

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.



Rural Benefits

Though our rural places face many challenges, their benefits to the nation are unmatched, and deserve the investment to allow them to thrive:

Energy and Climate Resilience

Supporting offshore, coastal and renewable energy generation and flood protection and resilience to our homes, industries and nature, rural areas are pivotal to the climate crisis.

Health and Environmental Net Gain

Rural areas will be central to the drive for landscape level changes to protect and secure major environmental benefits but the new green economy supports this change need better connectivity to reap the wider benefits.

in rural areas but nearly a quarter in more remote rural locations.

Wellbeing

Rural places provided solace during the pandemic, with their wellbeing benefits sought by many. Around 9 out of 10 people surveyed in the People and Nature Survey for England agreed that natural spaces are good for their mental health and wellbeing. However, people need easy and affordable access to these areas to gain their benefits.



An estimated 3,000 rural buses lost or reduced in the last 10 years.³

| NEED TO WORK TOWARDS | WHO SHOULD LEAD |
|--|--|
| <ul style="list-style-type: none"> Local issues are appropriately identified within emerging Local Transport Plans Local authorities to pilot on rural mobility bundles | <ul style="list-style-type: none"> Central Government to provide guidance on national plans for rural places and allow for rural mobility pilot funding opportunities Sub-National Transport Bodies (STBs) to provide a regional voice for wider planning and delivery of transport in their areas Local authorities to embed rural in their mobility and cross-sectoral policy |
| <ul style="list-style-type: none"> Local authorities to ensure the scope of funding to include social and community facilities (GP surgeries, schools, shops, community centres) Local authorities to fund on-site mobility infrastructure (Electric Vehicle infrastructure), to improve rural accessibility | <ul style="list-style-type: none"> Central Government to deliver on commitments and drive cross-sectoral policy and funding supported by STBs and local government |
| <ul style="list-style-type: none"> Local authorities to secure multi-year funding settlements to provide more certainty in planning and delivery of rural mobility Local authorities to secure funding controls to give greater cross sectoral use of budgets | <ul style="list-style-type: none"> Central Government to deliver a new approach to bidding and appraisal, and providing longer term rural funding certainty |
| <ul style="list-style-type: none"> Local authorities to ensure cross-sectoral engagement and operate on the delivery of rural mobility | <ul style="list-style-type: none"> STBs and local government leading cross-sectoral co-operation with the Department for Transport, Department for Education, Department for Levelling Up, Housing and Communities and the Department of Health and Social Care. |
| <ul style="list-style-type: none"> Local authorities to ensure funding to support the development of community-led rural service delivery | <ul style="list-style-type: none"> STBs to provide support guidance to community organisations to take some leadership on rural mobility. |
| <ul style="list-style-type: none"> Local authorities to ensure cross-sectoral policy and planning to support 30 minute rural communities. | <ul style="list-style-type: none"> Co-operation between public, private and third sector / community organisations. STBs and Local Authorities to adopt the concept into policy and guidance. |

emissions from transport reach between 1,500 ktCO2 in rural local authority. This is significantly higher than the UK local authority average of 26.3 ktCO2.⁴

priority-and-regional-carbon-dioxide-emissions-and-regional-carbon-dioxide





SOUTH WEST RURAL MOBILITY STRATEGY

March 2022



Settlements to support local services where people need them to strengthen communities, economies and reduce number and length of journeys.

Integration of activity and mobility, including rural hubs, should be central to our future rural mobility system bringing together better interchange with local community and commercial activity

Adapting the 15-minute city concept, networks of settlements should work together, sharing facilities, services and resources to form 30-minute rural communities, supported by improved intra-rural connectivity.

Decarbonised, active, publicly-available and shared transport should be central to improving rural mobility, increasing choice and affordability and providing alternatives to single occupancy private car journeys.



Strengthening larger rural settlements should provide better drivers of socially, environmentally and economically sustainable development through greater investment.

When needs cannot be met locally within rural areas, there should be better strategic connections to larger urban centres by inter-urban bus, coach and rail. These should be connected to local areas by active and shared modes.

