



**The Scottish**  
**Rural & Islands**  
**Transport Community**

A Community Interest Company

**With**  
**Jenny Milne**

[www.ruralmobility.scot](http://www.ruralmobility.scot)  
[#wearesritc](https://twitter.com/wearesritc)

1. Who we are
2. Some practical insights
3. What we do
4. 2023 Plan
5. The Future
6. Power of People



## **Jenny Milne (usually is here)**

**I live and Breathe Rural**

**Founder of the Scottish Rural and Transport Convention and Community (#SRITC)**

**Part Time PhD Student – University of Aberdeen, Rural MaaS**

**Freelance at JLM**

**Part Time Farmer, Holiday Cottage Owner and Mum**



# SRITC TEAM

## SRITC DIRECTORS



THE ROUTING COMPANY



The Chartered Institute of Logistics and Transport

The logo for Smarter Choices, Smarter Places, featuring icons of a person walking, a car, a bus, and a person on a bicycle. Below the icons is the text "Smarter Choices, Smarter Places" and "Supporting Sustainable Travel".

Smarter Choices, Smarter Places  
Supporting Sustainable Travel

The logo for Scottish Rural Action (SRA), featuring the letters "SRA" in blue and a stylized green and blue icon of people. Below it is the text "Scottish Rural Action".

SRA  
Scottish Rural Action

The logo for Broadway Broadband, featuring the word "BROADWAY" in large blue letters and "BROADBAND" in smaller blue letters below it. Below "BROADBAND" is the tagline "Whoever, wherever - we connect communities".

BROADWAY  
BROADBAND  
Whoever, wherever - we connect communities



## CORE VALUES

- Supportive
- Resourceful
- Innovative focused
- Transformative
- Community



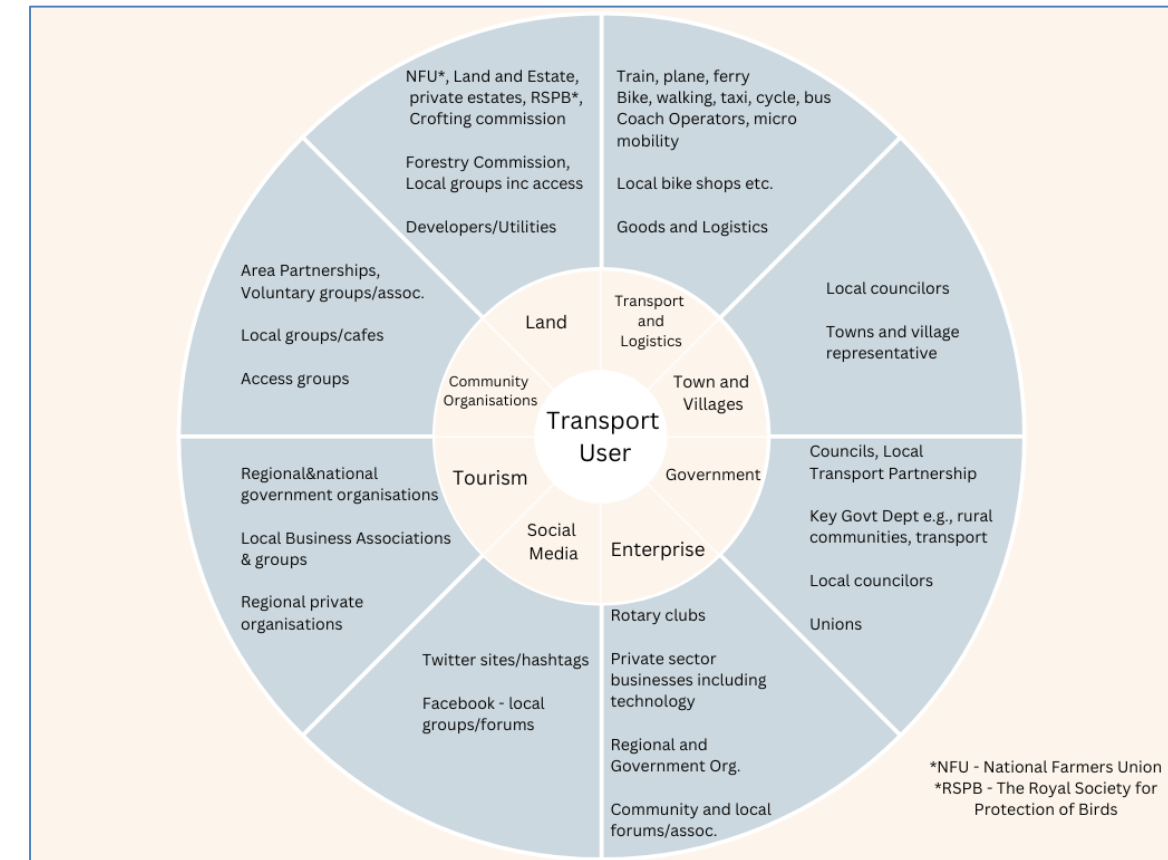
## VISION

Our Community's Vision is to come together to affect change for rural communities, users and providers of transport and mobility.



