



# South West Rural Mobility Strategy

**Piloting Liveable Rural Communities in the  
South West**

**A prospectus for a programme of rural  
mobility pilot projects**

Peninsula Transport and Western Gateway  
Sub-national Transport Bodies



# FOREWORD

In developing our South West Rural Mobility Strategy, and through our work and engagement since, Peninsula Transport and Western Gateway Sub-national Transport Bodies (STBs) have identified a compelling case for a programme of rural mobility pilot projects to be delivered in the region. Furthermore, through this prospectus, we are together committing initial funding of up to £100,000 (£50,000 each) to support the first projects of what we hope will be a longer term programme with possibility of more funding in future financial years.

Our rural communities, and the mobility system they rely on, face long-term and critical grand challenges that significantly affect the sustainability of those communities and the economies they support. These challenges range from making rural transport operationally sustainable in the long term, meeting Net Zero in rural areas and making rural mobility more equal, through to the challenges of making rural mobility more affordable for users, meeting more community needs locally and making tourism-related mobility more sustainable.

These challenges are not currently being met by the existing rural mobility system. Our programme of pilot projects could help to unlock the solutions to making rural communities more liveable for people who live in and visit our countryside and coastal places. Our ambition is to deliver a programme of varied rural mobility pilot projects, which focus on these challenges.

We have engaged with stakeholders and local people, and asked for suggestions for rural mobility projects that fit with the scope we have developed. This engagement has shaped our thinking and supported this prospectus.

We are committing to provide initial funding support to potential lead organisations to develop and deliver pilot projects. However, we are also now calling for partnerships and additional funding to support the delivery of a wider programme of rural mobility pilot projects that can deliver real and lasting change for our countryside and coastal areas.



**Councillor Mark Coker**  
Chair of Peninsula Transport  
Sub-national Transport Body



**Councillor Manda Rigby**  
Chair of Western Gateway  
Sub-national Transport Body

# OUR OFFER

## To summarise our proposal outlined in this prospectus:

- We are calling for partners across the South West and beyond to work with us to shape, fund and deliver a programme of rural mobility pilot projects.
- Together, we are committing an initial £100,000 to this programme (to be awarded to pilot projects in Quarter 4 of the 2024/25 financial year), with potentially more to follow in future years.
- We are seeking to award funding to pilot projects that explore new approaches to improving rural mobility by addressing at least one of six Grand Challenges described in prospectus.
- Initially, we are looking to award funding to two or three organisations in the South West across the Peninsula Transport and Western Gateway areas.
- Funding will be aimed at either developing business/funding cases for future pilots, or to directly contribute to delivery of pilots where those are already well developed. Examples of pilot concepts are provided within this prospectus.
- To apply for funding, organisations need to submit a completed application form (which accompanies this prospectus) **by 23:59hrs on 8th December 2024.**



# INTRODUCTION

## Delivering rural mobility pilots in the South West

The South West Rural Mobility Strategy sets out a vision for the future of transport in the countryside and coastal areas of our region. In support of that vision, the need to find better solutions to many of the challenges rural transport faces is vital. Peninsula Transport and Western Gateway Sub-national Transport Bodies (STB) are therefore committing up to £100,000 to support the early development and delivery of pilot projects in the region.

Significant work is being undertaken across the UK to find solutions to rural transport issues and the South West is playing its part. We have developed a scope of 10 potential pilot project concepts we will support; outline summaries of these pilot projects are presented in this prospectus and more details are provided in the technical annex. In response, we are looking for lead organisations to develop project propositions based around those concepts and submit their plans to us. We will then allocate funding based on the robustness of the proposals and which propositions best fit our scope, are most innovative and could deliver the most learning. We are looking to fund at least two pilot projects, one in each of the two STB areas. The STBs will also consider proposals that may run across all or part of both STB areas. An application form for funding pilot propositions accompanies this prospectus.

## The Sub-national Transport Bodies in the South West

The South West Rural Mobility Strategy was published by Peninsula Transport and Western Gateway, which are the STBs for the South West of England. The STBs are strategic bodies, funded by the Department for Transport, bringing together local authorities and key stakeholders to identify and address the transport and infrastructure needs of their regions to boost economic growth and support their communities. These two STBs

cover the entire South West region from Gloucestershire in the north, Wiltshire and Bournemouth, Christchurch & Poole in the east to Somerset, Devon and Cornwall in the west, alongside the West of England Combined Authority Area, Torbay and Plymouth.

The STBs have taken a lead on developing rural mobility policy for the region through the development of the strategy and are now collaborating with stakeholders to take important steps to delivering change for our countryside and coastal communities.

## This prospectus

The document presents a prospectus for the programme of rural mobility pilot projects, setting out our suggested proposals, how they will be taken forward, confirming what funding is presently available and making the case for further funding. We also set out how partners and stakeholders can become involved.

## Following this introduction, this prospectus:

- Provides a summary of the rural mobility strategy, introduces the ‘Liveable Rural Communities’ concept and discusses our people and place-led approach
- Identifies our six ‘Grand Challenges’ for rural mobility
- Sets out our vision for a programme of pilot projects and define their scope, considering how they could deliver change.
- Provides examples of pilots that could be delivered
- Sets out the route map to developing and delivering the programme and consider the need for partnering and additional funding to deliver the pilot projects

This prospectus is accompanied by a Technical Annex which provides more detail of the key content to be used as supplementary information to steer the development of pilot propositions.

# SOUTH WEST RURAL MOBILITY STRATEGY

Our rural mobility strategy is a single unified report setting out a vision for rural mobility across the combined Peninsula Transport and Western Gateway areas: the South West of England. While unified, the strategy recognises the differences between the two areas, both geographically and economically.

The strategy focuses on countryside and coastal places away from major urban areas. This includes markets towns, villages, hamlets and outlying areas; these can be inland, on the coast, on estuaries and or the region's islands. We also considered the different people within our rural communities in the South West, understanding their diverse needs and experiences of rural life, mobility and accessibility.

The strategy identifies the key challenges faced by rural areas but also the major benefits that they provide, locally, regionally and nationally. This has been supported by an extensive evidence base and engagement with a range of stakeholders and representative groups of residents and organisations.

We considered the major economic, social, environmental and technological drivers of change in rural areas and developed a set of potential scenarios to consider how rural areas may develop in the future, both positively and negatively.

The strategy set out a vision for rural mobility with an accompanying set of supporting objectives and identified a framework for what sustainable rural mobility could look like in the future.

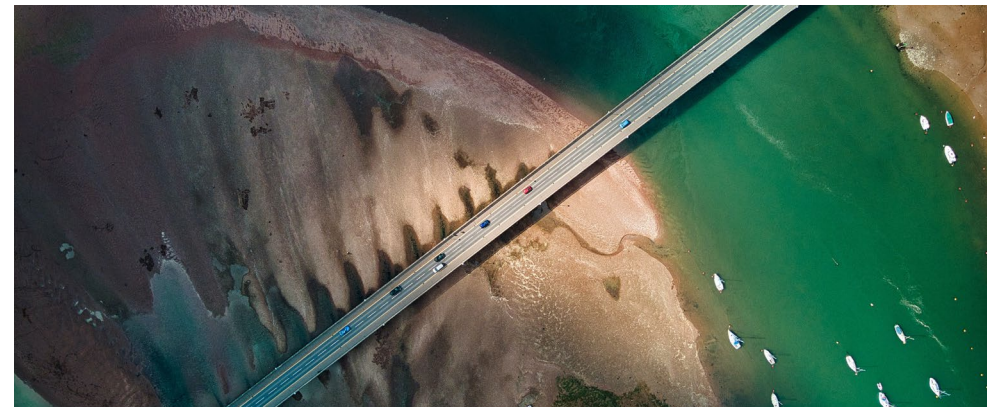
The strategy concluded with suggestions for a programme of rural mobility pilot projects to support the delivery of the rural mobility framework. Running a programme of rural mobility pilots is the next logical step onwards from our strategy.