Operationally and financially sustainable delivery should be supported through cross-sectoral partnership and

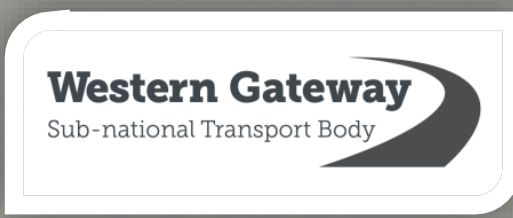
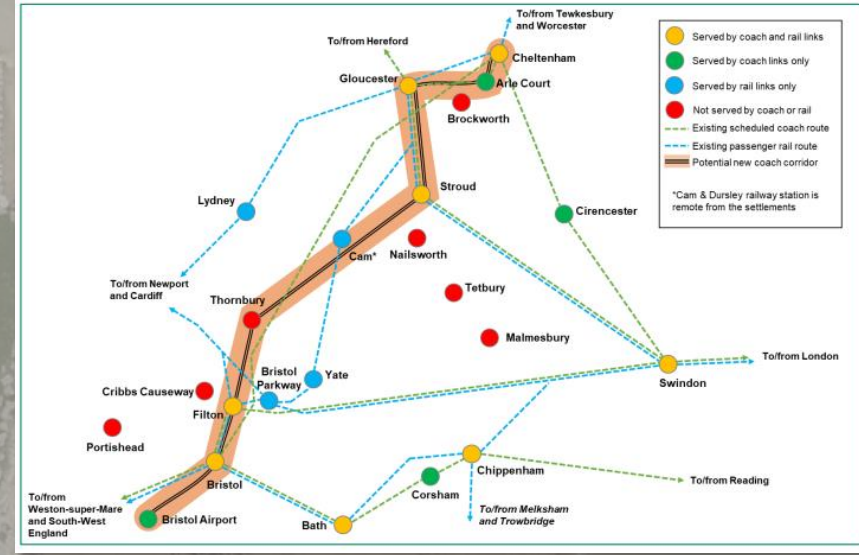
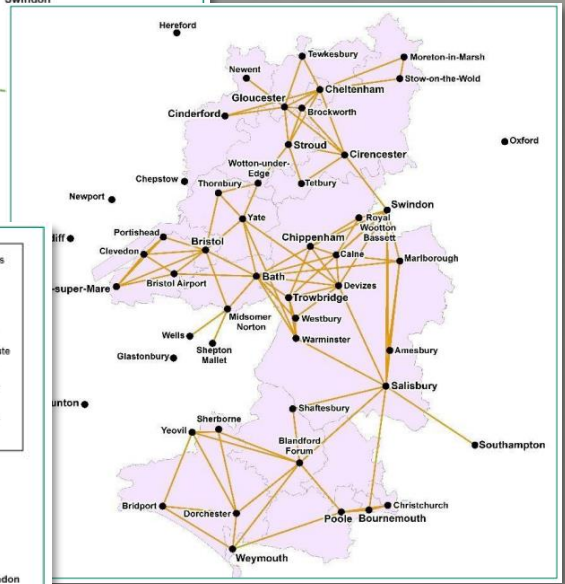
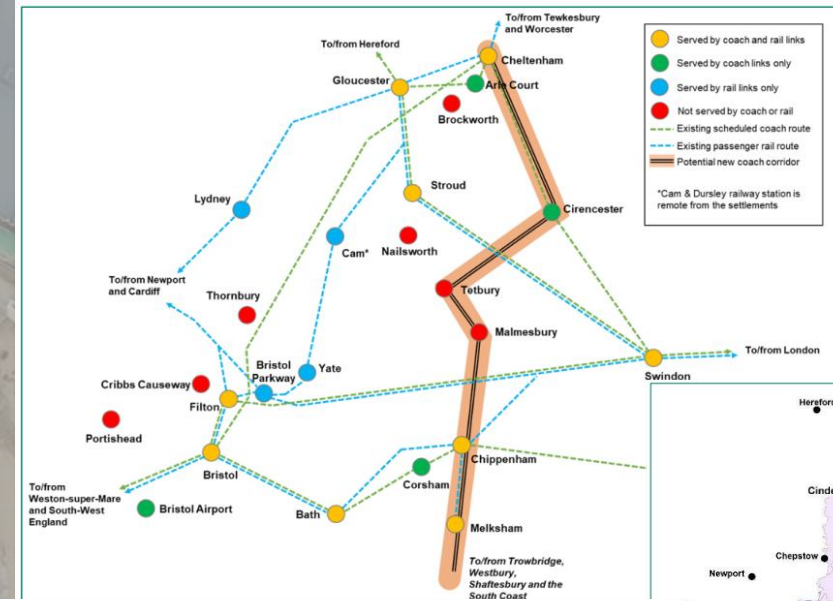
Increasing resilience of mobility networks including generation and