## MISSION

To achieve this, SRITC's Mission, is to be a **collective voice** for rural and island communities, organisations, and businesses, building a network that can **deliver a better transport future; represent the transport needs** of residents to those who can facilitate change; and facilitate **knowledge and best practice exchange** to support **innovative** solutions to key transport challenges.



# What will SRITC have achieved by the end of 2023?



## **PRIORITY 1**

Stakeholder engagement/design



## **PRIORITY 2**

Network/ knowledge exchange - LKC



## **PRIORITY 3**

3 of the 6 BigAsks

### Additional offerings

Partner in research projects

Impact on policy and communities

Online Cafes

Gatherings – SRITC in May and jointly the SRP and SRITC 2023 November, Fort William

### **Making Impact**

**By 2025, an active engaged community will have delivered real change which will have impact not only in Scotland but throughout the world.**

## WHAT WE DO

# Core products and services



Cafes



Newsletters



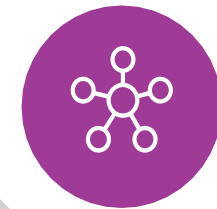
Gathering with  
biannual awards



Stakeholder  
design and  
engagement



Policy responses -  
help  
organisations/  
communities to  
submit



SRITC open to  
sitting on  
advisory boards  
of suitable  
organisations



Learning  
knowledge center  
- phased opening



A series of  
guidance  
notes/papers



Training,  
mentoring /  
facilitation



Inspire to be a  
funder to help  
from a truly  
bottom-up  
approach



# NATIONAL TRANSPORT STRATEGY (NTS)2

## 6 Big Asks

1. An Integrated Rural and Island Mobility Plan
  2. R&I Transport Innovation Fund
  3. R&I Leadership Group
  4. R&I Procurement Framework
  5. Sustainable Rural Transport STEM challenge
  6. R&I Open Data Framework
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# Strathdearn Community Hall



The Strathdearn is a newly built and spacious hall. The hall offers e-bikes, access to e-charging and a bus stop.

The space also contains (1) sports facilities; (2) office space; and (3) catering facilities

The £2.5m hub is funded by advances on income from windfarms at Moy, Farr and Dumnaglass, the Scottish Government's Regeneration Capital Grant Fund and Social Investment Scotland.

Naming convention for mobility hubs

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# Rural Mobility Hub Angus

The new Rural Mobility Hub, funded by the UK Government's £26.5 million Angus Fund, as part of the Tay Cities Region Deal, will be located on the A90, half-way between Aberdeen and Dundee, and will integrate zero carbon energy systems with mobility services, enabling a 'smart mobility infrastructure'

Building on the success of Brechin Business Park as a location for local business, alongside the amenities available at Brechin Castle Centre, and access to the town centre, the location has the potential to make a meaningful impact on decarbonising these transport impacts and enhancing services for local communities.

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# E-Hub Inverness

Three EHUBS in and around Inverness at strategic interchanges, with the offerings for e-bikes, e-cargo bikes, EV car share options and improved access to public transport information.

Can book these multimodal transport services, building on existing work within this area through HITRANS's Go-Hi Application.

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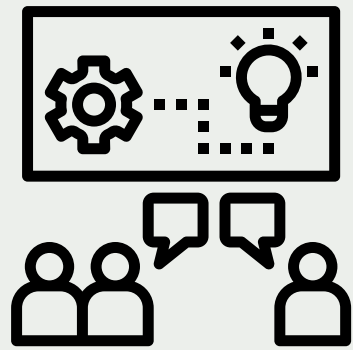
# Newsflash

Language and phraseology is vitally important. There are many communities expanding their village halls – a key theme of the SRIP where they provide repair cafes, EV charging points, working space, social space, soup kitchens etc.

Go and see one – we went to see Tomatin at the SRITC Gathering and many from the transport industry had never actually visited or seen one. It's a must....

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# WHAT IS COMING UP?



## STEM Cafe



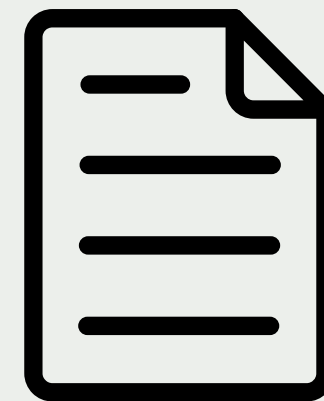
## Hybrid SRIP

## September

## cafe

## from

## Communities



## Consultations

# THE FUTURE (or should that be, Top Tips)?

- \*Let rural people plan and be involved be that co-create/design
- \*Collaborate, don't silo – departments, policy or people
- \*Stop the fascination on business models and how government will fund rural areas and the Islands
- \*There needs political buy-in **AND** changes to legislation which ultimately would aid achieving policy objectives.
- \*We also need those working in urban areas or developing urban products, to stop trying to make one size fits all.
- \*Remember - Rural areas are very innovative – Sat nav from farming in Canada; COVID deliveries and changes to business models to survive.
- \*Rural areas are uniquely different and that's the attraction to all those living and coming to the area. It's the USP – Unique Selling Point.



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