



The journey to net Zero...Finding alternatives to the car in rural Scotland.

Emma Burtles

Upper Tay Transport

Upper Tay Valley and surrounds





Rural area... Transport Poverty

- Low population
 - Upper Tay Valley – population around 4600
 - Rannoch and Tummel area – population around 700
- Limited bus services and poor links to trains and national bus services
- Active travel difficult due to longer distances and faster roads
- Scottish Index of Multiple Deprivation 2020 most access deprived community in Scotland
- **CARs DOMINATE**

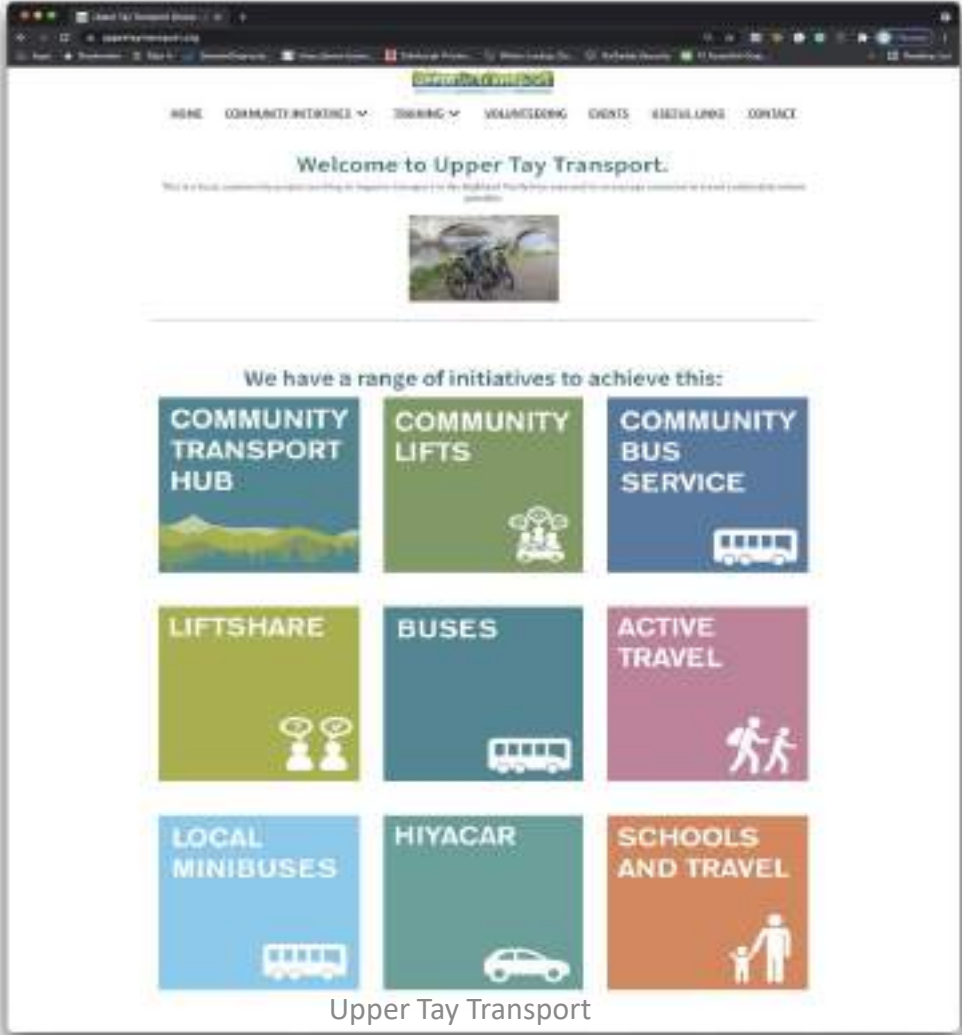


Upper Tay Transport

- Aims to provide more transport options for benefit of **COMMUNITY**
 - Enabling people to get where they need to go - work and study, appointments and engage in community activity
 - More affordable travel
 - Healthier community
 - Reducing isolations and inequalities
- Aims to provide more sustainable transport options, and to encourage and enable people to use them, for benefit of **ENVIRONMENT**
 - More alternatives to the car
 - Reducing numbers of cars on the road
 - Making better use of cars



More transport options...





