk in 2016 and 44% only had a half-hourly or hourly service - this means there are significant numbers of rural residents both without car or bus access (Chatterjee et al., 2019).
- Although buses are not widely available, 12% of rural residents use buses at least once a week and 11% at least once a month but less than once a week. Buses are routinely used by more than one in five rural residents.





Icebreaker

Do you know anyone who can't drive but still manages their life independently (or in their own way)? How much more difficult would this be in a rural area?

Discuss with the person sitting next to you 😊



PRESENTATION BY TOM MAIN

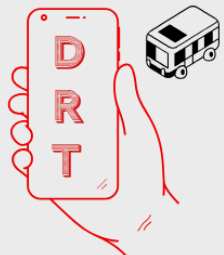
10 minutes for Q&A



DRT Connecting People to Opportunities project

Funded by UKRI Creating Opportunities Evaluation Development Fund with objectives:

1. To apply an innovative, participatory methodological framework to measure the impact of public transport on life-defining economic, social and health outcomes.
2. To estimate the social value of DRT schemes in areas of rural deprivation and their contribution to reducing place-based inequalities.
3. To inform policy in relation to the future of DRT and broader public transport services.



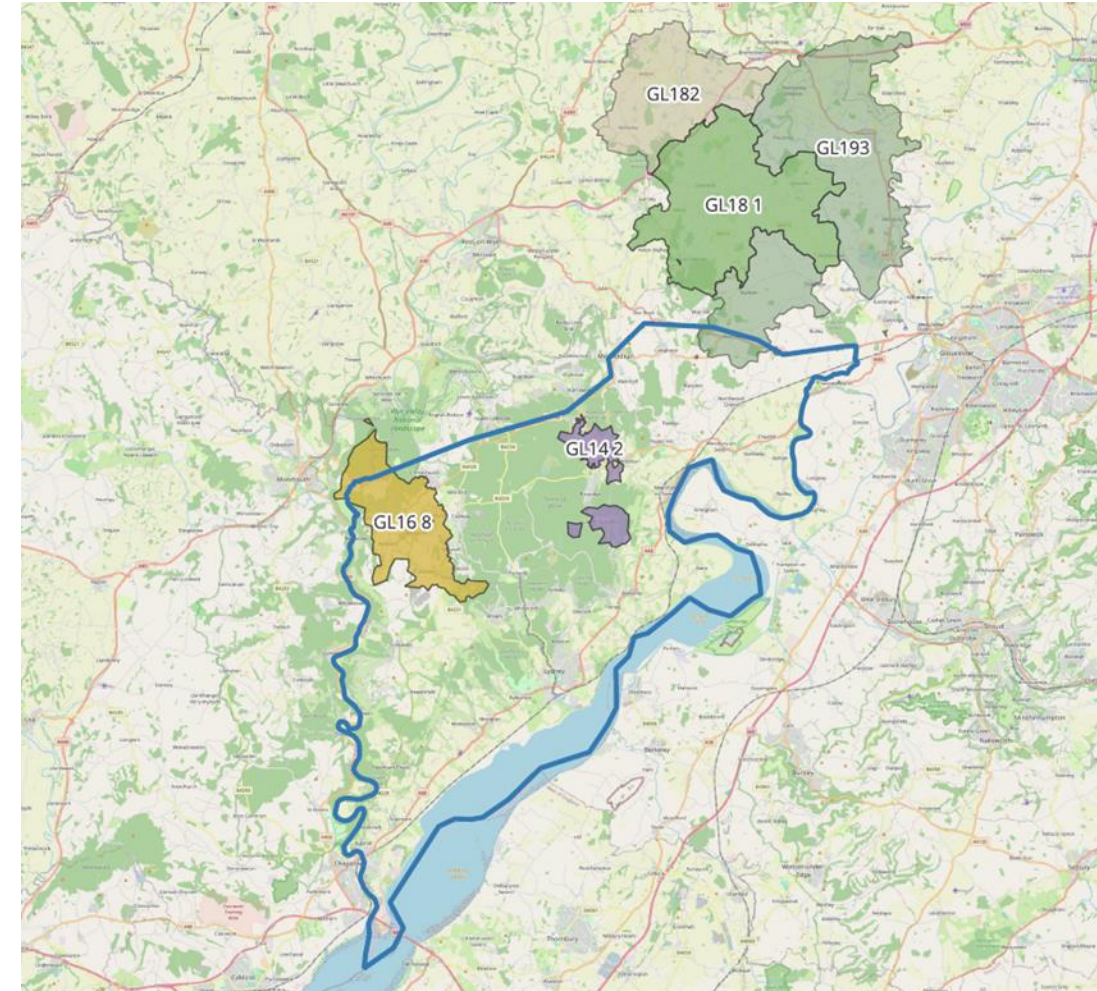
**DEMAND RESPONSIVE
TRANSPORT
CONNECTING PEOPLE
TO OPPORTUNITIES**





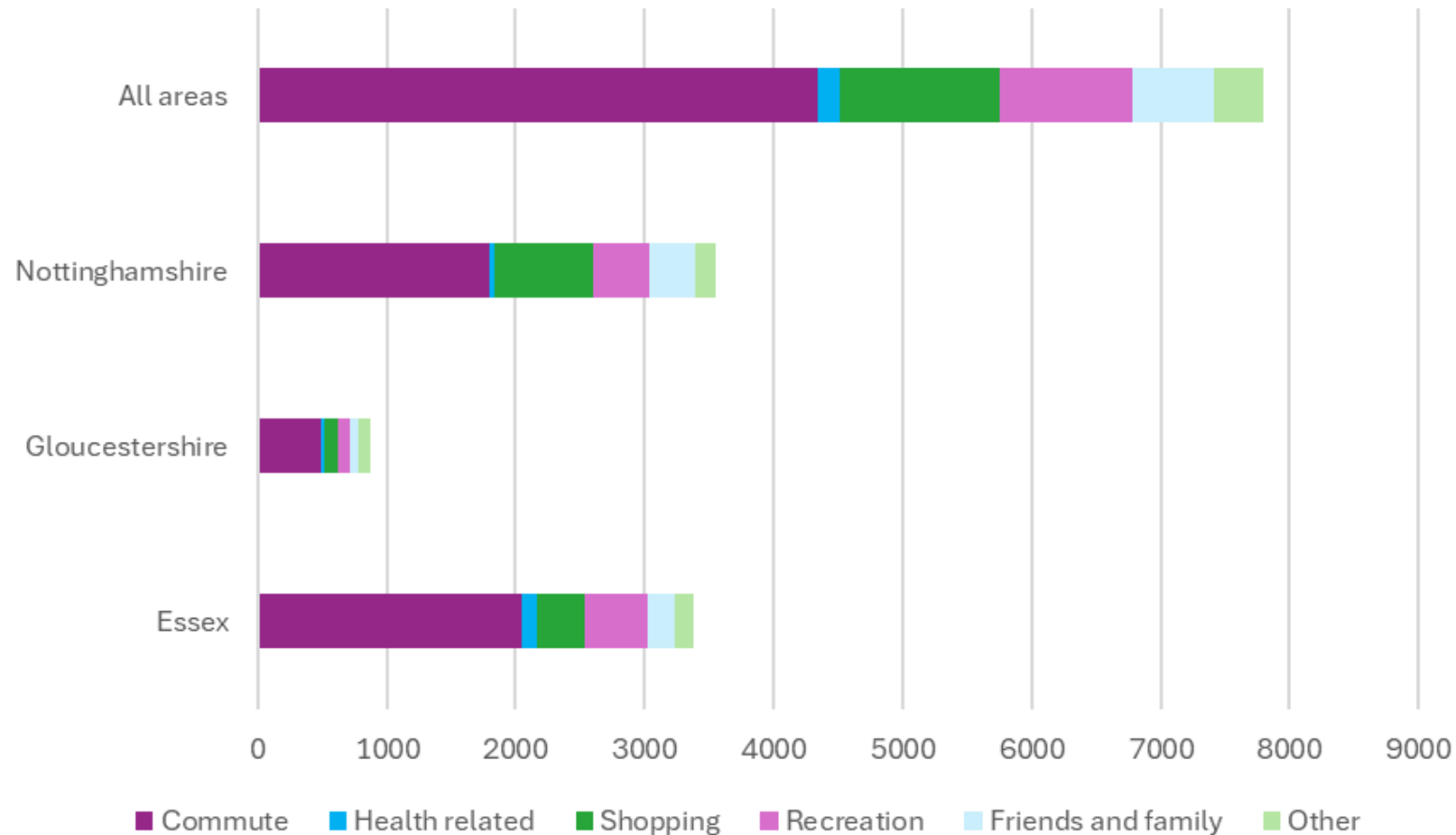
Research design

- Quasi-experimental approach, considering outcomes for both residents in DRT scheme areas and comparator areas
- Selected sub-areas for data collection in consultation with LAs
- Data collection involved surveys of:
 - Residents of DRT service areas
 - Residents outside DRT service areas
 - DRT users



South Forest of Dean

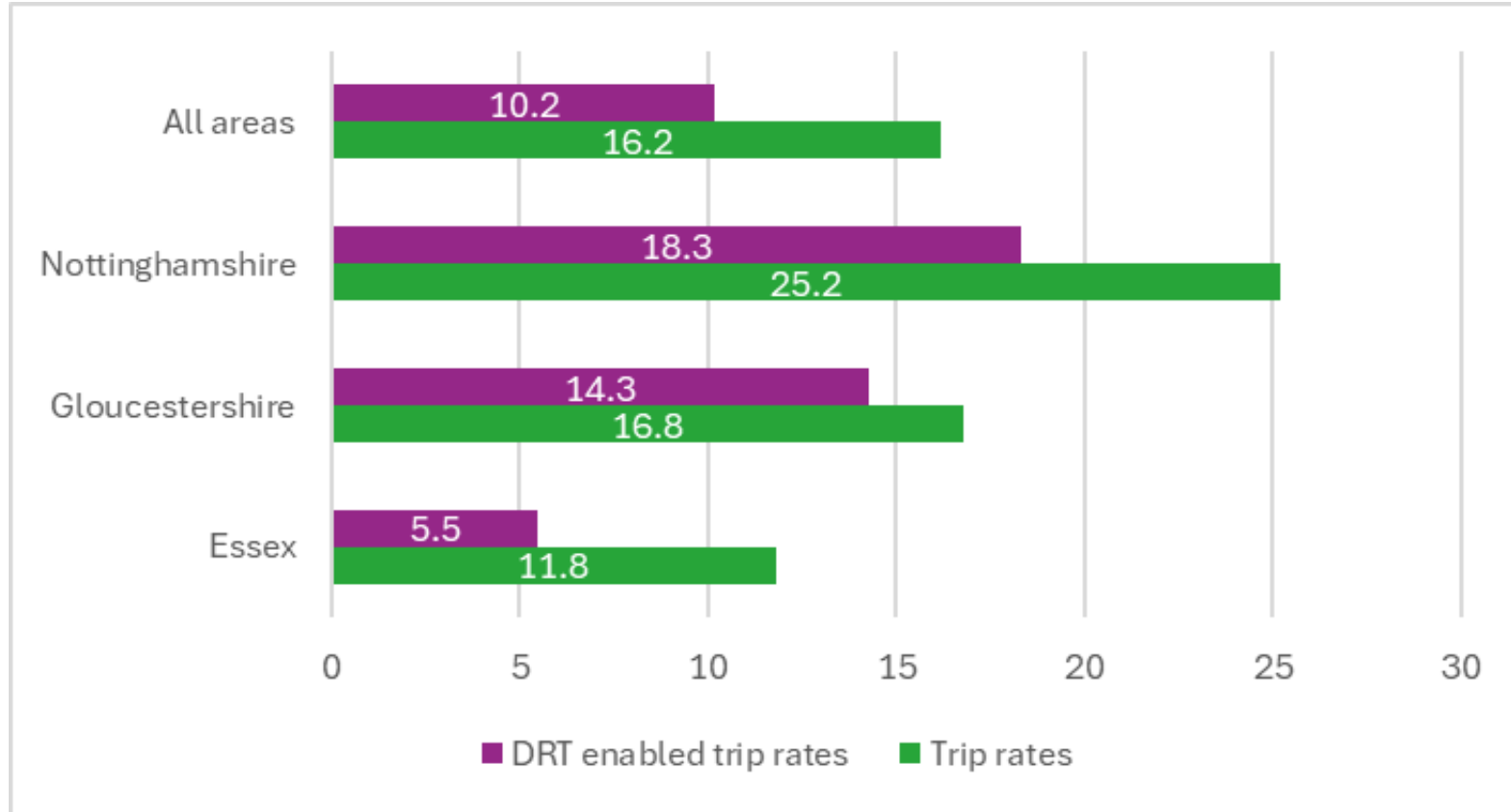
DRT total trips by purpose over last three months



- Of the 7,802 trips recorded by 496 individuals across three areas, the majority (56%) were for commute (to work/education) purposes, with a further 16% for shopping and 13% for recreational purposes.



