

RURAL TRANSPORTATION INNOVATION

DfT Rural Transportation Accelerator

CHALLENGES



Innovation in transport technologies and services has the potential to enhance rural transport and support a higher quality of life for people in rural areas.



DELIVERY

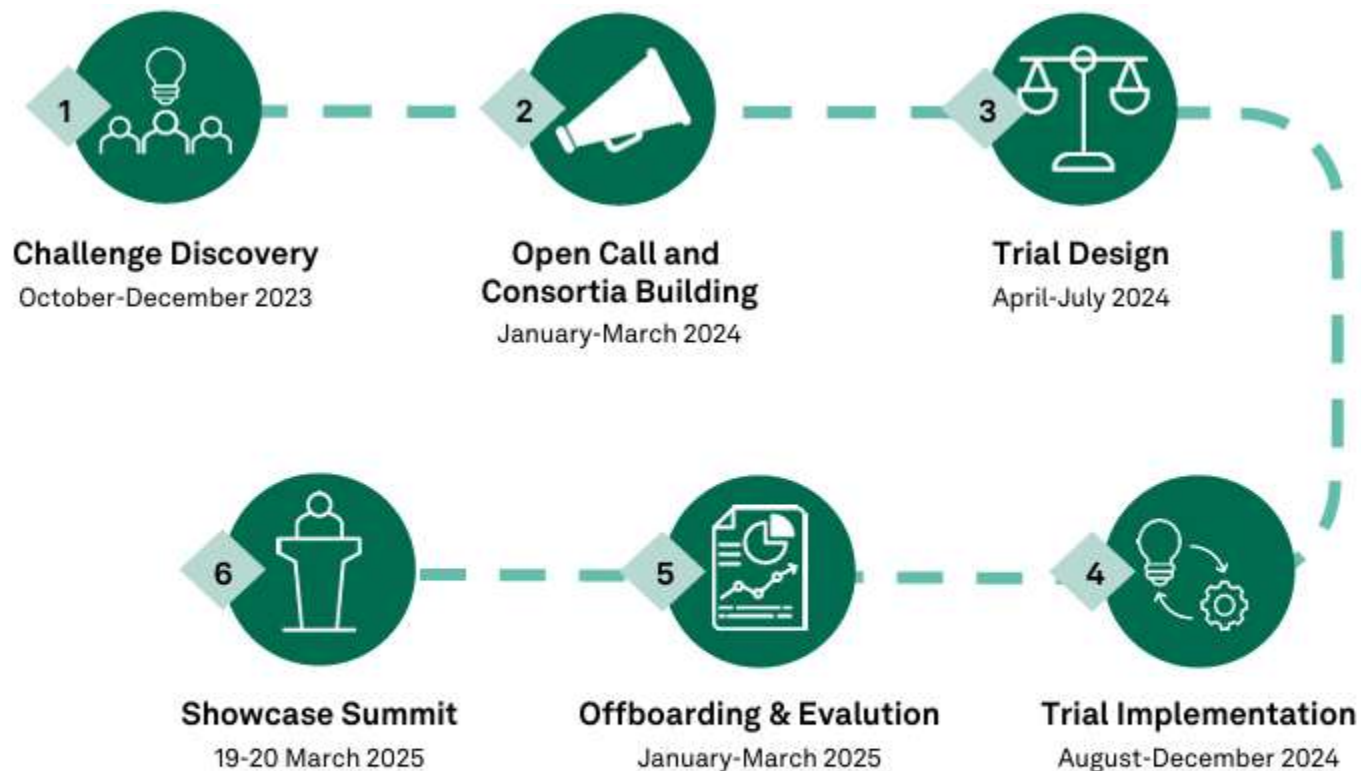


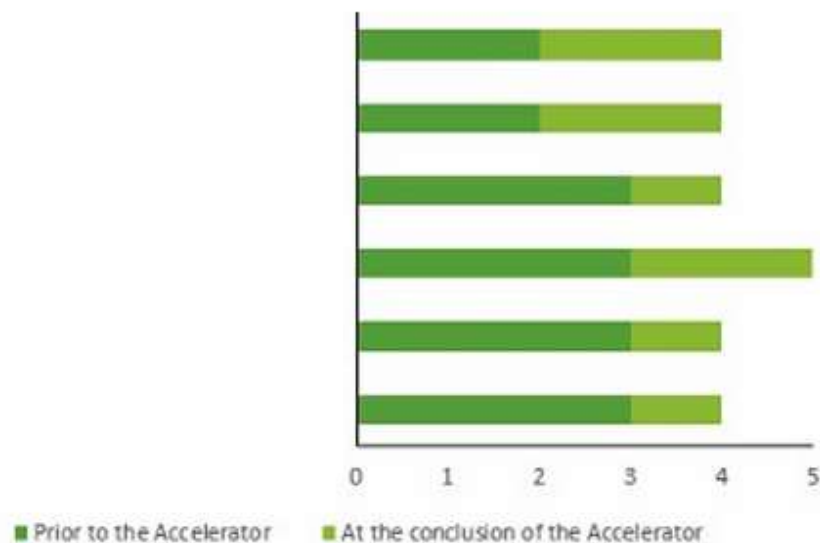
Figure 2: Rural Transport Accelerator programme timeline

DIRECT IMPACT



Impact on Local Authorities

Improved confidence: Five local authorities and one subnational transport body reported increased confidence in collaborating with SMEs to tackle rural transport challenges and discuss procurement and deployment possibilities.