1. Community Transport Hub





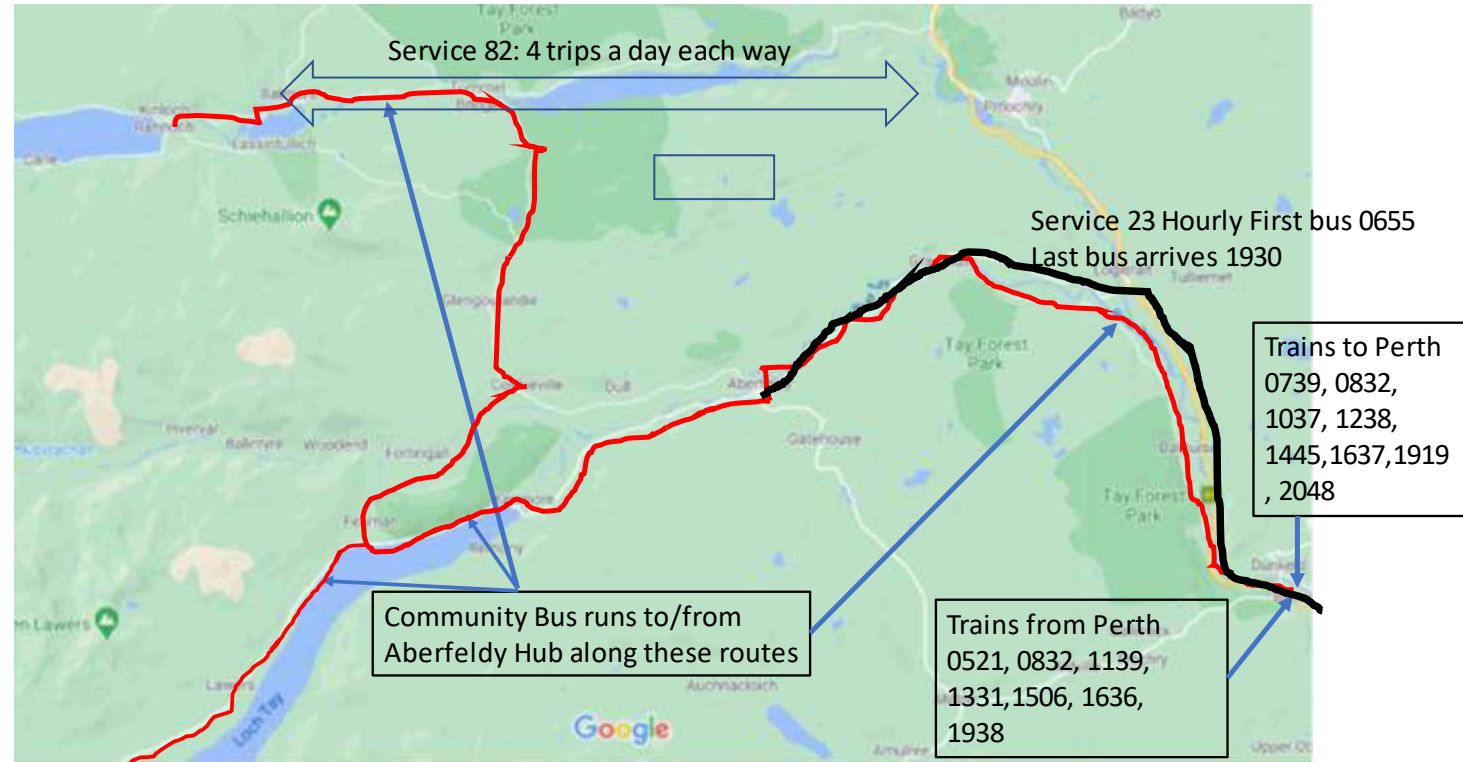
2. Community Lifts





3. Community Bus Service

Proposed Routes Twice weekly Link with Aberfeldy with communities along 3 routes





4. Lift Share



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5. Existing bus services

- Encouraging use of buses – campaigns, social media
- Working with Perth and Kinross Council and providers to increase volume of current services and avoid cuts
 - Funding from Smarter Choices to increase service provision on one service
- Working with Perth and Kinross Council, Stagecoach and other bus providers to improve
 - Connectivity
 - Accessibility
 - Service provision
 - Cleanliness



6. Active travel programme



- WALKING AND CYCLING GROUPS
- GUIDED CYCLING GROUPS
- BIKES LOAN SCHEME
- GET YOUR BIKE FIXED LOCALLY
- LOCAL BIKE SHOPS AND HIRE
- BIKE MAINTENANCE CLASSES
- BIKE SKILLS COURSES
- ACTIVE TRAVEL IN SCHOOLS



Electric bikes for loan to the community



Upper Tay Transport



Cycle skills training





Cycle Maintenance classes

ON THE ROAD 2 hours

Punctures, brakes

IN THE GARAGE 6 hours

Everything basically!

The flyer features the Uppertay Transport logo in the top left corner. The main text is set against a light green background. The top section reads: 'The world has come to Scotland to help save it at COP26... We can all do our bit. How you travel can make a difference...'. Below this is a photograph of a person's hands using a red tool to adjust a component on a bicycle. The bottom section of the flyer has a pink background with the text 'Learn to fix your bike and then ride it' and the website address 'www.uppertaytransport.org' in white text.



Guided cycle rides





Active Travel in schools





Walking Groups





Mobility project



Upper Tay Transport



7. Local Minibuses and taxis





8. Hiya Car

A promotional banner for Hiya Car. It features the Upper Tay Transport logo in the top left corner. The main text is set against a light green background. The text reads: 'The world has come to Scotland to help save it at COP26... We can all do our bit. How you travel can make a difference...'. Below this, the 'hiyacar' logo is displayed in a large, blue, lowercase font. At the bottom, a dark blue banner contains the text 'Rent your car out And help others with Hiya Car', and a green banner at the very bottom contains the website address 'www.uppertaytransport.org'.