DRT enabled trips per user over last three months



- Trip rates highest in Nottinghamshire (25 per individual over 3 months) and lowest in Essex (12 per individual) amongst DRT users.
- High percentage of trips in South Forest of Dean (Gloucs) not possible without DRT (85%)

Group discussions
First round
(10 minutes)



Rural life

- What motivates people to live in rural areas: choice or necessity? (quality of life, affordability, and lack of opportunities).

Looking ahead

- Considering these different life circumstances, what ambitions should we have regarding transport and rural functions? What level of transport provision and access to services should we aim for in rural areas (town, village, hamlet or isolated home)? (Each group to write their ambitions on Menti).



OR go to menti.com and enter this code:

2807 9493

Group discussions
Second round
(15 minutes)



Restructuring rural transport

Thinking around your ambitions from the previous round, please consider the following areas;

- What modes of transport have a role to play and how could they be individually and collectively managed? (think about investment and funding, transport strategy, integration)
- Who can do it? (public engagement and governance)

Wrapping up
(2 minutes per group)

Closing: key messages
(5 minutes)

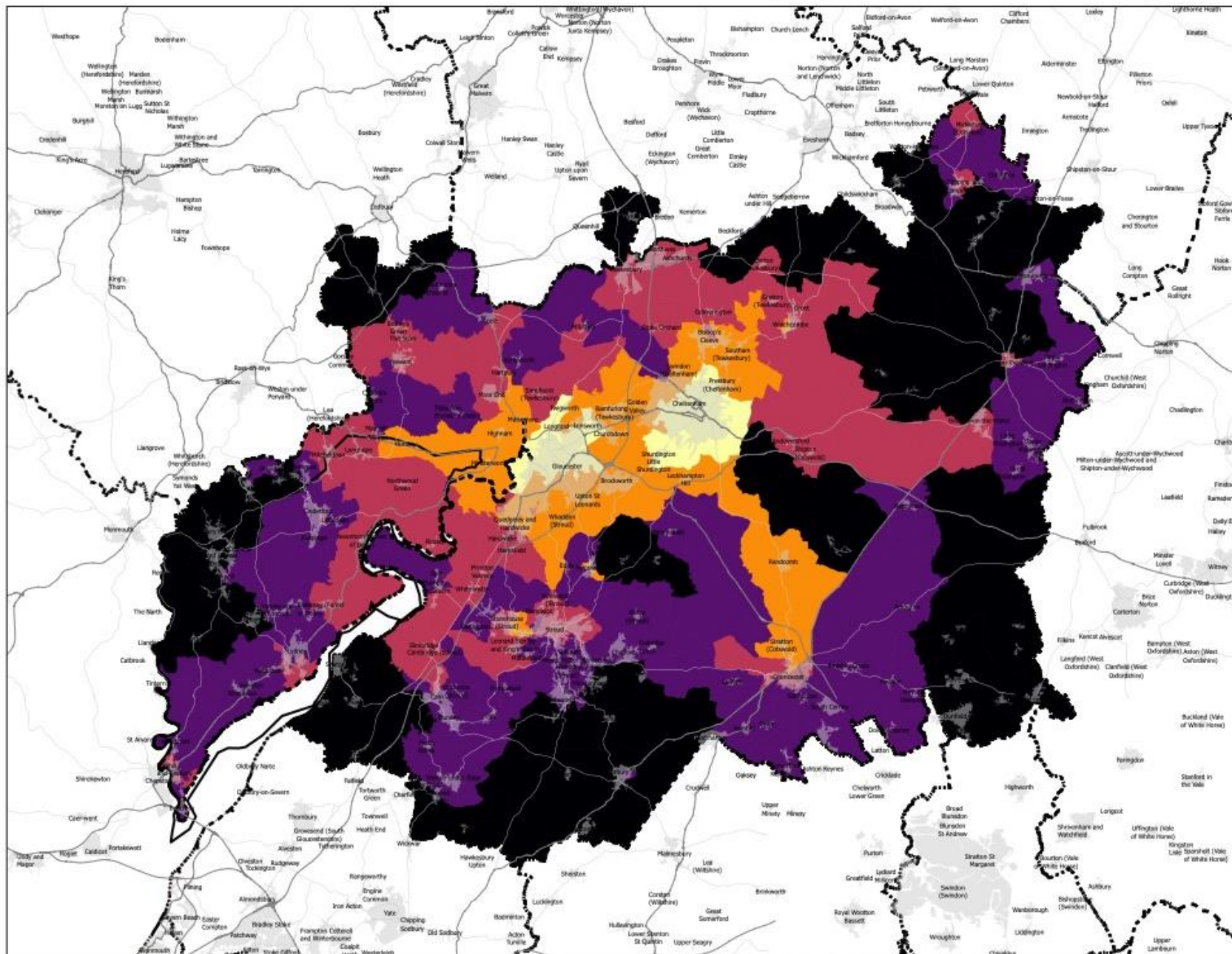
Thank you for your contributions!