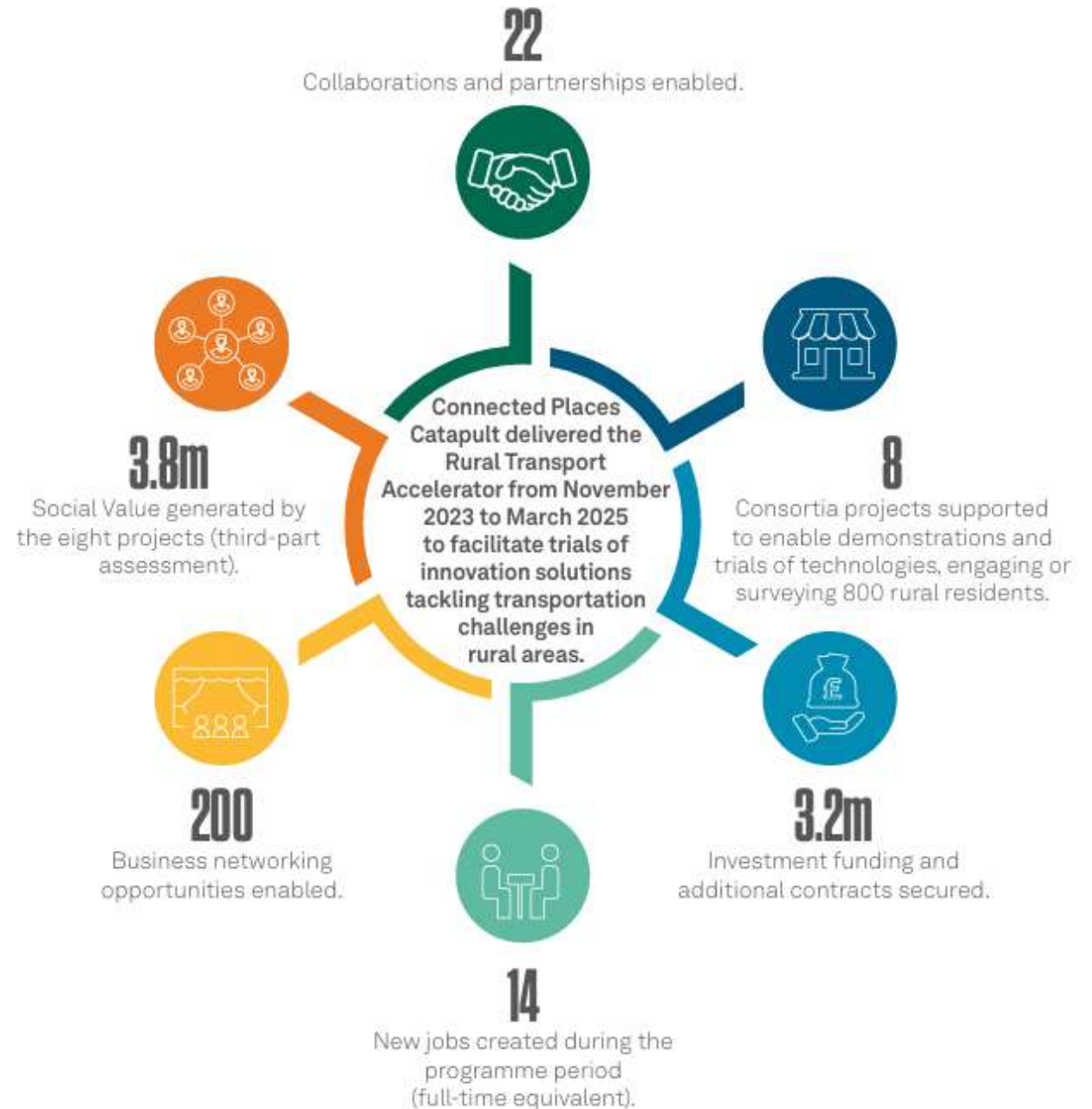


(1 extremely unconfident, 2 unconfident, 3 neither confident nor unconfident, 4 confident, 5 extremely confident)

DIRECT IMPACT

8 trials

- At least x2 Social Return on Investment
- Average of £20K spent per council





In partnership with Norfolk County Council, Alchera Technologies gathered multiple data sources - including bus data, census statistics, origin-destination data, and citizen surveys – and applied its Rural Travel Behaviour Model to analyse transport patterns.



In partnership with Suffolk County Council, BetaStreets captured 150 km of 360-degree imagery across southeast Suffolk, integrating the imagery with Beta Streets Engage 360 platform, and conducted a hybrid pilot with both professional and public users.



Civil Water Management partnered with Milton Keynes County Council to install Hydrotrench, a modular permeable drainage system made from recycled tyre rubber, along a 198m flood-prone section of National Cycle Route 6, and assessed performance during rainfall events.



Intelligen partnered with the Broads Authority to install nine units of PowerPOD, a solar-powered, off-grid storage and charging station for Light Electric Vehicles (LEVs), across three sites in the Broads National Park – Carlton Marshes, Salhouse Broad, and Reedham Ferry Inn.



Working in partnership with Transport East, Norfolk County Council and the Queen Elizabeth Hospital Kings Lynn, Mobilityways tested a multi-technology approach to detect and incentivise shared vehicle use.



In partnership with Herefordshire City Council, DPD and Pedicargo, Motocargo tested the Morocargo L150 electric cargo across Herefordshire, encompassing varied conditions from congested urban roads in Hereford to isolated rural delivery routes.



UrbanTide partnered with SEStran and NHS Scotland to conduct virtual trials in Fife to evaluate two core use cases: how aligning appointment times with transport schedules could improve access, and whether Demand-Responsive Transport (DRT) provided a better alternative to traditional subsidised bus routes.