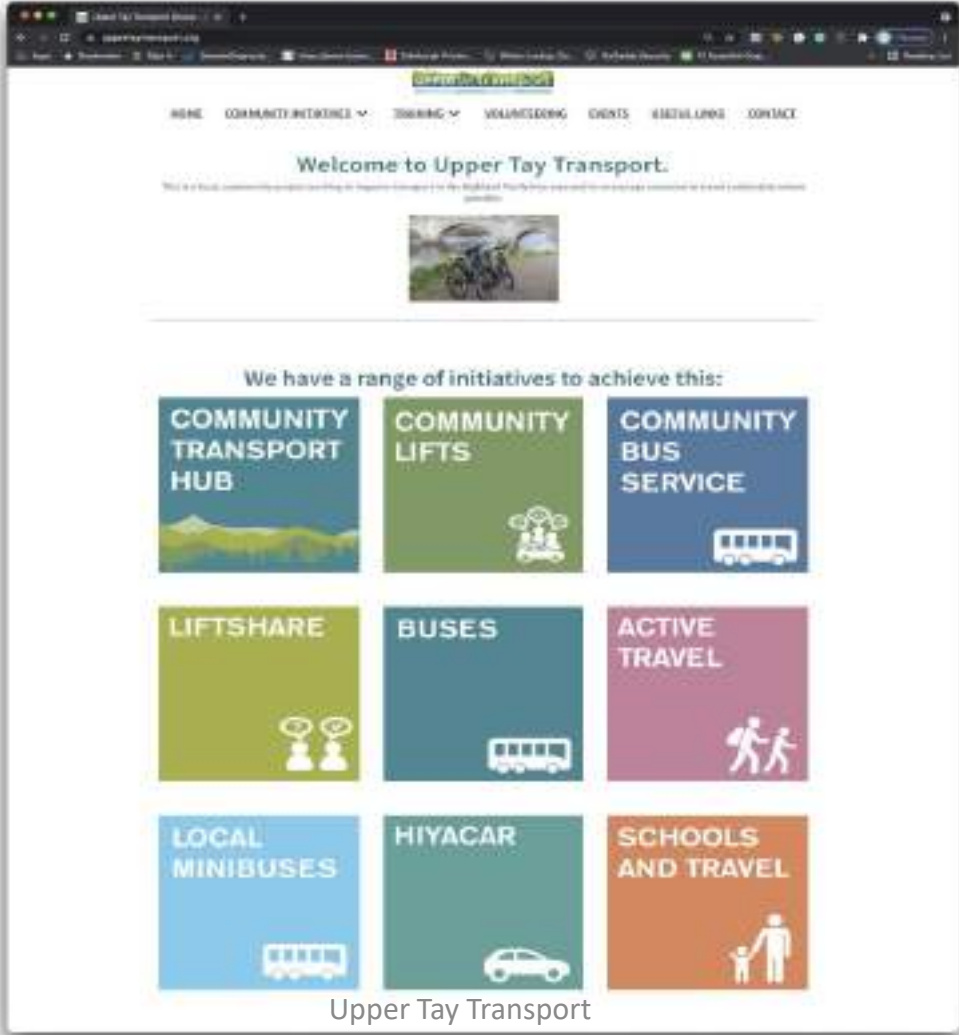


9. Schools and travel





So we are providing more transport options...





....we also work to publicise all the options ...



Upper Tay Transport



And then encourage people to think about alternatives...

The world has come to Scotland to help save it at COP26...
We can all do our bit. How you travel can make a difference...

Walk those short journeys

www.uppertaytransport.org

The world has come to Scotland to help save it at COP26...
We can all do our bit. How you travel can make a difference...

Think about how you travel.

www.uppertaytransport.org



Learning points and useful things to know



Project Development

- Really worthwhile developing your community transport project for the benefit of environment as well as community
- Clear strategy and plan essential with a multi-faceted project
- Publicity, promotion and campaigns – needs to be planned as part of all projects. Needs resources.
- Bus development complicated and slow



Funding

- First year funding easy to find – sustainability is hard.
- Good to get funding from a range of sources

Perth and Kinross Council

National Lottery

SSE Griffin and Calliachar Community Fund

Smarter Choices Smarter Places

Health and Social Care Partnership



Support

- Get support, share ideas.
 - Community Transport Association
 - Scottish Rural and Islands Transport Community
 - Perth and Kinross Council
 - Community Transport Forum
 - Public Transport Unit
 - Strategic transport
 - Paths for All (Smarter Choices Smarter Places)
 - Health and Social Care Partnership



- UPPER TAY TRANSPORT
 - Emma Burtles
- emma@uppertaytransport.org
- 07881 991176