<https://www.drtconnecting.co.uk/>

SPARE SLIDES



Hospital accessibility

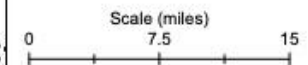


Legend

Travel time to nearest hospital by public transport

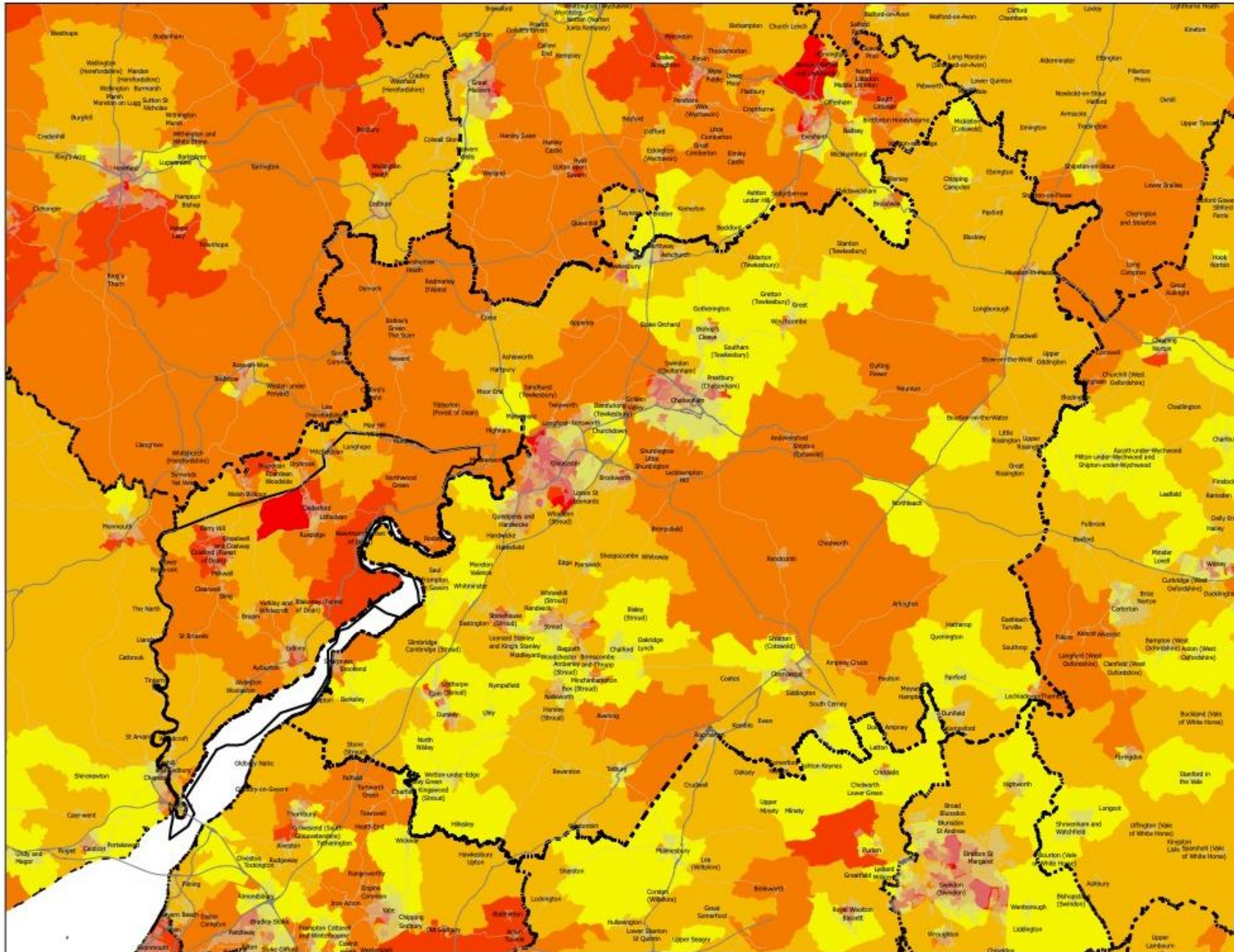
- 3 - 30 mins
- 31 - 45
- 46 - 65
- 66 - 90
- 91 - 120 mins
- Motorways & Primary roads
- A & B roads
- Settlement
- County
- DRT coverage

Data source: DfT JTS, 2019





Total IMD



Legend

Index of Multiple Deprivation

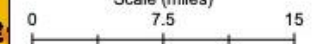
IMD2019 quintiles

- First (Most deprived)
- Second
- Third
- Fourth
- Fifth (Least deprived)

- Settlement
- Motorways & Primary roads
- A & B roads
- DRT coverage
- Country
- County