Western Gateway Coach Strategy (Draft)

Western Gateway Sub National Transport Body

March 2023





Mobility Hubs Business Case Guidance

England's Economic Heartland



What are mobility hubs?

Mobility hub projects are increasingly being promoted in the UK to help provide solutions to some of our most challenging transport issues.

"Mobility hubs are highly visible, safe, and accessible spaces where public, shared and active travel modes are co-located alongside improvements to the public realm, along with community facilities where relevant. The redesign and reallocation of space away from the private car enhances the experience for travellers and creates a more pleasant environment for everyone" (Source: CoMoUK).

Role of the business case

Mobility hubs are a modular concept bringing together, or aggregating, a range of components, specific to each location. The combination of components should support the following elements:

- Given the decision to implement a mobility hub, or network of them, will impact a large of people and most likely require public funding support, the business case needs to demonstrate that the proposed intervention:
 - is consistent with relevant strategies and policies
 - will be effective and efficient
 - will achieve 'Value for Money'
 - is viable, affordable and deliverable
 - has been developed through a proper process
 - meets local context and stakeholder needs



Choice of sustainable modes
Including with public transport, shared mobility, such as car clubs, e-bikes or e-scooters, and cycle parking provision



Visibility and accessibility
Hubs need to be part of a recognisable network with clear signage and branding, disabled access and active travel routes



Ease of switching between modes
Both in terms of physicality and digital linking the use of the different modes



Safety
The design and facilities should ensure traveller safety is a key factor by ensuring areas are well lit and covered by surveillance



Practical facilities
Good design will consider what non-transport practical additions can be included, such as shelter, toilets, Wi-Fi, parcel lockers and freight consolidation



Visual, social and community appeal
Enhance the area visually through green infrastructure, and provide a contribution to the social and community fabric.

This document focuses on the approaches to be taken for the strategic, economic, and financial cases, as CoMoUK guidance should be used to inform the commercial and management cases.



Challenges of t

While the business case approach provides a fit established transport projects. Furthermore, it is like funding package from multiple funders and low

INCREASED ECONOMIC GROWTH

- Improved journey time certainty
- Improved economic activity

IMPROVED HEALTH AND SOCIAL WELLBEING

- Improved access to local services
- Improved user safety/security
- Improved travel experience
- More active travel

NET ZERO

- Modal shift
- More travel options

ENHANCED NATURAL AND BUILT ENVIRONMENT

- Local air quality, noise and CO2 emissions reductions
- Improved visual amenities

Assessment of user needs based on local priorities, places and activities

- Car clubs
- Public art
- Hubs and role (improved parking)
- Roo and role (shop off and pick up)
- Smart lock with locking
- Real-time info and departure boards
- Public realm/improvements
- Community seating
- Post box

Assessment of existing provision on site

- Gaps in mobility, community and commercial functions

CO-MOUK Success Factors

- Choice of sustainable modes
- Visibility and accessibility
- Ease of switching between modes
- Safety
- Practical facilities
- Visual, social and community appeal

Meeting objectives

Affordability/ funding

Deliverability (interdependencies, risks, infrastructure limitations, community acceptability)

Challenges

Less established methods exist for the quantification of benefits likely to be associated with the introduction of mobility hubs, e.g., service reliability, new trip opportunities and trip chaining benefits.