## Piloting rural mobility

Across the UK, including in the South West, new and innovative rural mobility solutions are already being delivered by local authorities, companies and communities, including through pilot projects. However, more pilots are necessary:

- While many innovative solutions are being delivered in urban areas, many remain untested in rural conditions or for specific rural use cases
- As a consequence, and even where solutions have been assessed, many have yet to find delivery models that will be sustainable in the long term
- Urban and rural places are very different and it is imperative that we find solutions that meet the specific needs of rural communities, by taking a people and place-centric approach to developing proposals

Furthermore, to date pilot projects have often focused on single technology solutions to transport problems. Instead, we propose a programme of pilot projects that will not focus on single solutions but on bundles of potential solutions that working together with the existing mobility network to provide stronger support to communities than single solutions alone.



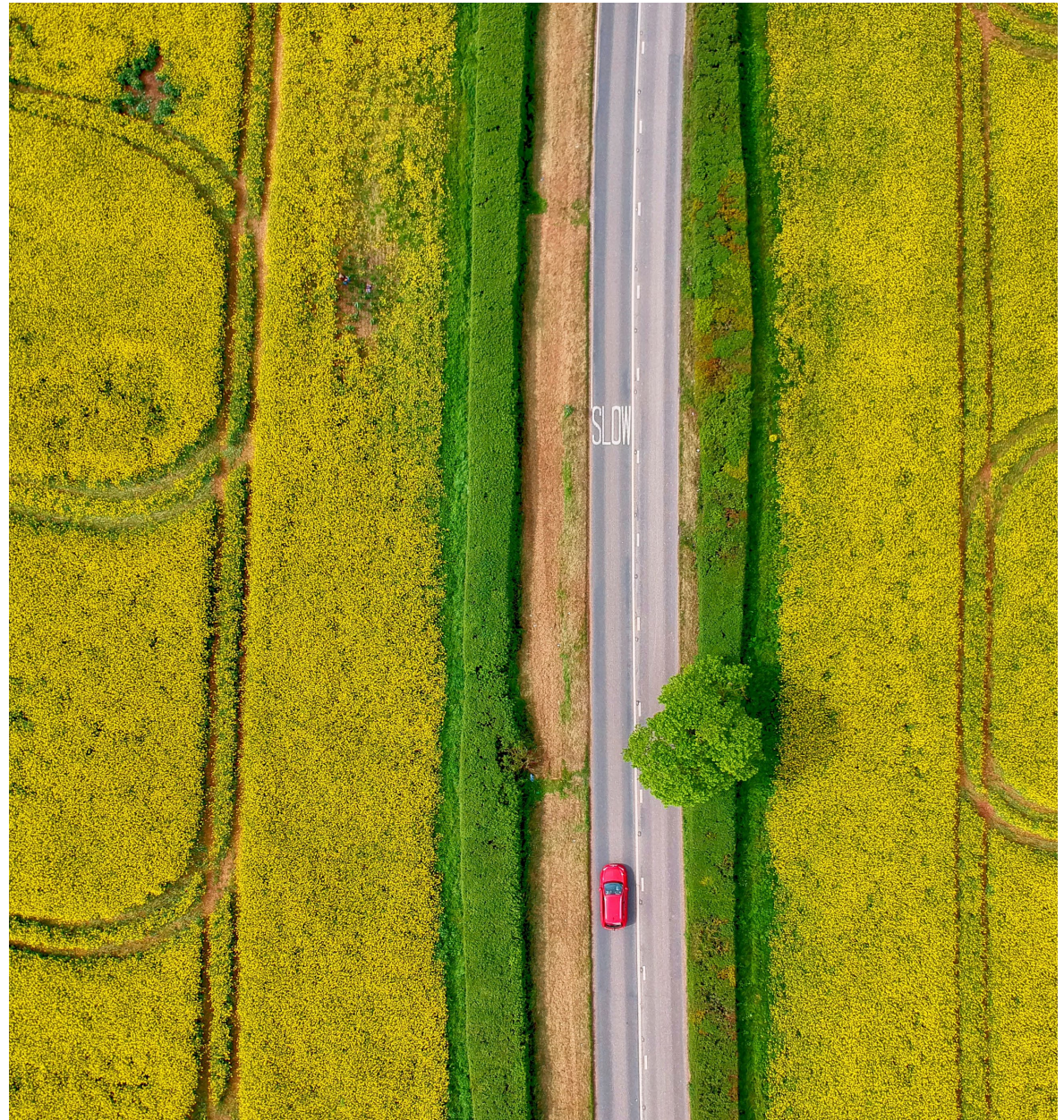
# WHY THE PILOTING IN SOUTH WEST?

The region has already played host to rural mobility pilot projects, and continues to do so. As part of our work to develop this prospectus, stakeholders across the region have expressed a keen interest in finding new rural solutions through piloting by submitting initial suggestions for pilot propositions.

The work to develop our strategy highlighted strongly that the rural South West is a diverse area and home to a considerable range of types of countryside and coastal place. The region has rural areas located alongside major urban centres while also being home to some of the most remote locations in the England. We also have both inland rural areas and coastal communities including those made less connected due to their proximity to estuaries; we also have island communities at the far end of long transport corridors.

The South West is one of the most visited areas in the UK, especially for a predominantly rural area. This places particular pressures on the rural mobility system, most markedly during the peak summer months. The challenges of tourist travel in rural areas need specific solutions, tailored to the local tourism market.

Overall, there is a significant capability and appetite in the South West to deliver further rural mobility pilot projects and the diversity of places and markets in which to run them and evaluate a multitude of rural use cases.



# LIVEABLE RURAL COMMUNITIES

## Making our rural areas more liveable

Since we published our strategy, change has continued in rural mobility thinking and delivery. In October 2023, the Department for Transport published its report on the future of rural mobility, titled Future of Transport: helping local authorities to unlock the benefits of technology and innovation in rural transport. This important report set out the Department's view on the technologies and innovations emerging within the transport sector and how they might support rural areas. The report included a refreshed set of key principles for delivering the future of transport, which will be applied to the pilots in the South West.

