



East Suffolk
Community
Partnerships
Bringing ideas to life

East Suffolk Community Partnerships Board - Transport and Travel Task Group

East Suffolk Travel and Transport Improvement Programme

**Use it or lose it? Ideas for improving and
sustaining rural transport in East Suffolk**

Agenda

Topic	Lead	Time
Introduction - An update on East Suffolk Community Partnerships Transport and Travel Programme	Cllr Norman Brooks (Chair of the transport group)	5 mins
The Regional Transport Context and an Update on the Rural Mobility Hub	Sharon Payne (Regional Rural Transport Lead, Transport East)	10 mins
Rural Transport Workshop: Use it or lose it? Ideas for improving and sustaining rural transport in East Suffolk	Jack Raven (Programme Manager)	35 mins
Feedback, Next Steps and Close	Jack Raven & Norman Brooks	10 mins



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Introduction and Update

**Cllr Norman Brooks (Chair of the Transport Group) –
East Suffolk County Council**

TRANSPORTEAST



ESC Forum March 2023

Who are Transport East?

Context

Sub-national Transport Body for Norfolk, Suffolk, Essex, Thurrock and Southend:

Five transport authorities

24 district authorities

Local Economic Partnerships and Chambers of Commerce

National Highways, Network Rail and Department for Transport

Our role:

- ✓ Single Voice for transport
- ✓ Transport strategy and priorities
- ✓ Accelerate and improve delivery
- ✓ Maximise capability in Local Transport Authorities

Sub-national Transport Bodies in England



Vision and Priorities

“A thriving Eastern region with safe, efficient and net-zero transport networks advancing a future of inclusive and sustainable growth for decades to come.”



Strategic Priorities

Decarbonisation to net zero

Connecting our growing towns and cities

Energising coastal and rural communities

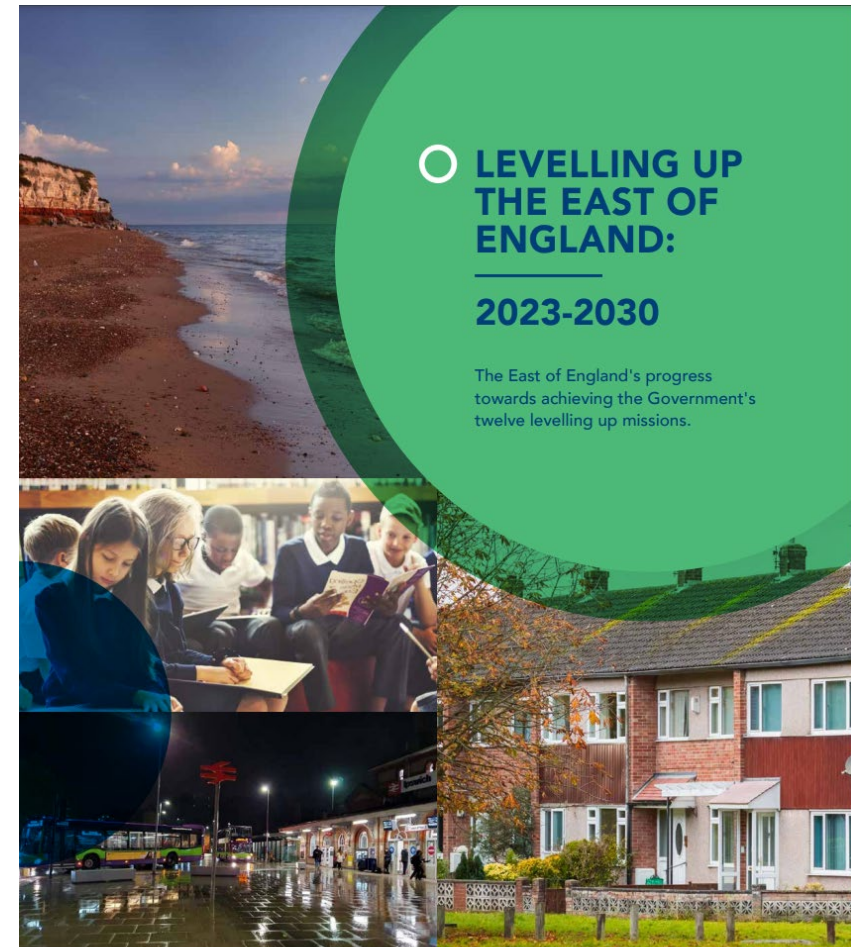
Unlocking our international gateways

Challenges for the East

The Levelling Up White Paper stated that *“By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing.”*