There is growing, but limited evidence of the value placed by users on the experiential benefits that mobility hubs can provide, e.g., trip certainty, user experience, travel behaviour change.

Conventionally, the greatest contributor to monetised benefits is journey time savings, which are unlikely to represent the core benefits for most mobility hubs.

Consideration of the cumulative effect of bringing together multiple components that reinforce behaviour and user take-up, both at a single site and with a network of mobility hubs.



Rural Mobility Centre of Excellence

Energising rural and coastal communities is a core priority for our regional Transport Strategy.

[Rural Mobility Dashboard](#)

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

The rural mobility Centre of Excellence focuses on understanding the challenges and opportunities for transport in rural communities. It works with partners and stakeholders to identify practical ways of achieving better rural transport across the region.

The work of the Centre of Excellence will progress the 'Energising rural and coastal communities' pathway in our [Transport Strategy](#)

To start with Transport East will establish a task force, complete a comprehensive review of existing good practice and research about rural transport, and undertake research to baseline the rural transport needs of the region.

The Centre of Excellence will then identify new opportunities for improving rural transport in the East for development with partners.

Transport East is also the [lead Sub-national Transport Body for rural mobility](#). In this role we draw together the other STBs to share knowledge and insight to improve rural transport across the regions.

Rural Mobility Survey Analysis Report February 2023

Compendium of Practice in Rural Mobility

James Gleave and Jenny Milne

May 2023





The Future of Rural Mobility

Bringing communities closer to the services, amenities and transport connectivity they need to succeed.

MC | Midlands Connect
Transport | Investment | Growth

February 2022



MC | Midlands Connect
Transport | Investment | Growth

Rural Mobility Toolkit

MC | Midlands Connect
Transport | Investment | Growth

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.



Transport for the North
@Transport4North

Providing real alternatives to private #car travel is key to us realising the vision for #rural mobility across the North. This includes:

- ✓ Integrated #publictransport networks
- ✓ Community car clubs
- ✓ Greater digital #connectivity

Read more: transportfornorth.com/blogs/a-place-...



Rural residents
make approximately

88%

more longer-distance trips
(trips over 50 miles)
than the Northern average.



TRANSPORT FOR THE
NORTH



South East
Future
Mobility
Forum

Future
Mobility
Strategy

Future
Mobility
Working
Groups

Rural
Accessibility

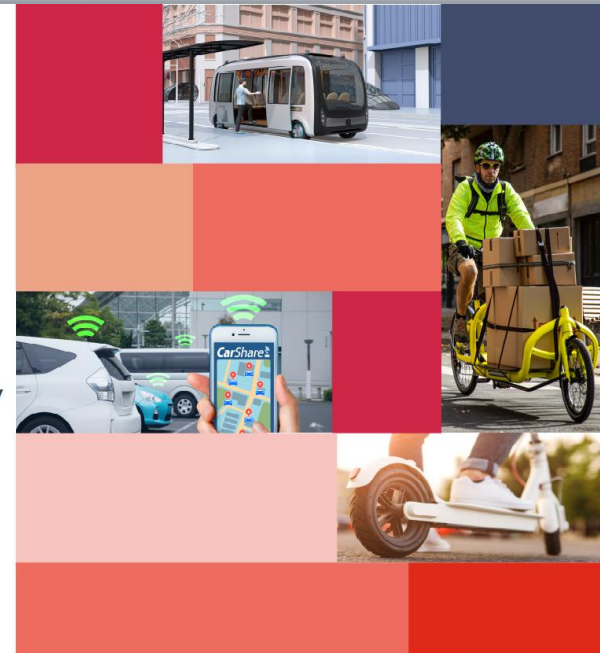
Piloting in
the South
East

TRANSPORT FOR THE
South East

Future mobility strategy

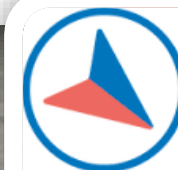
Transport for the South East

Date: July 2021



Future mobility strategy:
strategic plan

Transport for the South East



TRANSPORT FOR THE
South East