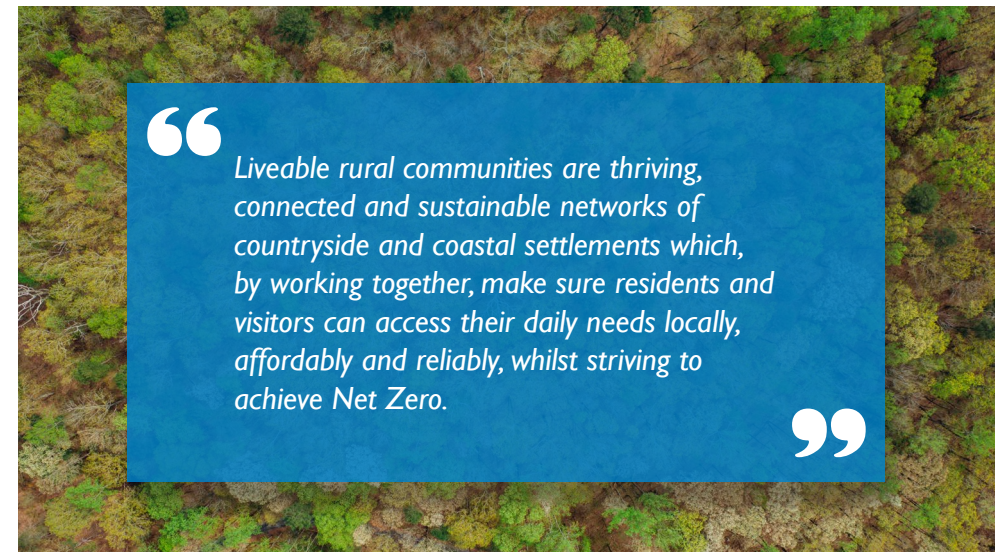
Furthermore, following the general election in July 2024, the new government has started to define its policies for transport, setting out five 'missions' and refining the Department for Transport's objectives. Our approach to rural mobility aligns with emerging government policy and will be live to change as the new approach evolves.

Across the UK, rural mobility has continued to develop through a range of completed and ongoing trials as well as longer-term delivery. Cornwall Council has taken an ambitious approach to supporting its bus network, providing higher levels of public funding which has seen dramatic increases in passenger numbers compared to elsewhere in the country, helping to reverse declines exacerbated by the COVID-19 pandemic. The Isles of Scilly hosted a trial by The Royal Mail to test drone parcel delivery which became the first company to deliver mail to a UK island by autonomous flight. Also on the islands, the Isles of Scilly Community Venture

operates projects such as the Community Energy Network, electric vehicle charging and car sharing. The West of England Combined Authority is delivering a number of integrated pilot projects through its major Future Transport Zone (FTZ) programme including Mobility-as-a-Service, mobility hubs, demand responsive transport and urban freight. While the FTZ is predominantly urban in nature, it may present opportunities to deliver benefits to the surrounding rural communities.

However, outside of the FTZ, much delivery, including pilots, focuses on individual projects covering single forms of transport. Furthermore, much of the work can be very much siloed within transport, which risks missing wider opportunities to collaborate with partners to secure benefits beyond.

To steer our proposed programme of pilots to be more ambitious, inclusive, cross-sectoral and collaborative, we have adopted the concept of "liveable rural communities" as the central focus. In doing so, we propose the following definition:



“Liveable rural communities are thriving, connected and sustainable networks of countryside and coastal settlements which, by working together, make sure residents and visitors can access their daily needs locally, affordably and reliably, whilst striving to achieve Net Zero.”

This definition encapsulates all elements of the rural mobility framework promoted in our strategy and as such, in relation to the pilots, the liveable rural communities approach supports:



Enabling improved access for residents and visitors to their daily needs locally, within rural areas, both physically and digitally



Providing local hubs of activity bringing together mobility with wider activities



Supporting networks of communities working together to share resources and services



Focusing on decarbonised, active, publicly-available and shared transport



Promoting the sharing and electrifying of cars and vans



Strengthening larger rural settlements as the drivers of sustainable rural development



Improving intra-rural and strategic connectivity in rural areas



Increasing the affordability of rural mobility for users



Increasing the reliability and resilience of rural mobility



Delivery through cross-sectoral partnerships and funding



Facilitating visitors to travel by sustainable modes of transport while supporting the wider rural mobility network.

By using the liveable rural communities concept we propose to not only consider how to improve the sustainability of transport services but to also widen the scope of the pilot programme and projects to consider solutions and innovations beyond transport. We want to understand if there are other ways of providing rural communities with access to their daily needs that don't always require longer journeys to larger towns and cities. In addition, we want the pilot projects to consider not just one single solution but a bundle of solutions, to evaluate whether they can provide more comprehensive packages of support for communities that can be more sustainable and self-supporting in the longer term.

### People and place-centric approach

The liveable rural communities concept has the people and places of the rural South West at its heart. Rural mobility must be shaped around the needs of rural communities and places. We need to move beyond 'rural-proofing' our policies and proposals, and, instead, develop solutions that are specific to our countryside and coasts.

We expect all pilot projects, whether led by community organisations, local authorities or businesses, to put the people and places they serve at the centre of their propositions. More detail on this analysis is provided in the Technical Annex.



# RURAL MOBILITY GRAND CHALLENGES

Rural areas face a complex web of interlinked issues while at the same time providing considerable benefits to the wider region and the country as a whole. Our countryside and coastal communities in the South West are home to 33% of the region's population, they provide wonderful places to live and are areas of valuable cultural heritage as well as breathtaking landscapes and rich natural environments.

Furthermore, in striving to overcome some of the critical threats we all face such as climate change, eco-system breakdown and food security, our countryside and coastal areas will have vital roles to play locally, regionally and nationally.

The weaknesses we find in rural mobility in the South West, and elsewhere, are hindering realisation of the benefits and opportunities that countryside and coastal areas can deliver.

To define the key areas for action, we have set out below six Grand Challenges for rural mobility. These are the major problems we have found through all our work, analysis and engagement, which, if resolved, could transform rural mobility and the communities and economies it supports.

## Our six Grand Challenges for rural mobility are:



### 1. How can rural transport be made more operationally sustainable in the long term?

With fewer people, longer travel distances, high operational costs and constrained public sector funding, how can we make sure rural transport can be secured for the future?



### 2. How can the Net Zero challenge be met in rural areas?

Rural areas will play a key role in combating climate change and meeting Net Zero but they face particular challenges in decarbonising mobility.



### 3. How can rural mobility be more equitable for residents and visitors?

Some people living within and visiting rural areas face particular mobility challenges including women, the ageing, the young and those living with disabilities but at present insufficient thought is given to their needs.



### 4. How can accessing daily needs be made more affordable for residents and visitors?

Rural residents spend a higher proportion of their income on transport compared to their urban counterparts and are therefore more likely to be living with fuel or transport poverty.



### 5. How can the needs of rural communities be met more locally?

Rural areas have seen a continuing decline in local services meaning that residents and visitors must travel longer distances to gain access to their everyday needs, leading to higher costs, increasing isolation and reducing opportunities.



### 6. How can tourism-related mobility become more sustainable?

Like many rural areas, tourism is vital to the South West economy but it also generates significant transport issues, particularly during the seasonal visitor peaks.

# PILOT PROGRAMME VISION AND SCOPE

The pilot programme will be steered by the overall vision and objectives for the South West Rural Mobility Strategy as well as the supporting rural mobility framework it presents. However, our programme needs to be focused on the particular challenges we have identified and finding diverse ways of meeting them. We have therefore developed a specific vision and set of objectives for the programme.

## Our vision for the programme of pilot projects is:

*Delivering liveable rural communities through the effective use of a programme of pilot projects in South West England*

The development and delivery of a programme of pilot projects will be aimed at overcoming the six Grand Challenges and testing different approaches to resolving them, meeting the needs of residents and visitors, and to make rural areas more liveable.

Our ultimate ambition is for an ongoing pilot programme in areas across the South West and potentially with delivery elsewhere across other STB areas.

## The objectives for our pilot programme are:

- Deliver an innovative and varied programme of pilot projects which consider the six grand challenges, different geographies, different combinations of solutions and different partnerships.
- Deliver a programme of pilots which develop and test new and innovative commercially, financially and operationally sustainable models for the delivery of mobility for rural areas.