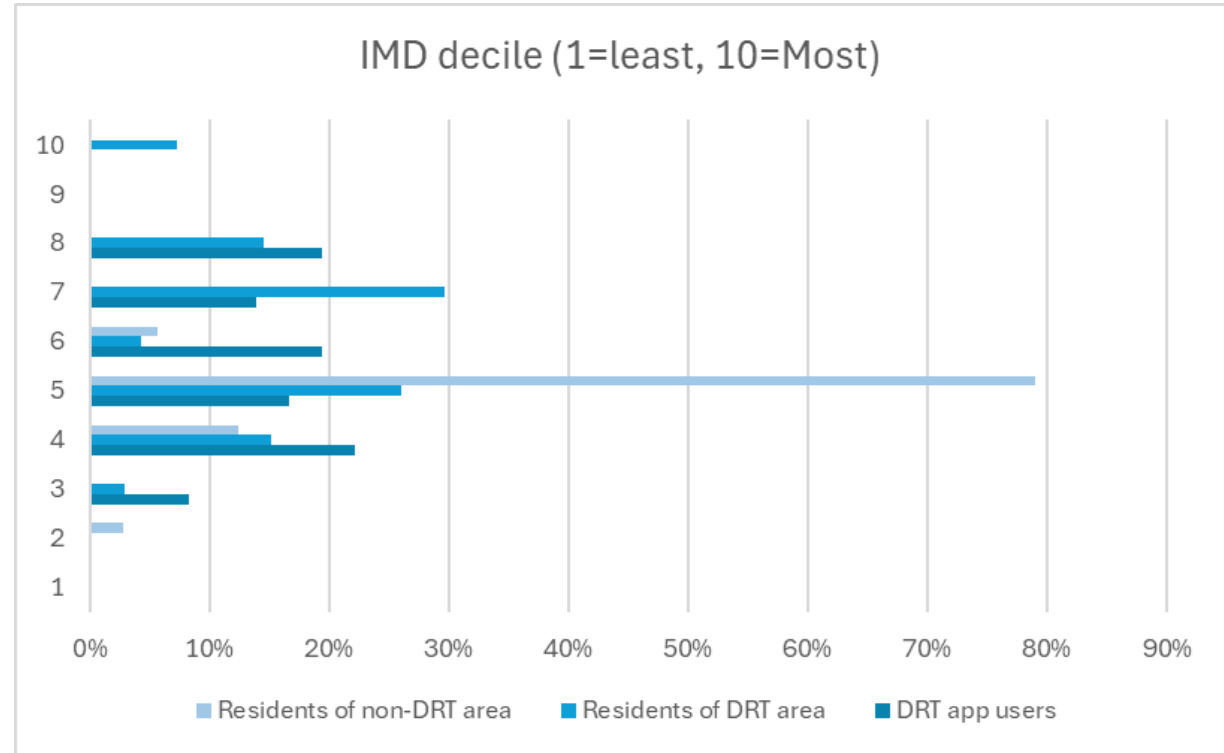
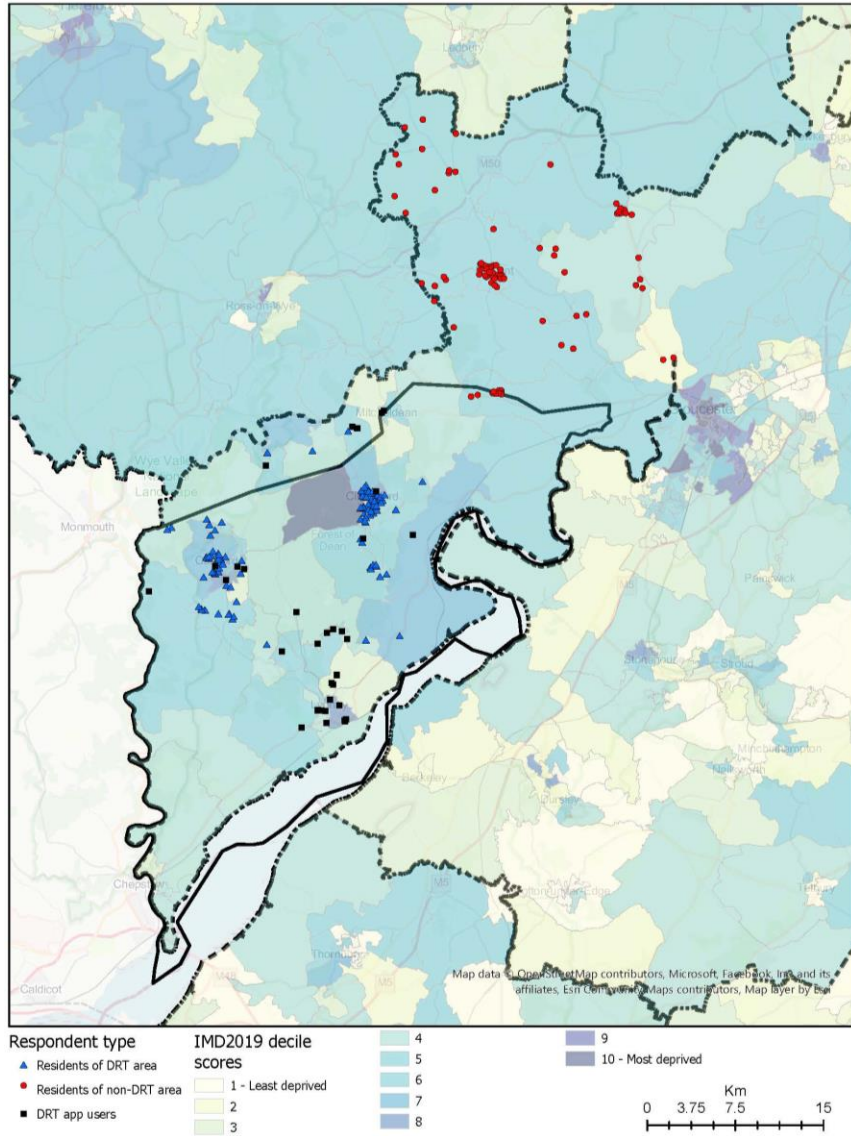
Data source: Gov.uk

Scale (miles)





Survey sample: Deprivation focusing on Gloucs



- Respondents are spread across IMD deciles, particularly residents of DRT area and non-DRT area where high deprivation deciles were targeted for mail-out flyers and in-person visits
- 51% of residents in the DRT area and 33% of app users live in high deprivation deciles (7-10), while most participants from non-DRT areas reside in IMD decile 5.



