

Community Transport Association

5-year Strategic Direction and Priorities

2025-2030



community transport
association

CTA Strategic Priorities 2025-2030

Who we are and what we do

The Community Transport Association (CTA) is a UK member-led charity providing leadership, training, advice, and operational support to transport related charities, community groups and social enterprises in England, Scotland, Wales, and Northern Ireland. We support and advocate on behalf of our members so they can deliver innovative and flexible transport solutions to achieve social change and remove transport barriers facing their communities.

CTA promotes community transport sector excellence through training, resources, publications, advice, events, consultancy, and project support on voluntary, community, and accessible transport. We amplify the voice of community transport providers in building stronger, more inclusive, and sustainable communities through transportation, across the UK.

CTA Mission, Vision and Values

Mission

To lead a thriving and sustainable community transport movement in the UK.

Vision

Where everyone in their communities can access transport that meets their needs.

Values

Leadership: We provide leadership by acting as a unified voice for our members, representing their interests and concerns to government bodies, and offering resources and training. CTA fosters collaboration, promotes standards of excellence, and empower our members to champion transport solutions in their local communities.

Integrity: We are honest and transparent in our decision-making processes, and are accountable to our members, funders, and key stakeholders. CTA is committed to upholding the standard we set for the CT sector and continue to identify ways of improving our culture, operations, and services to better support the sector.

Equity: We actively promote an inclusive culture of equality, diversity and respect through advocacy, education, collaboration and other initiatives aimed at ensuring that transport services are accessible and fair for all members of the community.

Excellence: At CTA, we are committed to maintaining high standards in our service delivery and we advocate for members to champion these standards, including performance metrics, regular maintenance of vehicles, safety protocols for drivers, passengers and road users, and compliance with regulatory frameworks. In doing so, we recognise and celebrate the transformative power of working together to co-develop transport solutions.

Environmental sustainability: We will understand the environmental impacts of our work and that of our members and seek to minimise these for the long term good of the communities we serve.

CTA Strategic Pillars

Membership Services

As a member-led organisation, we operate with a strong focus on engaging and involving our member organisations and individuals in our decision-making processes and activities. In addition, we identify and seize opportunities to champion our members’ vital and essential work to strengthen the community transport sector.

Advice & Support

We provide comprehensive advice and guidance to people and organisations delivering community transport across the UK. Our advice & support team provides up-to-date information on regulations and policies, resources and toolkits, funding support, and best practices so that our members can thrive and serve their communities effectively.

Policy, Research & Campaigns

We contribute to the formation of public policy that affects our members and the CT sector and show how better outcomes can be achieved for people and communities with accessible and inclusive transport. We play a multifaceted role in influencing policy and research that impacts our members. By actively engaging with government bodies in England, Wales, Scotland and Northern Ireland, conducting research, and advocating for the interests of our members, CTA helps to shape policies and regulations that support community-focused transport services.

Training

We manage a national programme of quality-assured education and training for the CT sector. CTA offers training, workshops and webinars to help members enhance their skills and knowledge on transport services, regulatory frameworks, safety and customer service.

Purpose of CTA's strategic direction 2025-2030

In late 2022, the CTA launched a series of sector-wide consultations and mapping exercises across the UK to identify challenges, opportunities and shared goals. Now, in 2025, we are proud to announce our long-term goals, developed through an extensive planning process with CTA's board of trustees, staff, members, partners, stakeholders and potential collaborators.

CTA's strategic direction for 2025-2030 is rooted in our mission, vision and values, guiding our efforts in four key areas of focus, which we call CTA's 'pillars'. This strategy will shape our priorities over the next five years, empowering us to lead a thriving Community Transport sector and a passionate movement dedicated to ensuring everyone has access to transport that meets their needs.

By 2030, CTA aims to strengthen its role as the central resource and voice for those delivering and championing inclusive, accessible, affordable, and sustainable transport across the UK. Through strong membership engagement, support, training, and policy advocacy and campaigning, we will significantly contribute to the modernisation and growth of the Community Transport sector, improving access to health and social care, focusing on community solutions, community-led climate action, and delivering a fair deal for volunteers. By prioritising these areas, we aim to address the evolving transport needs of UK communities, enhance mobility and accessibility for marginalised groups, and work collaboratively to create a more inclusive, sustainable, and equitable transport system.

CTA's Strategic Priorities

Pillar	Priority	Objective
Membership services	Grow and strengthen CTA membership	Develop and continually improve CTA's membership offer, including the package of support CTA and commercial affiliates provide to our members, as well as facilitating peer support.
	Develop CTA's permit issuing process	Permits are key to the operation of the Community Transport sector. By ensuring our processes are more robust, and working with DFT and OTC, we will lead a stronger sector.
Advice and support	Enhance CTA's provision of advice and support	Continue to develop our provision of the UK's only specialist advice and support service to groups and organisations delivering community-led transport in the UK.
	Enrich CTA's provision of sector-leading resources	Using our extensive knowledge and expertise to ensure our website and resources are of the highest standard, providing the support and tools necessary for our members to thrive.
Policy, research, and campaigns	Amplify the sectors' voice and influence in the five areas of work identified by CTA's 2024 general election manifesto	Work with our members and other stakeholders to develop projects which contribute to the modernisation and growth of the sector, improve access to health and social care, focus on community solutions, accelerate community-led climate action, and delivering a fair deal for volunteers.
	Embed a programme of member-led work within each country of UK	Each country of the UK will have a dedicated workplan, aligned with the UK-wide topics areas, to deliver more detailed work in areas of identified need, and contribute to the first UK dataset.

Training	Be the primary source of training and best practice for the Community Transport sector in the UK	Lead a network of training delivery that is committed to excellence and that is 'by the sector, for the sector'.
	Become a national leader of best practice and training for accessible and inclusive transport in health and social care provision	Using our expertise, experience and knowledge to develop and deliver training packages for public and commercial transport providers on accessible and inclusive travel.