- Engage communities and stakeholders in developing and running pilot projects and delivering the right local solutions.
- Provide best practice for the delivery of rural mobility, in collaboration with the public, private and third sectors.
- Undertake robust monitoring and evaluation of the pilot projects, understanding what impacts and benefits have been generated and why, and disseminate findings widely.

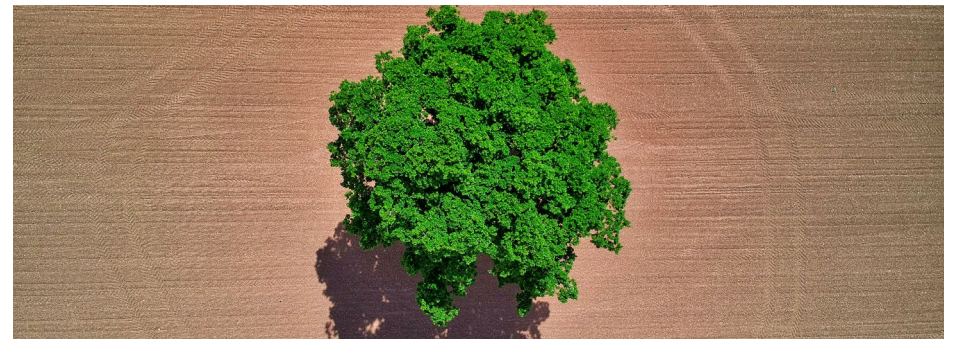
In developing pilot propositions, we expect pilot leads and partners to form their own visions and supporting objectives based on those for the programme as a whole.

## Pilot Programme Scope

Within the scope of the pilot programme, each project should consider:

**Liveable rural communities:** All pilot projects should be founded on the principle of delivering more liveable rural communities and supporting the wider aims of the South West Rural Mobility Strategy.

**The six Grand Challenges:** Each pilot must consider how it helps to answer the grand challenges identified and, as a minimum, all pilots must consider operational sustainability of rural mobility.



**Users and activities:** Pilot projects should be based on the consideration of the needs of users and the challenges they face. Pilots projects could support communities as a whole or focus on the specific needs of particular groups, such as tourists or people with disabilities or mobility impairments.

**Geography:** The pilot programme aims to consider a range of rural place types including variations of settlement size, remote and less remote locations, coastal or inland locations, rural locations in close proximity to major urban centres and locations outside or within national parks or national landscapes. Pilot projects should consider the relevance of geographical factors to the identification of optimum interventions for their chosen area.

**Administrative boundaries:** Where relevant to the specific location, pilot projects should consider how mobility in rural areas is affected by administrative boundaries and may benefit from operating across those boundaries.

**Interventions:** All pilot projects should propose the delivery of bundles of interventions to evaluate how they can work together and improve rural mobility further than a single intervention. These should be grounded in evidence of what type of interventions work well together and/or in specific areas, without duplicating pilot projects that have already been well evaluated in similar contexts.

**Approach to specification:** Pilot projects should consider different approaches to specifying their delivery; on the basis of either outputs or outcomes.

**Forms of transport:** There should be a general presumption in pilot propositions towards a focus on decarbonised, active, publicly-available and shared forms of transport, and local journeys.

**Carbon management:** Pilot proposals should consider the 'Avoid, Shift, Improve' approach to decarbonising mobility and consider how carbon can be reduced through each stage of the pilot process.

**Delivery lead:** Pilot propositions should consider who they should be led by across the public, private and third sectors.

**Partnering:** Any pilot would be expected to include partnerships across sectors both within and outside of transport – the scale of these partnerships will vary on the specific proposals for each pilot. Pilot projects will also be expected to co-operate with other projects across the South West, and beyond.

**Timescales:** The pilot projects should aim for a minimum of 12-months of steady state operation. Where funding allows, up to three years of operation may be considered.

**Funding:** The STBs are committing to providing £100,000 of funding (£50,000 each) in the 2024-25 Financial to develop pilots, with the potential for more in future financial years. This funding can be used to either develop business/funding cases for future pilots, or to directly contribute to delivery of pilots where those proposals are already well developed.

It is expected that pilot propositions will include other sources of match funding and resources in addition to that provided by the STBs.

**Monitoring & Evaluation:** Pilot projects will be expected to undertake monitoring and evaluation and share learning and recommendations widely and rapidly. This may also support adaptation of proposals where initial interventions or services are unsuccessful or do not generate positive responses. A monitoring and evaluation framework for the programme as a whole is presented in the Technical Annex and this should be used as the starting point for individual projects.

# POTENTIAL PILOT PROJECTS

## Applying different solutions to rural challenges

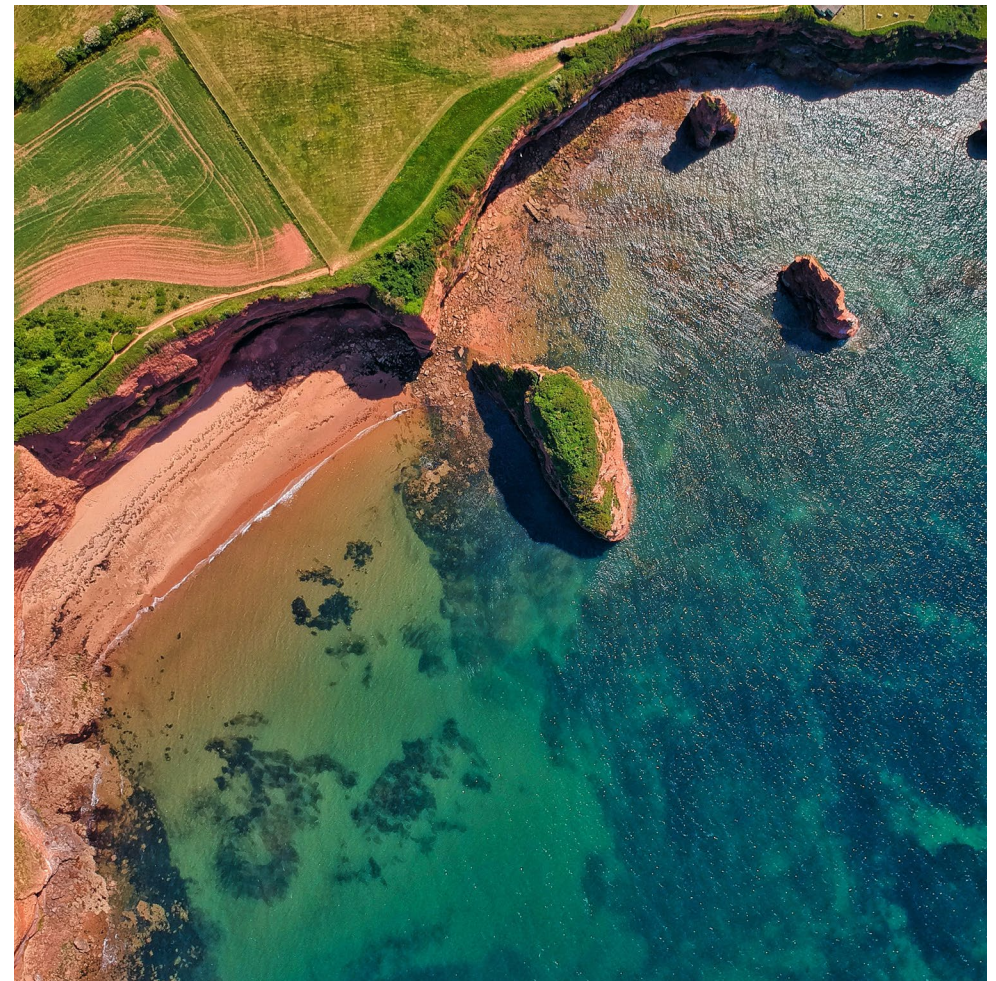
Significant investigation and analysis has been undertaken during the development of our strategy into the potential interventions which could form the basis of improved rural mobility. An extensive list of interventions was created based on research of pilots and delivery in the South West and elsewhere. The interventions in this list have been assessed for their broad feasibility, deliverability and their alignment with the vision and objectives of the strategy. We also assessed their applicability to diverse types of rural place and how they might form associated bundles of interventions.