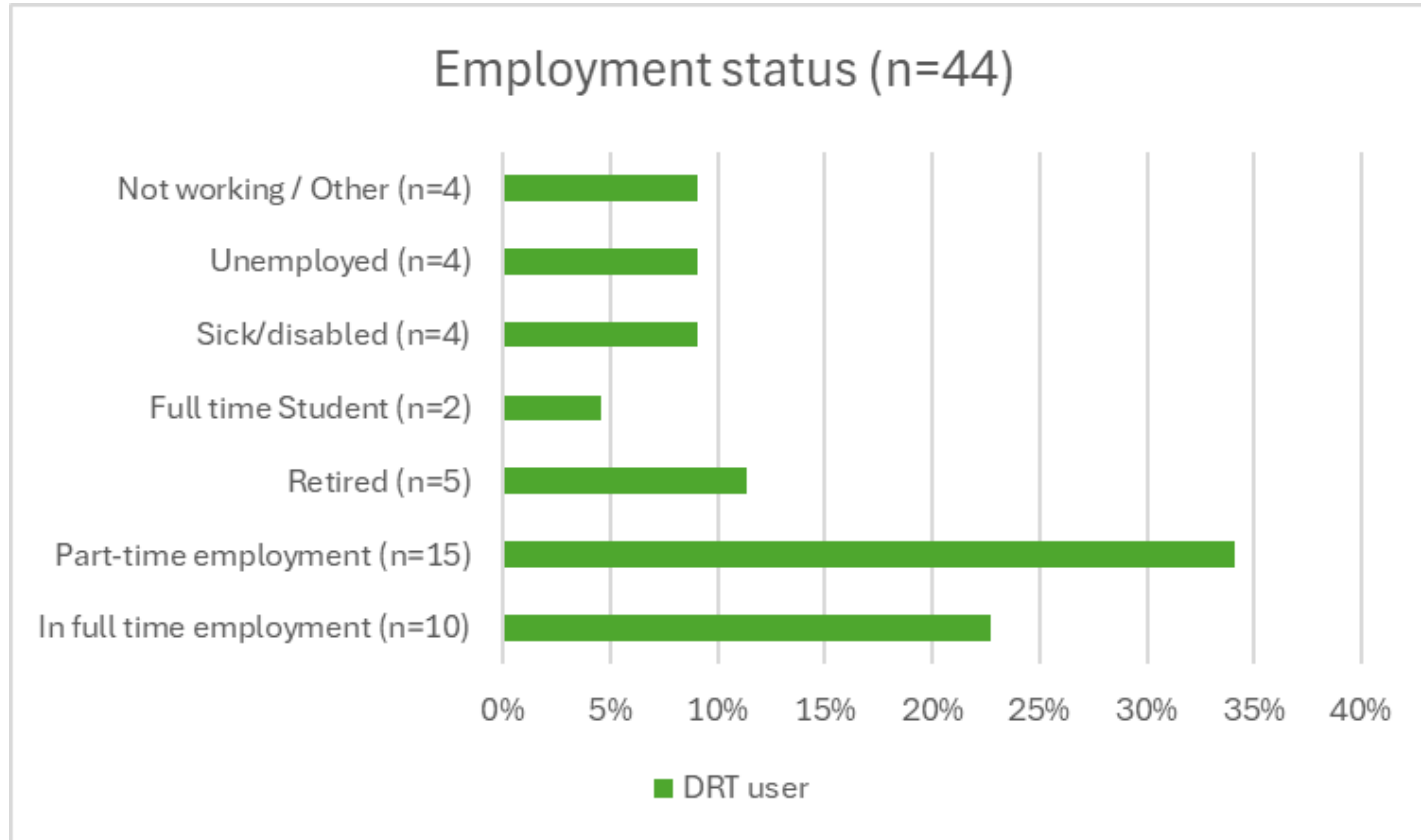
Reasons for not using DRT

Reason	Essex (%)	Glos (%)	Notts (%)
Not sure how to use it	21%	27%	25%
Wasn't able to book	14%	6%	9%
Wouldn't take me to places I need to go	20%	18%	22%
Expensive	2%	3%	2%
Wouldn't feel safe	0%	1%	0%
Other options better/more convenient	15%	28%	15%
Don't like riding with people don't know	1%	1%	0%
Thought it was for other people	4%	1%	2%
Other	24%	16%	25%

- Similar reasons cited across three counties by those who were aware of DRT but had not used it.
- Most common reasons: not sure how to use it; does not take to places need to go; other options better; other.



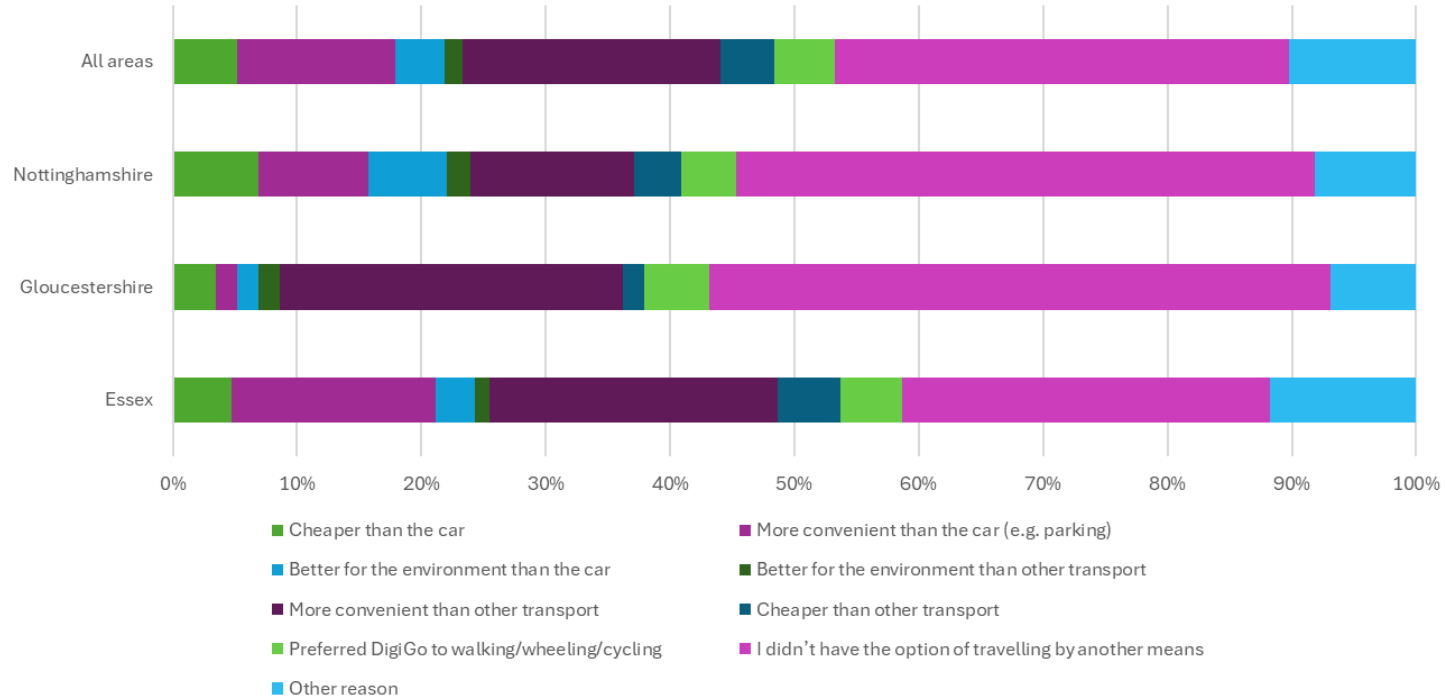
DRT users (employment status) focusing on Gloucs



- 23% of DRT users are in full-time jobs. When including part-time employment, the employment rate of DRT users is 57%.
- 11% of DRT users are retired individuals.