The main recommendations made in the response from the East were:

- More equitable bus funding
- More control over transport funding for local councils
- Government commitment to overdue rail projects including Ely and Haughley junctions



○ LEVELLING UP THE EAST OF ENGLAND: 2023-2030

The East of England's progress towards achieving the Government's twelve levelling up missions.







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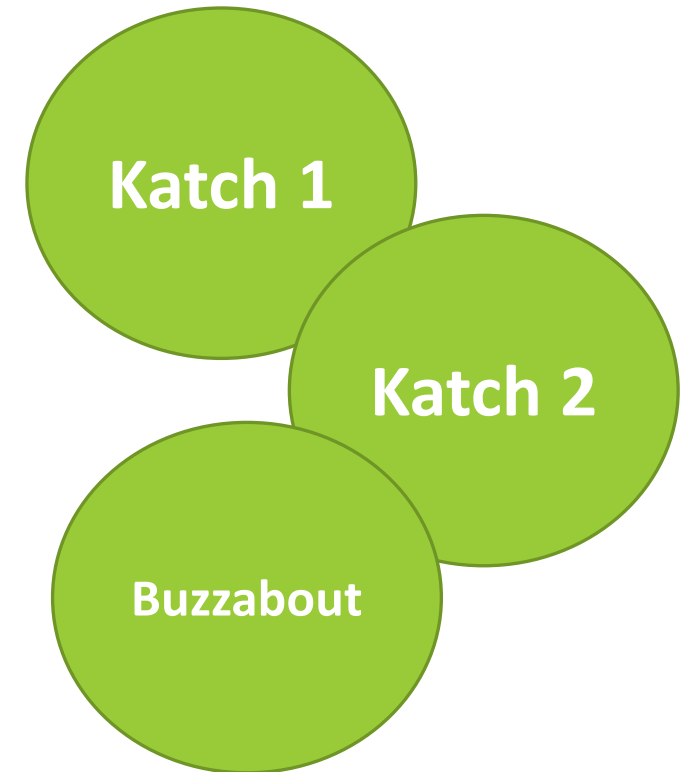
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Rural Transport Workshop: Use it or lose it?

Jack Raven – Project Analyst – Sizewell C

East Suffolk Priorities

- Access to transport remains a priority to tackle:
 - Tackle isolation and loneliness
 - Transport and travel
 - Mental Health and Wellbeing
 - Covid impact
 - Inequalities - focus on financial equality
- How can we create sustainable outcomes against these priorities?
- “Sustainability” doesn’t need to be defined by finances alone.