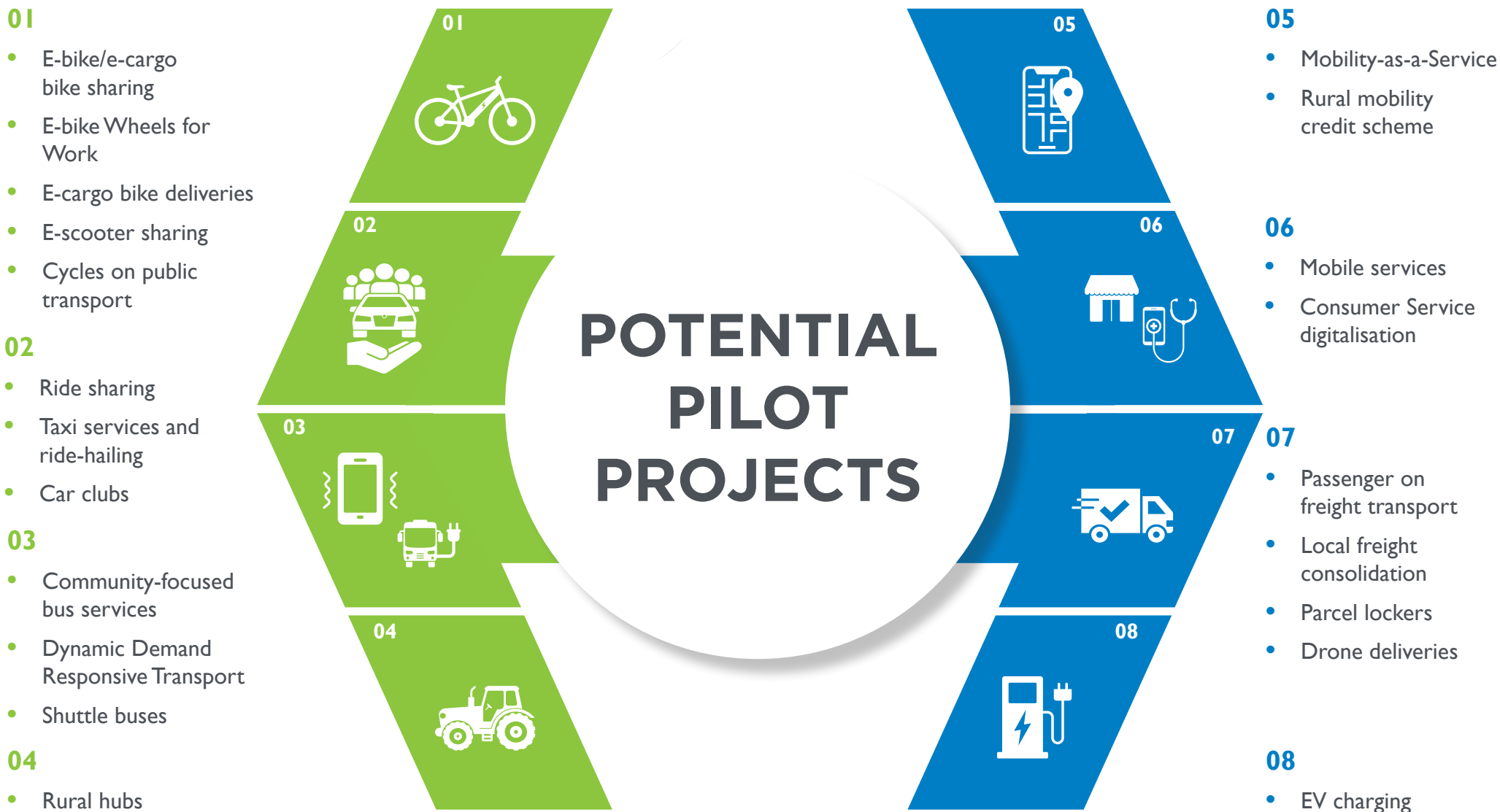
Our approach has allowed us to identify ten practical pilot concepts from a series of intervention bundles. These bundles were based on a defined scope to ensure the pilots can be relatively quick to deliver, meet the vision of the South West Rural Mobility Strategy and serve the needs of the people and places across the region.

With the funding currently available from the STBs, we realise that pilot projects will be relatively modest and they must also be relatively quick to deliver in terms of the interventions and the learning they could generate. The scope is therefore intended to encourage pilot proposals for new transport and complementary services and/or small-scale infrastructure that can be led by public, private or third-sector delivery models. However, with additional match funding and resources, the ambition of pilot projects can be greater. With the scale of funding that is only likely to come from central government and the private sector, the pilot projects could be even more ambitious and come together to form a Future Rural Mobility Zone.

The following provides a summary of the main interventions that could be considered as part of this programme of pilot projects.

Central to any pilot project will be its delivery model and many of the interventions below are capable of being delivered by differed types of organisation across the public, private and third sectors. In addition, our research shows that, depending on the delivery model, many of the interventions are potentially deliverable to serve the range of rural place types, from market town to small hamlets and outlying areas.