In partnership with Warwickshire City Council, Royal Shakespeare Company, Community Transport Association, Smartzi and Uber, You Smart Thing trialled the AI Travel Marketplace (AITM), a smart travel planning platform to assess whether integrating AITM into healthcare and cultural service systems could reduce single-occupancy car use, lower NHS missed appointments, and improve rural access to essential services.



Impact

- **Carbon Reduction:** Up to 50% compared to traditional materials.
- **Environmental:** Badger setts have not been disturbed.
- **Regulatory:** Sustainable drainage plan secured for whole 2.5km route.



powerPOD



- **Environmental Impact:**
 - Delivering Greener Transport
 - Facilitates greener form of transport than walking
 - Built using 90% recycled materials
 - Main building material is carbon negative
- **Commercial Impact:**
 - Team expansion
 - New contracts won
 - Secured industry authority
 - Added huge value to Intelligen

Impact

We've made your journey easier – find the best travel options to your appointment

CLICK HERE, or scan the QR code, to try our new Travel Assistant.

https://travel.yousmarththing.com/warwick_hospital



South Warwickshire
University
NHS Foundation Trust



Successfully deployed a proof of concept for an **NHS Trust**.

Effective integration with Liftango to promote the **Indigo PLUS DRT** service in South Warwickshire.

Identified opportunities to **enhance rural connectivity** using the Travel Assistant.

LEARNINGS



Rural Transportation users value faster and cheaper over new infrastructure



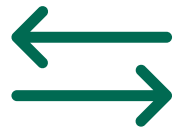
Users are enthusiastic and willing to contribute



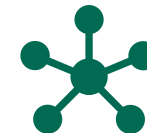
Public procurement systems creates challenges in implementing new solutions



Cross-sector collaboration is pivotal for rural design



Transportation behaviour change requires communication and incentives



Lack of integrated and shared knowledge between organisations and sectors delays innovation