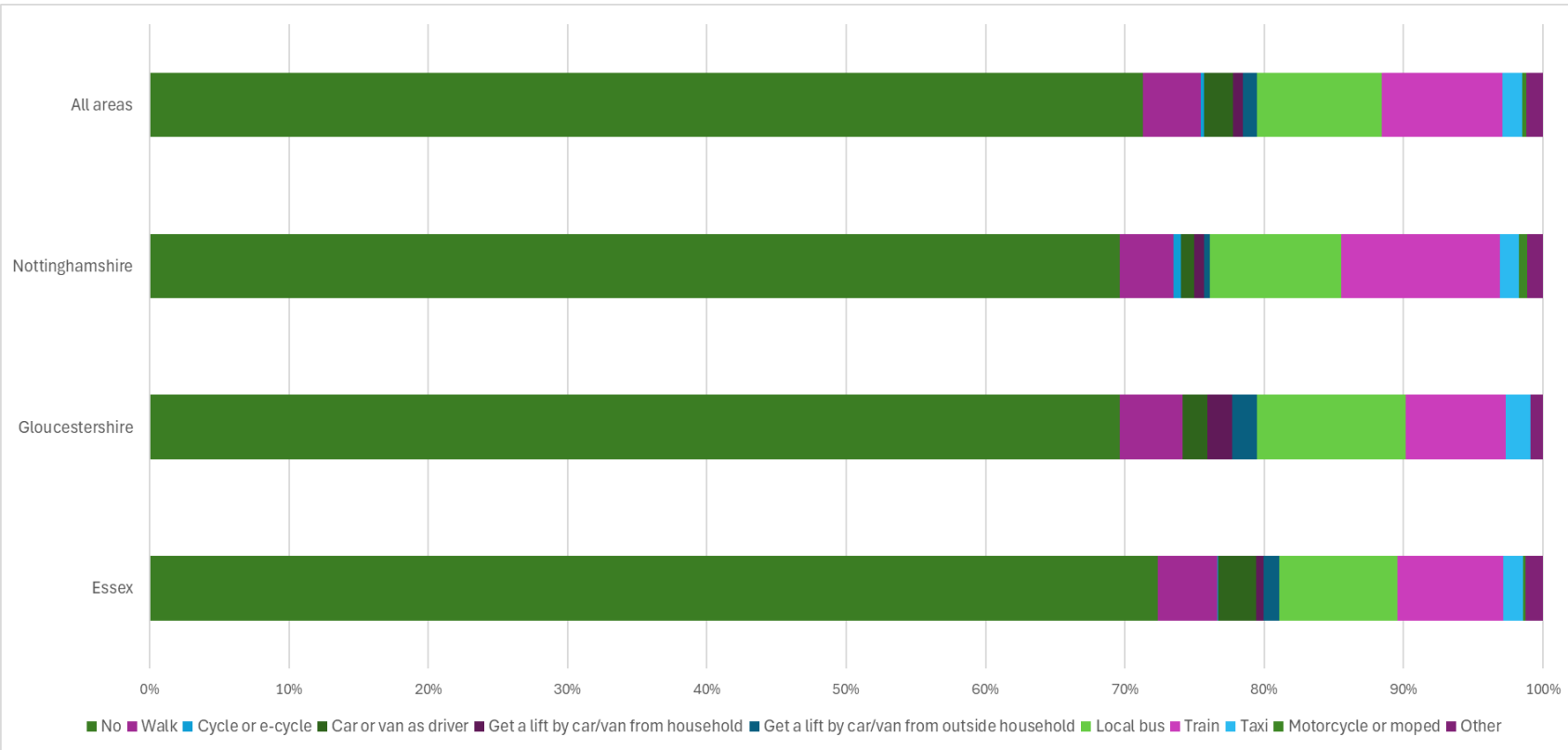
Reasons for travelling by DRT



Based on the last journey

- The primary reason DRT users choose to travel by DRT is due to a lack of alternative transport options, with 37% indicating they had no other means of travel.
- Convenience is also a key factor, with 21% finding DRT more convenient than other transport options, and 13% saying it is more convenient than using a car.
- Cost and environmental considerations play a smaller role, with only 5% citing DRT as cheaper than driving, 4% mentioning DRT cheaper than public transport and 4% choosing it for being more environmentally friendly than cars.
- A small proportion (5%) preferred DRT over walking, wheeling, or cycling.