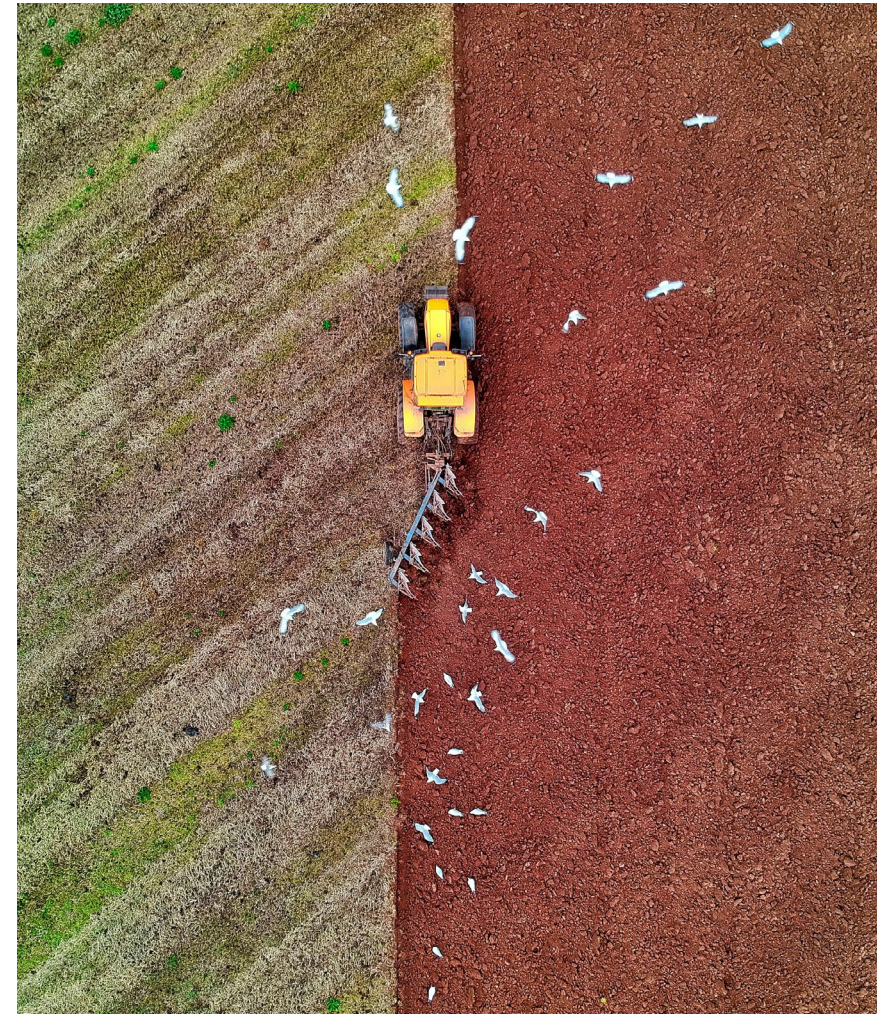


# PRELIMINARY CALL FOR PILOTS

This prospectus has been supported by a preliminary 'call for pilots' process in early 2024, which requested initial ideas of potential pilot projects that could be trialled in the region. In total, nine pilot proposals were submitted from various stakeholders across the South West.

- The use of a market town's railway station as a rural mobility hub and a gateway to major tourist attractions.
- The examination of the use of a large town as a transport hub.
- Improved real time information at bus stops in isolated rural areas.
- A community-led mobility hub in the heart of a rural coastal town, providing sustainable travel opportunities such as e-bike hire, bicycle parking, improved bus station facilities, EV car club and EV charging spaces.
- The development of a model to explore the trip trends and mobility needs of visitors to large rural trip attractors that are currently only accessible by private car or coach.
- A rural mobility credits scheme / scrappage scheme to attract those using a private car to forego its use and potential ownership of the vehicle.
- A cross-boundary Dynamic Demand Responsive Transport (DDRT) service to help 'plug the gaps' in the public transport network in rural areas.
- Improving rural mobility between rural areas and a conurbation through improved public transport frequency, transport hubs, sustainable travel alternatives at tourist and leisure attractions and a new travel portal.
- A bespoke App to provide instant access to travel services, local accommodation, facilities and services, tourist attractions and Parish Council websites / social media.

The nine pilot submissions have been used in the formulation of this prospectus including to inform a set of ten pilot concepts which can be used as practical examples of pilots that could be trialled in the South West and provide a guide to potential pilot projects that may be supported by the STBs.



## Pilot concepts

We have identified ten pilot concepts on the following pages to provide practical examples of pilots projects. The pilot concepts bring together in bundles different interventions, which could be piloted collectively, applicable to different types of rural places.

The concepts vary significantly in their focus and their ambition. With the funding currently available from the STBs, it is more likely that only some of the ten concepts, with match funding and resources, will be practical to deliver. However, with substantial additional funding, the ambition can be greater and more of the concepts will be achievable as practical pilot projects. Our intention is that the best pilots submitted through the Call for Pilots can be developed into full funding bids when appropriate opportunities arrive.

Each pilot concept has been developed based on the pilot scope presented earlier in this prospectus and it is hoped that they inspire pilot projects that will benefit a broad range of people living, working and visiting the South West.

A summary of the ten pilot concepts is provided below, whilst dashboards presenting how each concept aligns to the scope can be found in the appendices of the Technical Annex.





### Pilot Concept 1: Tourism Aggregator

The Tourism Aggregator pilot concept aims to facilitate car free tourism through the provision of an online service to bring together existing travel and tourism services in a single booking system.

#### Proposed Interventions:

- Car club hire
- E-bike hire
- Station transfers
- Tourist travel season tickets on public transport
- Discounted entry at tourist attractions
- Local retail services, including options to pre-book deliveries for arrival
- Pre-visit planning and booking system



### Pilot Concept 2: Tourism Links

A 'Tourism Links' pilot concept looks to consider how to connect communities and support the travel needs of tourists visiting the South West.

#### Proposed Interventions:

- Tourist Shuttle Bus
- Bike/E-Bike Sharing and hire
- Integrated multi-modal onward transport options from regional gateways
- Integrated Ticketing
- Real Time Passenger Information



### Pilot Concept 3: Accessibility for All

This community-led pilot concept aims to support those with long- or short-term disabilities, as well as those who struggle physically to access their daily needs, including employment, healthcare, education and leisure activities within rural and coastal places.

#### Proposed Interventions:

- Community volunteer car or bus services
- Community ride-sharing
- Community e-bike sharing including adapted cycles
- Combined community delivery and passenger services
- Localised marketing, promotion and customer support



### Pilot Concept 4: Rural Safety

This pilot concept aims to improve traveller safety for all users of the rural mobility network in the South West.

#### Proposed Interventions:

- Real time passenger information
- Wi-Fi hotspots
- Improved public transport infrastructure (i.e. lighting and natural surveillance)
- Secure cycle storage
- Extended core network hours for local bus services
- Contact customer help desk
- Marketing and promotion to tourists





### **Pilot Concept 5: Community-led Decarbonisation**

This pilot concept looks at interventions that could be run by the community to support journeys to employment, leisure, healthcare, education, retail, and other key services, supported by revenue from community energy generation.

#### **Proposed Interventions:**

- Community E-bike Sharing
- Peer to Peer EV Charging
- Community EV Car Club
- Community E-van Deliveries



### **Pilot Concept 7: Rural MaaS**

This pilot concept would look to build upon the experience of existing MaaS trials to support and enhance rural and coastal mobility networks.

#### **Proposed Interventions:**

- Digital systems (app and online) providing integrated planning, booking and payments for multiple transport modes (e.g. train, bus, demand responsive transport,
- Rural Mobility Credits



### **Pilot Concept 6: Rural active travel**

This pilot concept aims to encourage the uptake of active travel in rural and coastal places by providing the services and infrastructure to support intra-community journeys made by cycles.

#### **Proposed Interventions:**

- E-bike/e-cargo bike sharing
- Cycles on public transport
- Quiet lanes
- Wayfinding and route planning (physical and digital)
- Rural Hubs
- Cycle parking



### **Pilot Concept 8: Dynamic Demand Responsive Transport**

This pilot concept will look at trialling rural mobility interventions across rural and urban boundaries to support everyone within rural communities surrounding urban centres to 'plug the gaps' in public transport networks and support access to daily services.

#### **Proposed Interventions:**

- Digital Demand Responsive Transport
- Mobility Hubs
- Integrated ticketing and journey planning
- Marketing, promotion and customer support



### Pilot Concept 9: Rural Freight

This pilot concept focuses on the development of new solutions for freight and deliveries in rural areas alongside considering opportunities to merge them with passenger services.