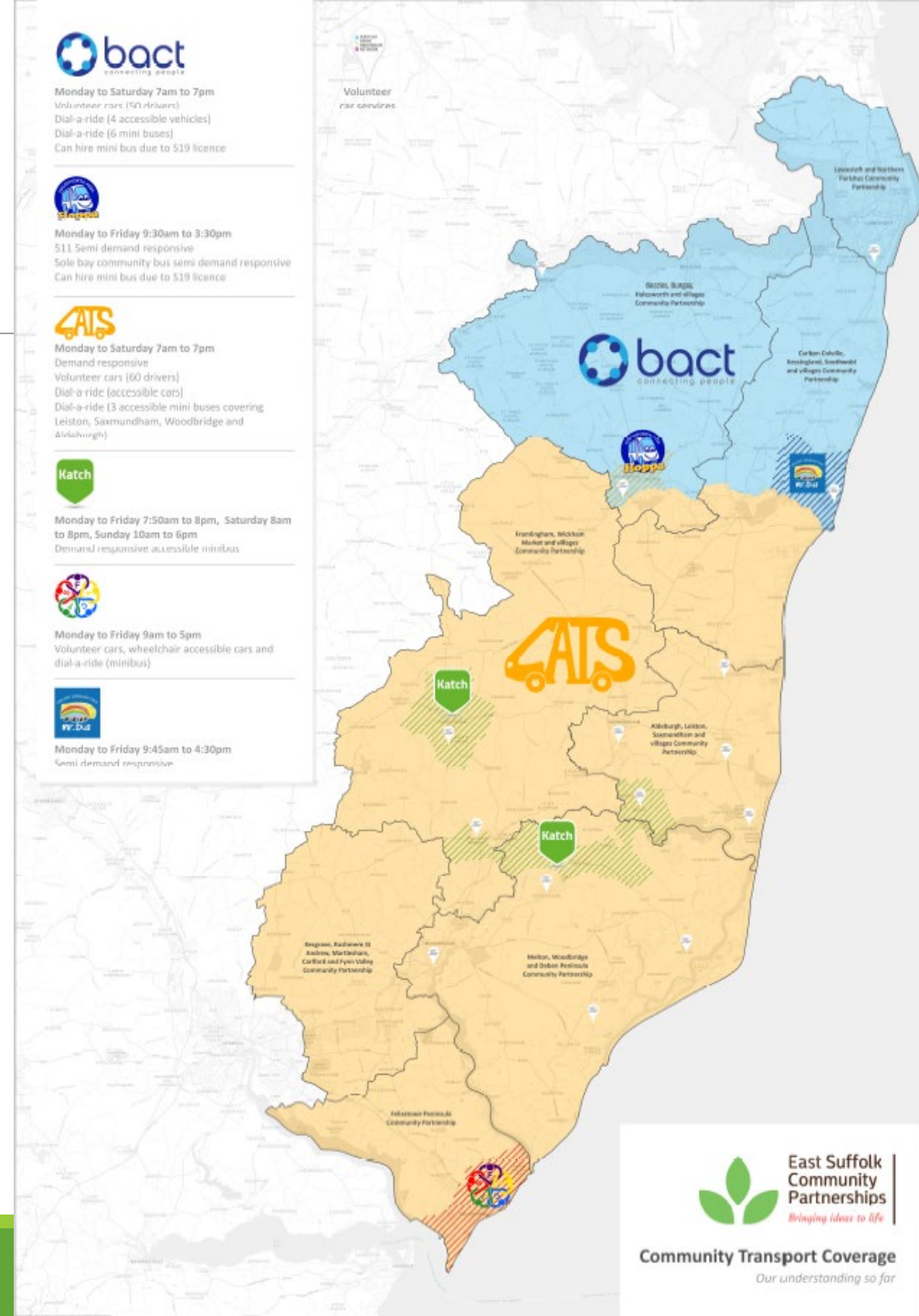


Rural Transport Context

- Commercial Transport Providers are finding it difficult to make a business case in more rural areas
- Community Transport providers fill the gap, and are a great example of communities working together to solve problems, but are generally not-for-profit organisations reliant on grant funding
- Community Transport Projects can act flexibly to meet the demands of the community (rather than change “happening to” to a community)
- Communities can take some ownership of the services they need and help make them a success
- Example: Asset based approach- Community define the need, VCSE sector supports delivery.

Community Transport - Shaped by Communities

- Rural transport can become more self-sustaining with greater passenger numbers, but will likely always require some external funding.
- Community Transport providers have a limited budget for marketing/innovation. They need to community support to extend their reach.
- The value of a community transport service is often greater than the £s generated by fares:
 - Social benefits
 - Access to education
 - Access to employment



Example: Buzzabout

- The Buzzabout service was established in response to community feedback
- Question: Would an additional transport service in your area be of use to you?

Location	Survey (% Yes)	% of total passengers
Somerleyton	72% (25 responses)	0%
Gunton	87.5% (8 responses)	42%

- What has lead to the success in Gunton compared to Somerleyton?

Workshop Questions

1. Examples of good community owned projects. What is it that makes them “work”? What is the role of individuals and organisations that make them a success?
2. For new projects/pilots (e.g. a new bus service), how can we target different audiences and appeal to as broad a range of potential users as possible?
3. We need to measure the success of a community transport service, beyond £s. What is important to you and how can it be measured?

1
Project name
Why it works

2 How can the
community help
make a project
successful?

3 Success Factor
How to measure
it



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Feedback



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Next Steps and Close

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Thank You