DRT combined with other modes

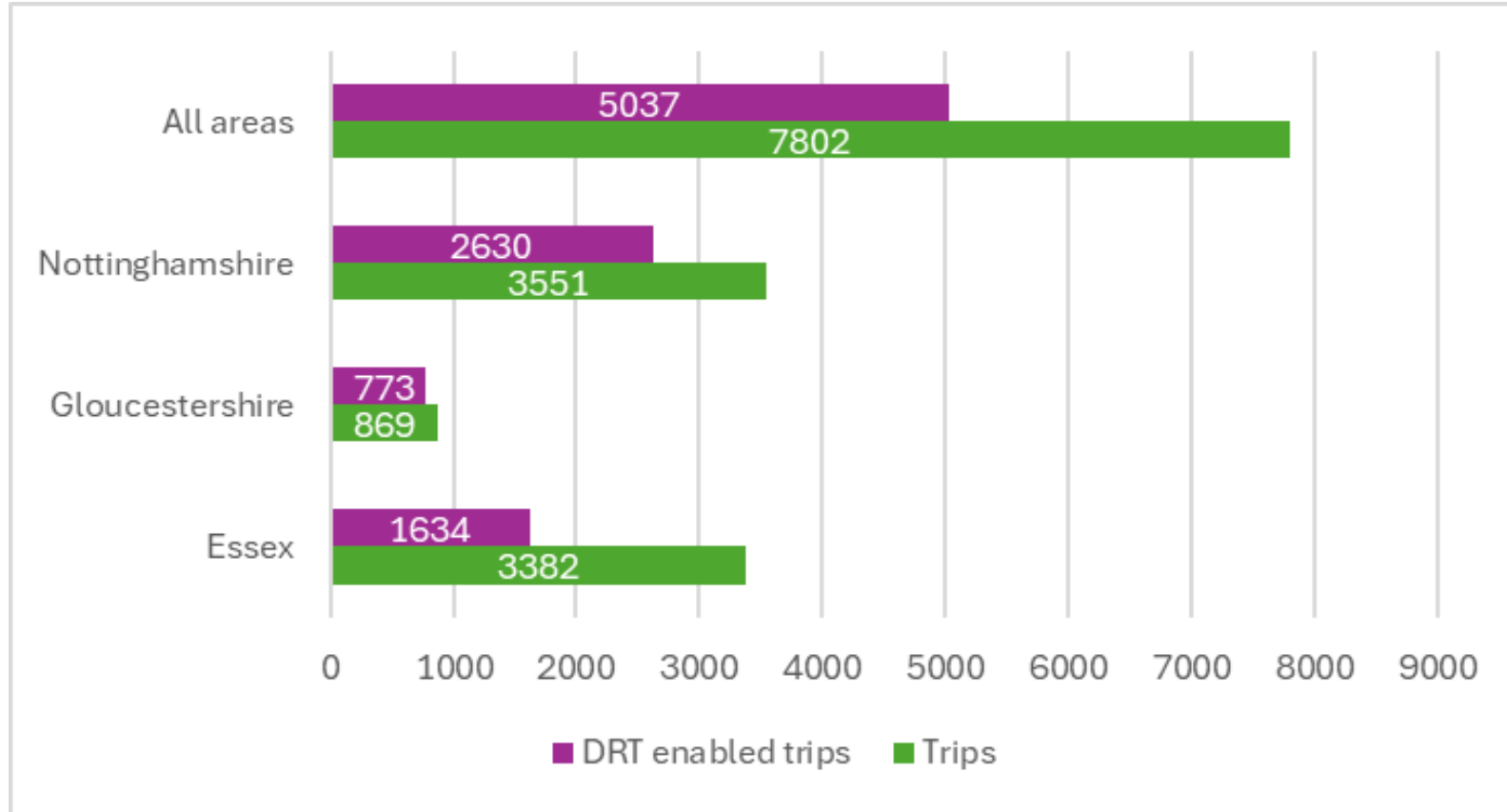


- Across the three counties, 71% of journeys were made without use of another mode.
- 9% of journeys involved DRT in conjunction with local bus services, 9% with train and 4% also walked as part of their journey.

Based on the last journey



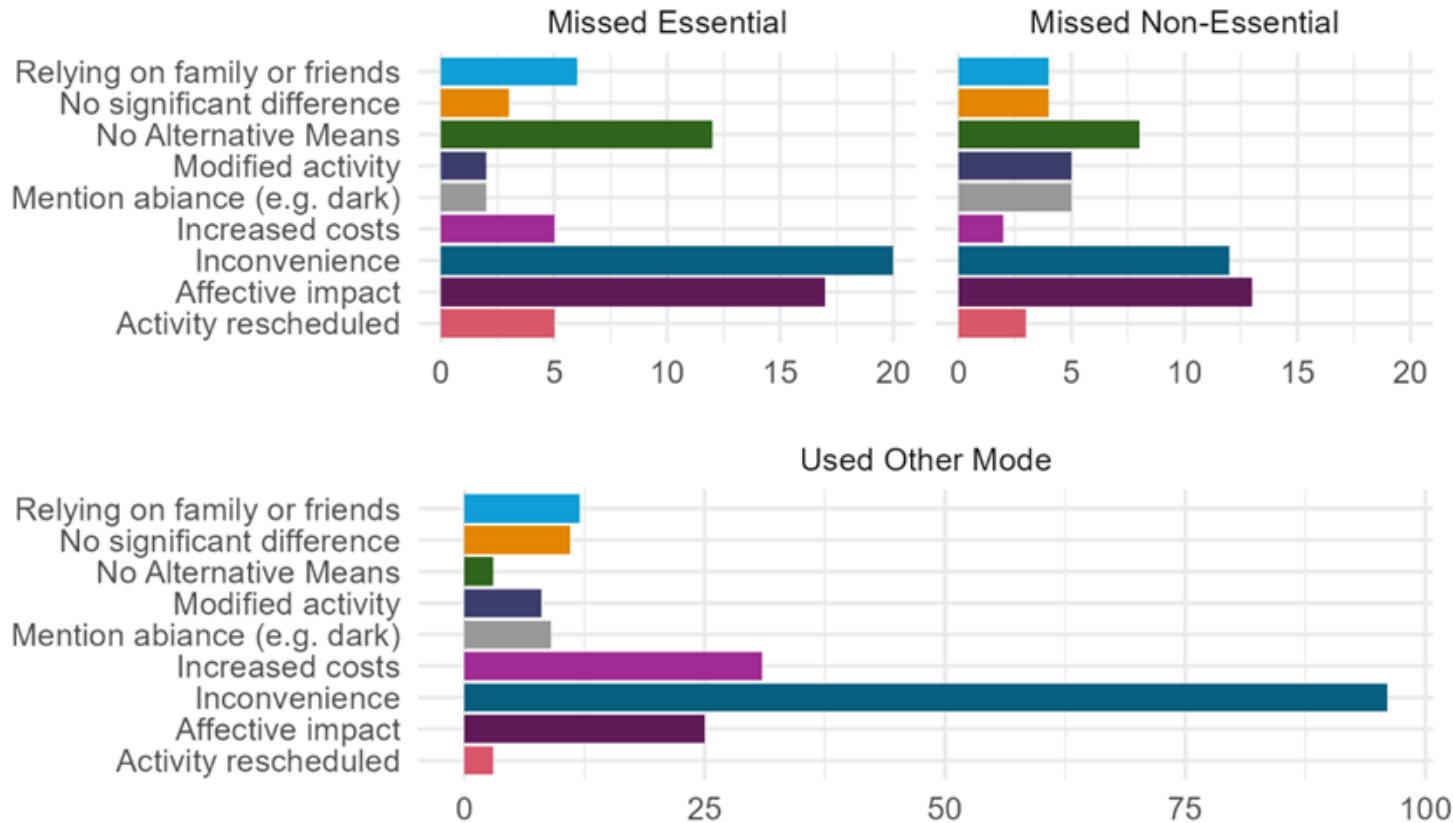
DRT enabled trips over last three months



- There is considerable reliance on the DRT schemes in the survey areas. Of 7,802 reported trips, almost 65% (5,037) were for activities which respondents categorised as not possible to undertake without the DRT service.
- This proportion was highest for Gloucestershire at 89% of journeys and lowest for Essex at 48%.



Difference made if could not have used DRT



“The Robin is my lifeline. Without it I wouldn’t be able to get to work, I wouldn’t be able to do my shopping. [...] An absolute essential for me as I’m completely isolated without transport. I don’t know what I would do if the Robin service was to stop!”

- DRT users were asked what they would have done if DRT service was not available for their more recent journey. 49% responded that they would have used another mode of transport, 18% said they would have missed a non-essential activity and 32% said they would have missed an essential activity like a doctor’s appointment.
- Inconvenience was often mentioned both by users who could have used another mode and users who would have missed their activity. Another important theme was ‘affective impact’ which meant they mentioned an emotional state in their response (e.g. stress or loneliness). This made up a greater proportion of the themes in those who missed their activities.