#### Proposed Interventions:

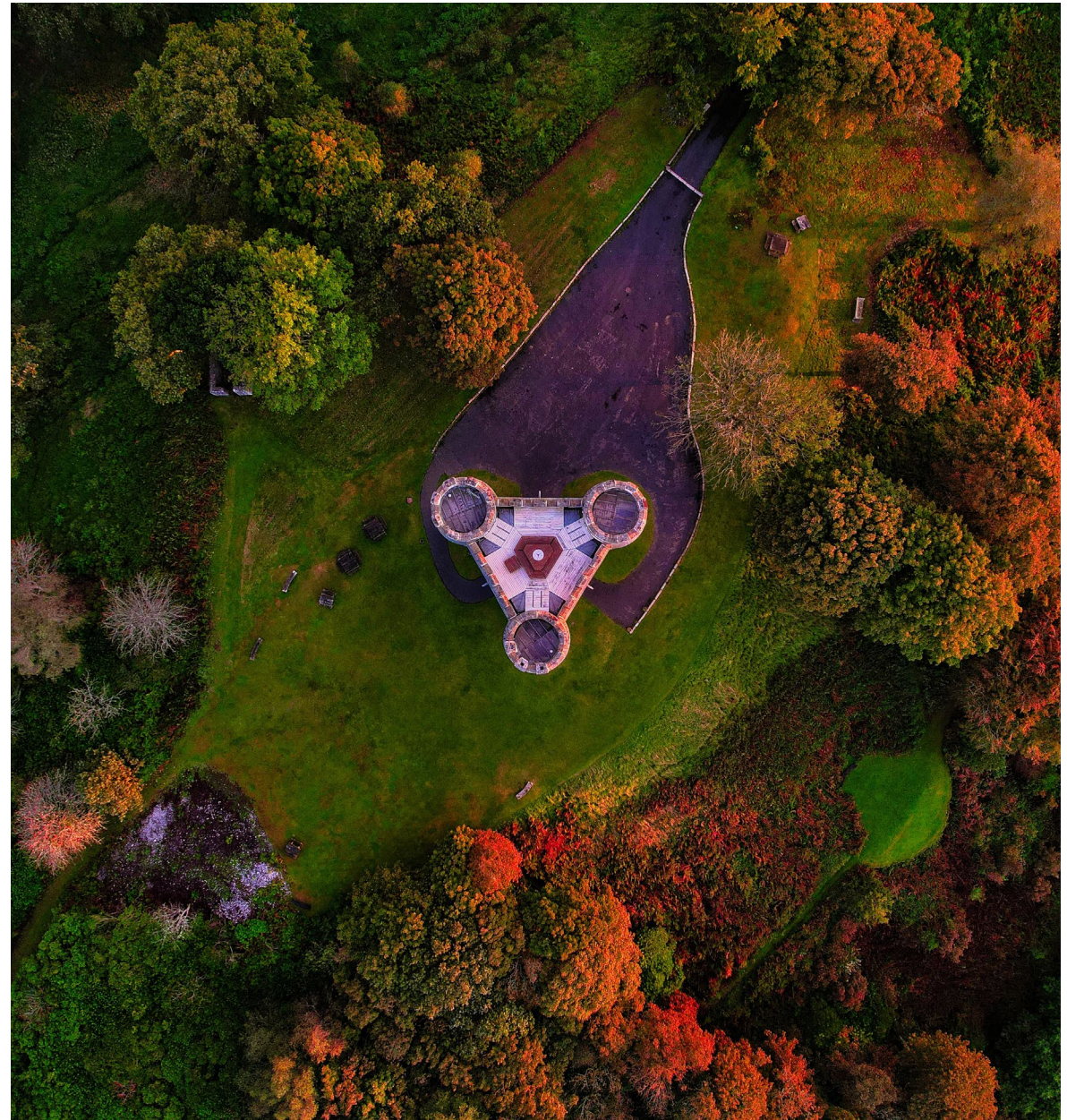
- Rural delivery consolidation
- Community delivery services
- Shared freight and passenger services
- Drone deliveries in remote areas



### Pilot Concept 10: Alternative service models

This pilot concept focuses on reducing the number and length of journeys by providing more services directly into rural areas, including through community and public sector provision including:

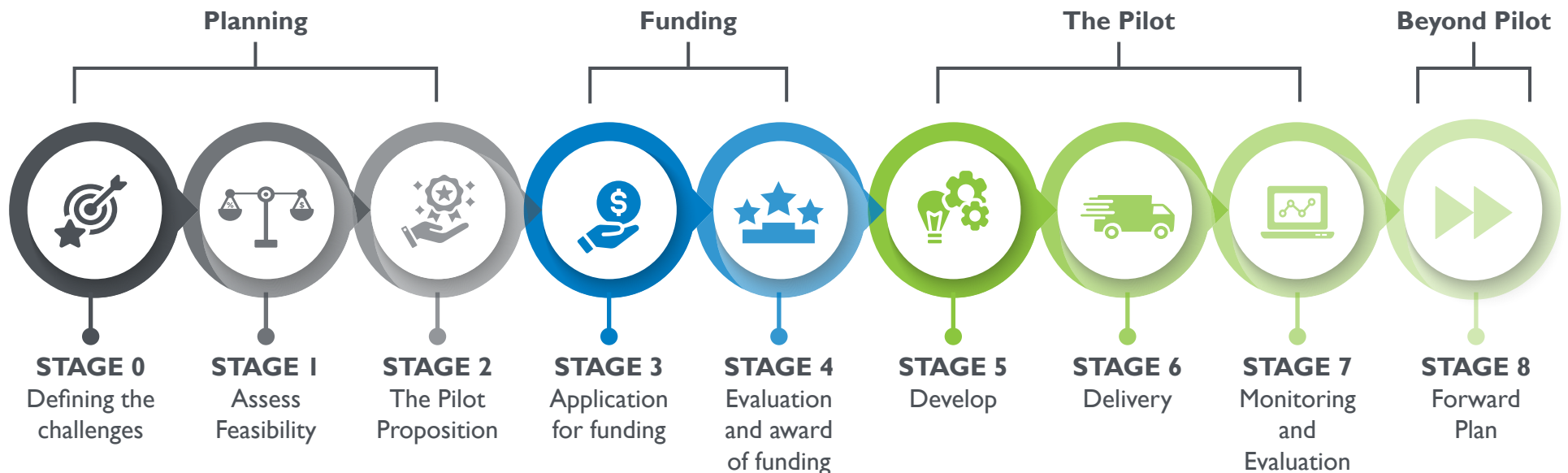
- Digital and telephone-based public sector services
- Mobile service provision
- Sharing and co-location of services at venues within rural communities



# PILOT ROUTE MAP

Outlined below is a route map for developing and delivering a pilot project within this programme and the following diagram provides an overview. This sets out the key steps in the process from initial definition of the challenges to be resolved to what happens beyond the pilots. More detail behind this summary is provided in the Technical Annex.

Whilst we propose to take a proportionate approach to applying the route map, we need to ensure that the pilot programme is based on robust understanding, analysis and planning to both ensure value for money and that pilot projects have the best possible opportunity to succeed.



**Stage 0** provides a definition of the need for a pilot by identifying a key problem or opportunity within rural mobility that currently does not have a sustainable solution. This issue, or issues, should be related to one or more of the six grand challenges and must consider operational sustainability of rural mobility.

**Stage 1** moves on to assess the initial feasibility of undertaking a pilot project through engaging with stakeholders, defining the geographic scope, defining the needs and challenges of the people affected, understanding current mobility in the area and the wider policy context, and considering learning from pilots that have similar focuses before. This engagement and analysis should enable the challenge to be further refined to provide a robust focus for a pilot project.

**Stage 2** takes the work further to develop a 'pilot proposition' which can be used as a basis for funding. A vision and objectives should be set for the project which will then steer the selection of solutions to be piloted. The approach to partnering, governance and project roles and responsibilities will need to be developed as well as the approach to project specification and appropriate delivery models.

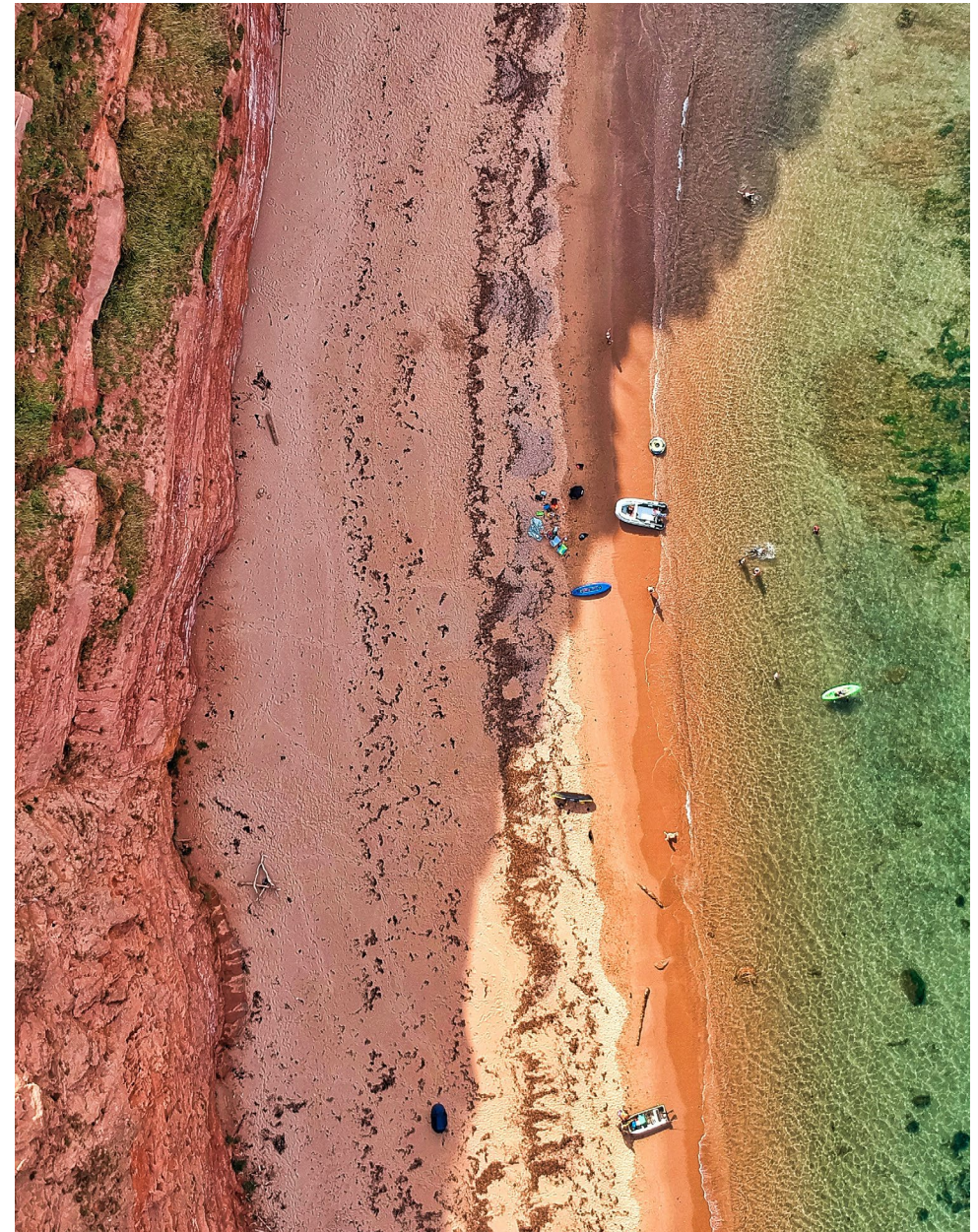
A detailed programme will be formulated and a plan for funding and resources, alongside a consideration of the potential costs and benefits of the project. Finally, the approach to monitoring and evaluation, proportionate to the scale of the project, will need to be defined.

The pilot proposition and analysis will support an application of funding to the STBs in **Stage 3**. The concluding section of this prospectus sets out the process to be taken, which is proportionate to the funding currently available from the STBs. Applications will, however, need to demonstrate that they have considered each step through stages 0, 1 and 2. In Stage 4, the STBs will, together, evaluate the applications and award funding.

Once funding has been awarded by the STBs, and other funding and resources secured, **Stage 5** will develop the pilot projects including more detailed option selection (where necessary), design, approvals, procurement and completing any statutory processes.

The launch and operation of the pilot projects is in **Stage 6** and this is central focus of the programme. We expect pilots to operate for a minimum of 12 months but this could expand to up to three years depending on the availability of additional funding. Running in parallel is **Stage 7**, the monitoring and evaluation of the projects. While much of the learning from the projects will be gained from their operation, this stage could also run in the development stage to ensure lessons are learned from how the pilots are planned and delivered. Dissemination of the learning is expected throughout Stage 7, not just at its end.

The final stage focuses on the plan beyond the pilot. **Stage 8** may begin before the conclusion of the operational part of the pilot project and involves setting the forward plan for continued operation, if the pilot has proved to be successful.



# PRELIMINARY CALL FOR PILOTS

In developing the South West Rural Mobility Strategy, Peninsula Transport and Western Gateway have set the policy framework around which transport in our countryside and coastal areas can develop. However, we need partners across the region to make our vision become reality. Testing and trialling the potential solutions to our six grand challenges, through pilot projects, is the key next step and we cannot do this alone.

Following the publication of this prospectus, we are now looking for partners to develop pilot propositions and submit applications to us for a share of the funding we are making available. We are also looking to our partners to secure additional funding and resources to make our combined investment go further. We are open to accepting applications from different sectors including local authorities, other public sector organisations, businesses and charities or community organisations.

The funding available from Peninsula Transport and Western Gateway for the 2024-25 financial year is £100,000 and at least one pilot project will be funded in each of the two STB areas. Therefore, the maximum funding that can be sought from a single application is £50,000. More pilots may be funded if individual applications do not request the maximum and the STBs reserve the right to award lower levels of funding than applied for where there are multiple strong applications.

Alongside this prospectus is an application form and a technical annex which provides guidance on the issues to be considered and addressed when making applications for funding.

A single application should be made for each pilot proposition by a single lead organisation. Each application will need to be accompanied by letters of support from partners and confirmation of other funding and resources being used to deliver the pilots.

The STBs have allocated the funding for the pilots during the 2024-25 financial year although funding can be spent in the following year if necessary.

The pilot projects will be expected to operate independently of the STBs but a condition of the funding will be that the relevant STB sits on the pilot project board.

Where additional and more substantial funding can be secured by the STBs to support further and larger pilot projects, the requirements for funding applications may be proportionately greater to ensure information for decision-making commensurate with the scale of the funding available.

**The closing date for applications is 23:59hrs on 8th December 2024.**

Applications can be made through an online form on our website. Queries and supporting information should be sent to [westerngatewaystb@westofengland-ca.gov.uk](mailto:westerngatewaystb@westofengland-ca.gov.uk)

Please use this email address for applications in either the Western Gateway or Peninsula Transport areas. Please use this email address for both Western Gateway and Peninsula Transport.

Unsuccessful applications may be used to form the basis for a wider call for funding and will be held for reconsideration if further funding is secured.

The two STBs may take a slightly different approach to commissioning and further details of the grant awarding process will be issued by the respective STBs.



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